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The land market ushered in "Xiaoyangchun": the average price of land in 300 cities rebounded

- text

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Land market ushered in "Xiaoyangchun": 300 cities land floor average price rebounded

Time Weekly reporter Yang Jing from Shanghai

The land market is welcoming a new wave of enthusiasm.

On April 26th alone, the total land transaction volume of the three cities in Zhejiang and Anhui provinces reached more than 20 billion yuan. Among

them, 6 plots of land in Zhejiang Hangzhou were 8.48 billion yuan; the two plots in Wenzhou, Zhejiang were sold with 140 rounds of bidding and 195 rounds of bidding, totaling 4.241 billion yuan; 12 plots of land in Hefei, Anhui Province, with a total price of 8.195 billion yuan.

In Suzhou, Jiangsu Province, four times since the beginning of this year, there have been three times of land sales reaching 10 billion.

These are just partial manifestations of the warming of the land market.

According to the data of the China Index Research as of April 25, the average floor price and premium rate of residential land sales in the 300 cities nationwide have rebounded, especially in March and April.

In the transaction floor price, February has ended a downward trend for 11 consecutive months. By April, the year-on-year growth rate has remained above 20%. The absolute price has reached a high level in the history of a single month, only slightly lower than September 2017. The premium rate continued to rise from February to April, from 10.6% to 23.6% to over 30%.

In April, cities such as Wuxi, Nanchang and Changzhou also auctioned plots with a premium rate of over 70%.

Under the background of "staying and not speculating", there is no doubt that there is a risk that the real estate will have a high premium at this time.

The latest research report of Cree believes that the "window period" of this round of land is in the fourth quarter of 2018 and January and February of 2019.

The time is very short, and among the three factors that support its persistence, there are certain uncertainties in terms of funds, policy, and market.

"In the second and third quarters, whether it is strategic adjustment or scale, the investment layout of enterprises still needs to be cautious. Of course, caution does not mean not taking the land. Under the focus and contraction strategy, blind pursuit of high is not desirable." Report warnings.

Passionate enthusiasm

Hangzhou, Wuhan and Beijing are the top three major buyers of this year. As of April 25, the total amount of land transfer transactions in the three places was 61.2 billion yuan, 60.3 billion yuan and 59.4 billion yuan respectively. The remaining top ten cities are Tianjin, Suzhou, Shanghai, Fuzhou, Zhengzhou, Foshan and Xi'an.

In the total area of transactions, Wuhan, Xi'an and Tianjin rank among the top three. Zhengzhou, Kunming, Taiyuan, Qingdao, Dalian, Nanning and Heze ranked 4th and 10th respectively.

It is not difficult to find that the four cities of Wuhan, Tianjin, Zhengzhou and Xi'an rank among the top 10 in the country in terms of the total amount and total area of residential land. These first- and second-tier cities and strong third-tier cities are also the focus of investment in most housing companies in 2019.

According to the report of the China Index Academy in the first three quarters of 2019, the amount of land acquired by real estate enterprises in the Yangtze River Delta urban agglomeration ranks first among other urban agglomerations. In addition, due to the implementation of the talent settlement policy, regional economic rise and industrial transfer, etc. The attention in the western region has also continued to increase.

For example, Sunac China has new soil reserves in the central and western cities of Chongqing, Xi'an and Chengdu. Sunac is also a major player in the first quarter of 2019, ranking second in Vanke, ranking 30.9 billion yuan.

Eight real estate enterprises in Greenland, New City, Xuhui, Sunshine City, Zhonghai, Evergrande, Longhu and Zhongnan entered the top ten in the first quarter. Other housing companies that have a total