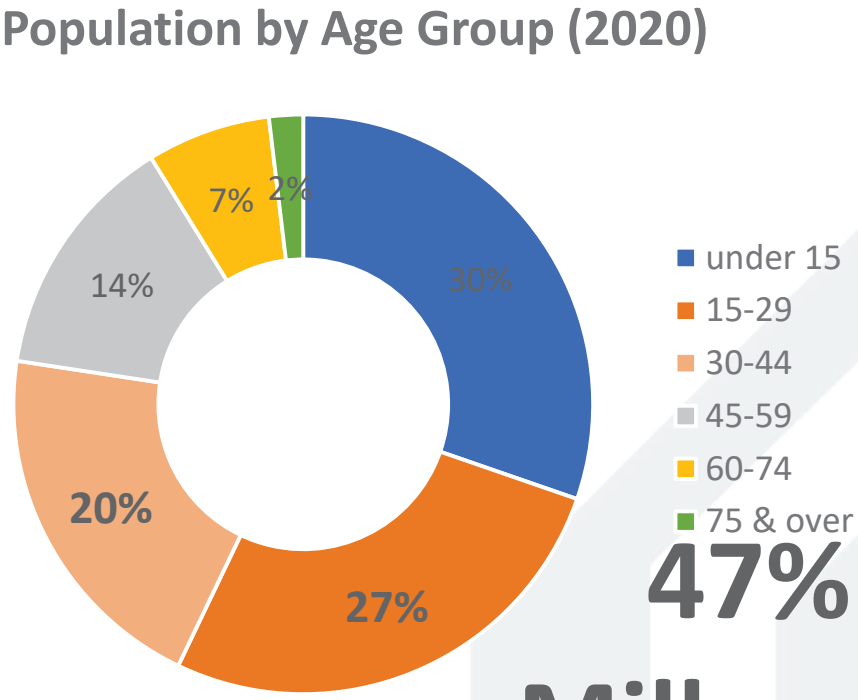
The Real State of Real Estate in PH

A Correlation on the Buying Power of Millennials (+Zoomers) and Rise of Micro Cities

Millennials & Zoomers: The Game Changers



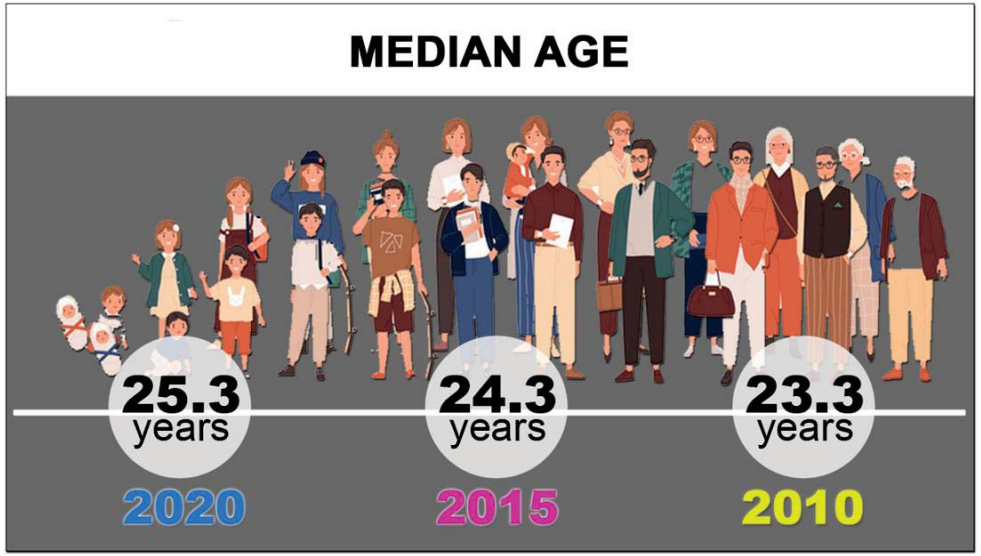
47% of  **are Millennials & Zoomers**

The Game Changers

Millennials & Zoomers: The Game Changers

Median Age of PH population is 25 years old

Figure 3. Median Age of the Philippine Population: 2020, 2015, and 2010

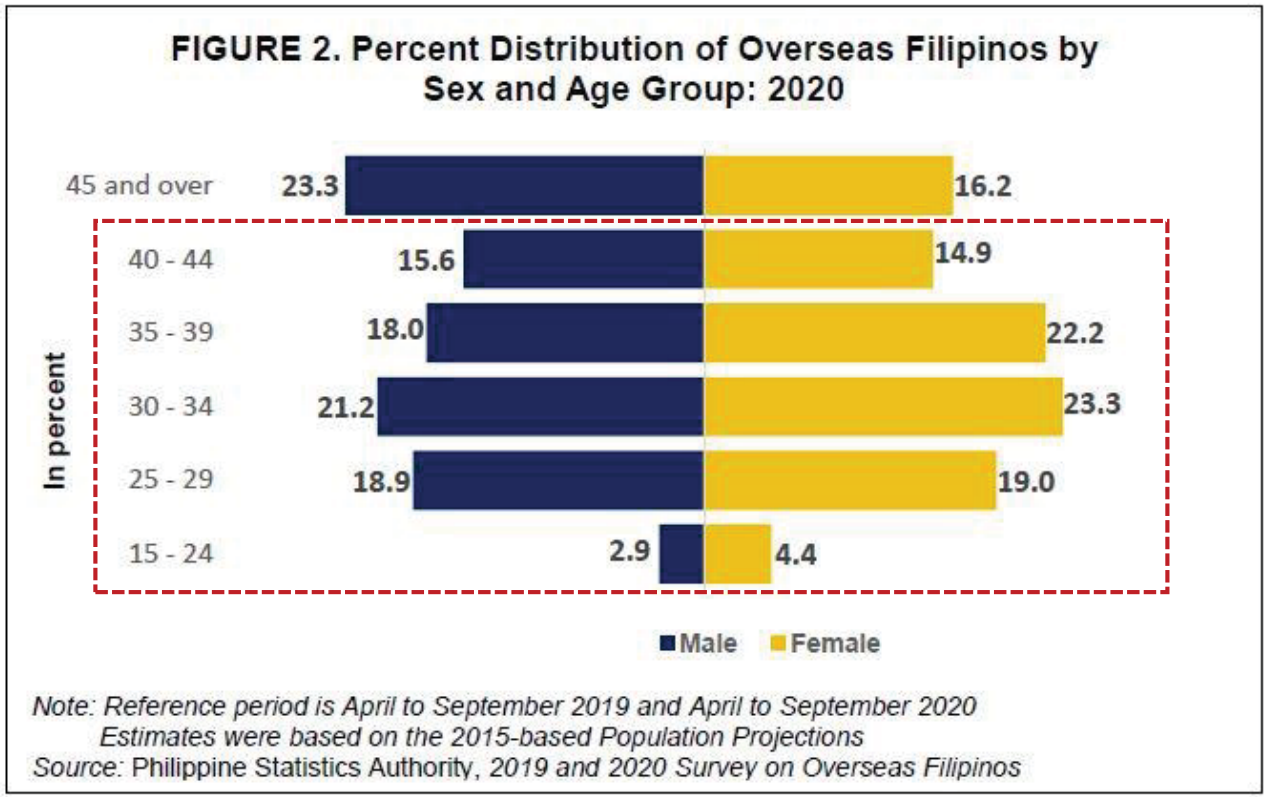


Sources: Philippine Statistics Authority, 2010 and 2020 Census of Population and Housing and 2015 Census of Population

Millennials & Zoomers: The Game Changers

Local Employment share takes up 65% while Overseas at 45%

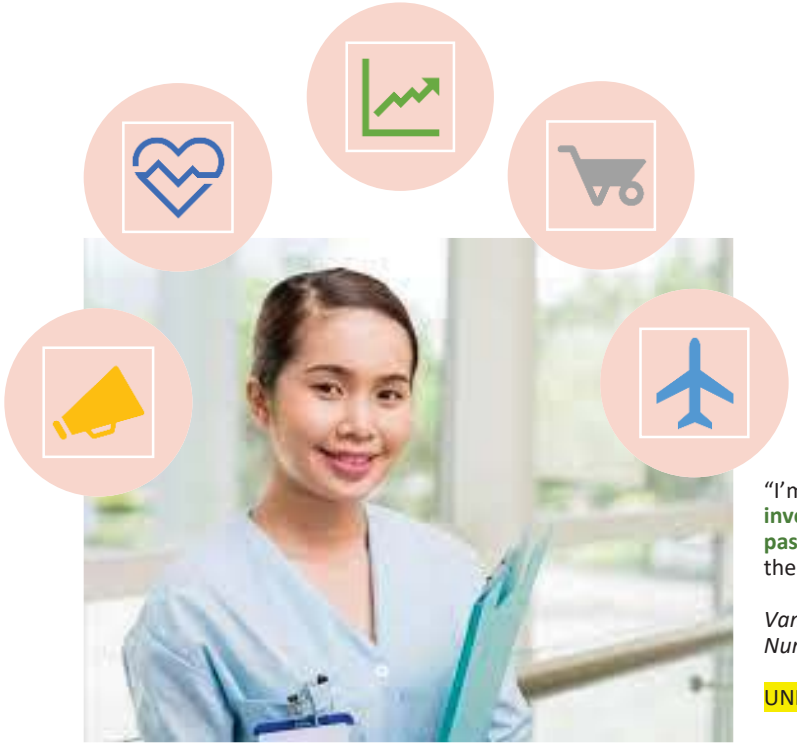
- Highly productive with disposable income
- Powerful buying force
- Unique needs & preferences



Sources: Philippine Statistics Authority, 2010 and 2020 Census of Population and Housing and 2015 Census of Population

Millennials & Zoomers: The Game Changers

Life Stages & Needs



"I'm looking for a budget friendly unit that **I can invest in and** while I am outside the country for **passive income** and a place to stay while I'm in the country"

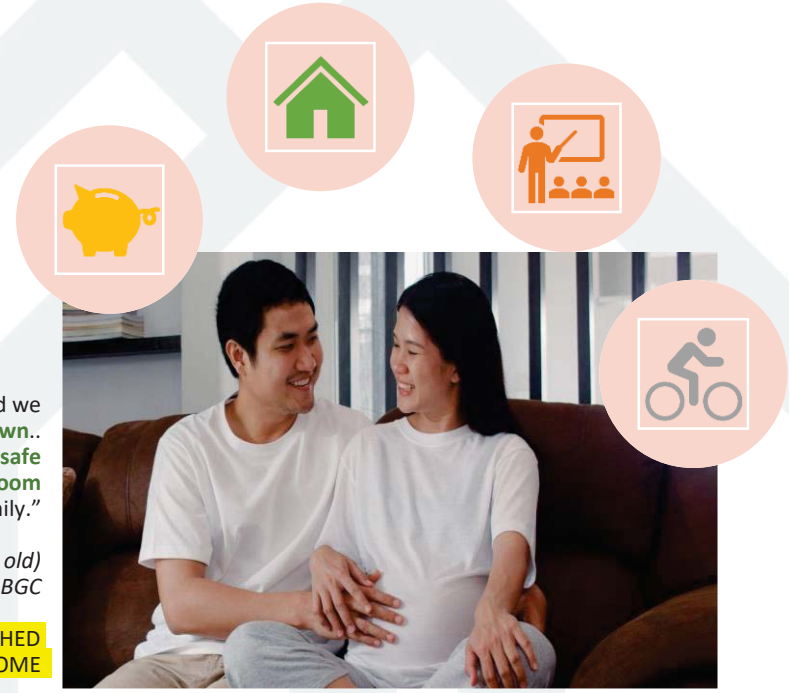
Vanessa, 29 years old
Nurse in the UK

UNIT PREFERENCE: CONDO/ TOWNHOUSE

"We are expecting our first baby and we would like to have a **place to call our own**.. We want our baby to grow in **a safe community, while also having enough room us to grow as** a family."

Jay & Eda (34 & 32 years old)
HR Manager & IT Supervisor in BGC

PROPERTY PREFERENCE: SINGLE DETACHED HOME



Millennials & Zoomers: The Game Changers

Considerations in Real Estate Investment



Affordability & Flexibility



Location & Accessibility



Sustainability



Community & Social Spaces



Safety & Security



Technology & Innovation

The Rise of Micro Cities: Integrated Community

Designed to meet the needs of millennials



where residents can live, play, and settle down, all within minutes of where they work.

The Rise of Micro Cities: As a Preference



Mixed-use
connectivity to business and essentials



Sustainable
Quality of life for generations to come

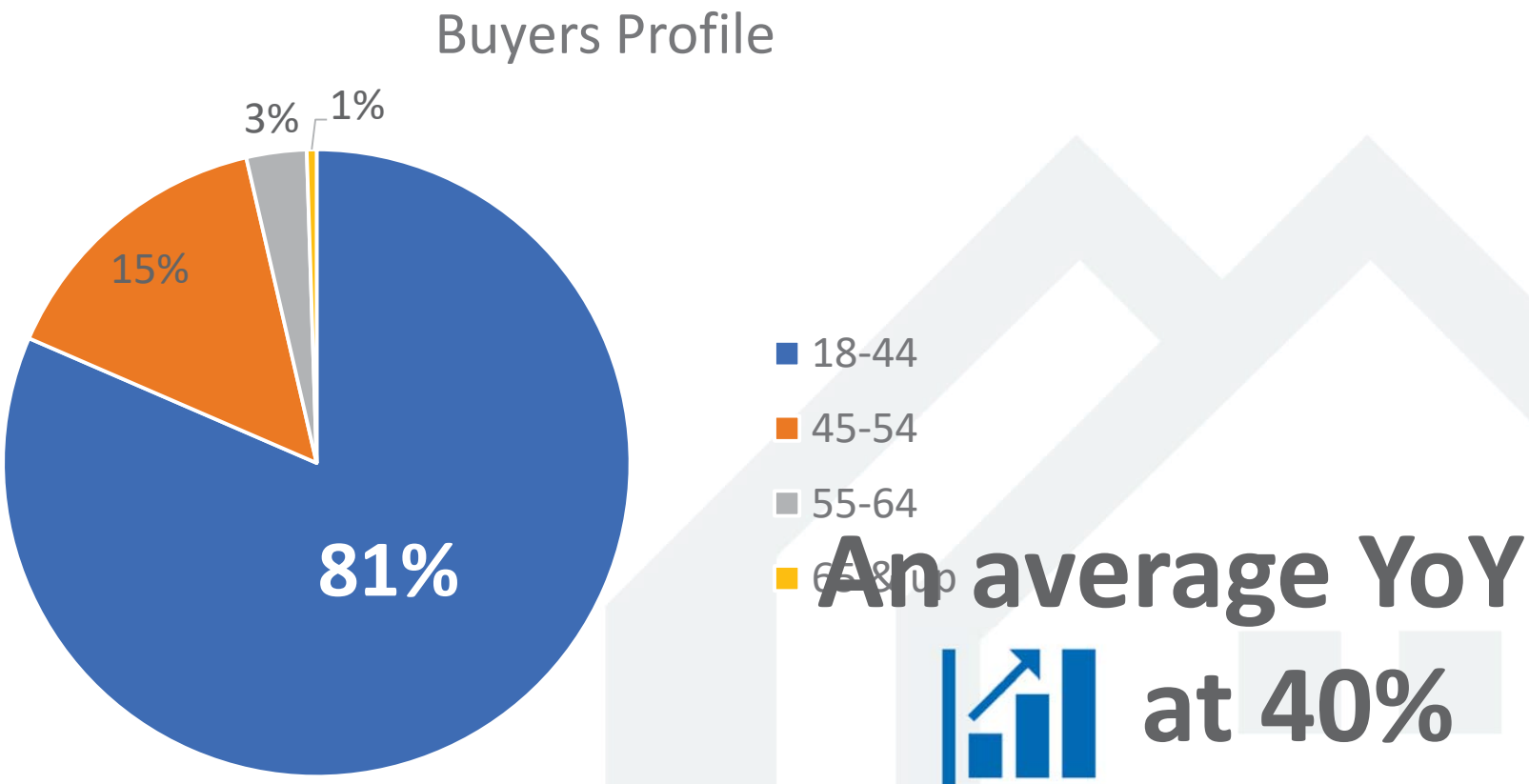


Investment Potential
value appreciation over time



Growth of PHirst as evidence

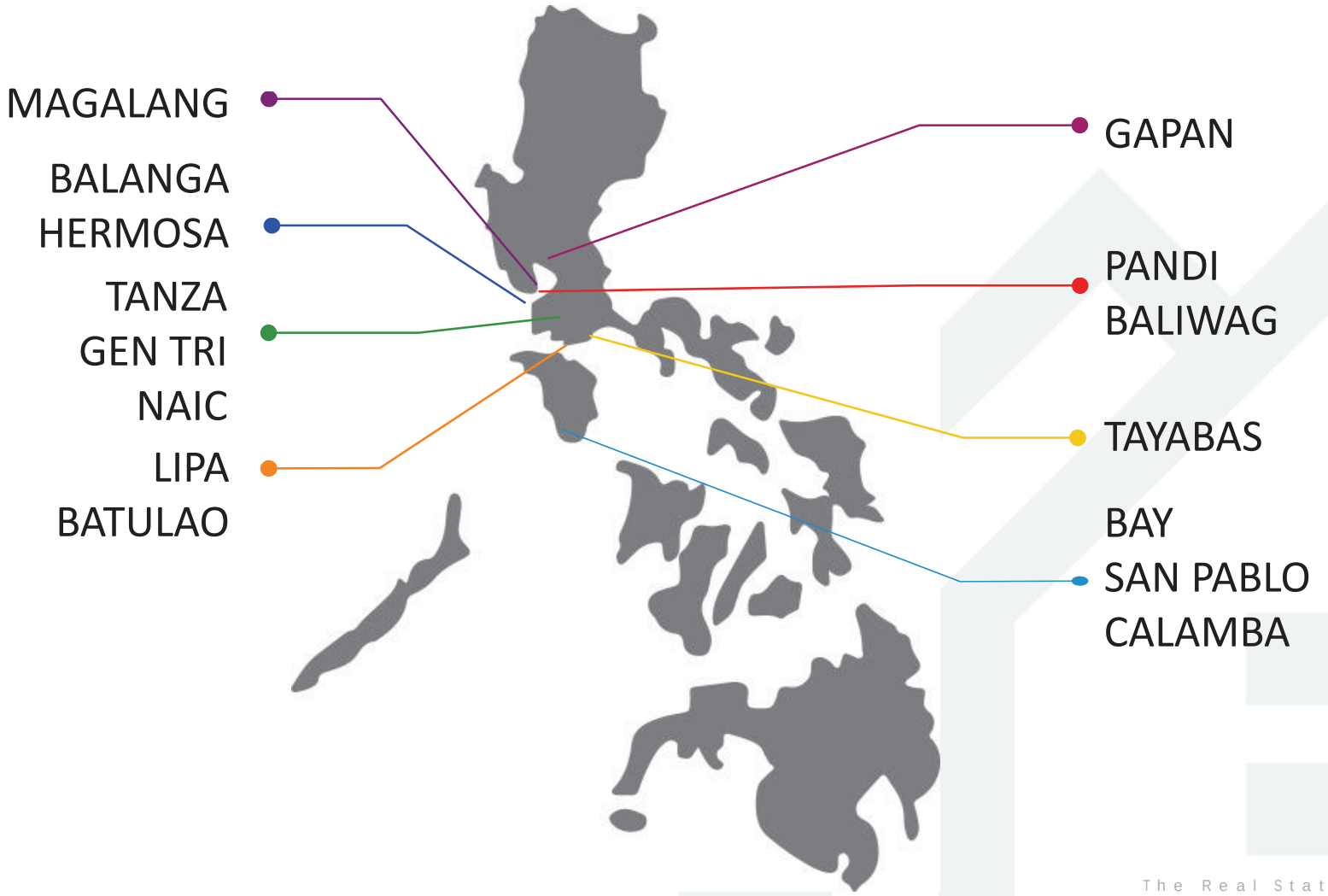
Millennials & zoomers take up majority of the sales demographics



An average YoY at 40%

Growth of PHirst as evidence

Launched **16 projects** in strategic locations within **5 years** of operations



Growth of PHirst as evidence

Different products to meet the growing Filipino housing needs



Sights

Socialized



Park Homes

High Economic



Editions

Mid Income



Centrale

Township

Growth of PHirst as evidence

PHirst Centrale Hermosa – first Integrated Community



DWELL
RESIDENTIAL

CREATE
COMMERCIAL
INSTITUTIONAL

THRIVE
RETAIL

Real Estate on the recovery

PHirst will be aggressive in expanding its portfolio



1. Sustained buying force in the next 20 years having a young & highly productive generation dominating the population
2. Easing out from pandemic as large % of OFWs getting back on track
3. Real Estate players are diversifying their products to cater to housing demand of the market

PHirst will be **aggressive in expanding its portfolio**



and **optimize** in serving the demands of the **growing market**

The Real State of Real Estate in PH

Thank you.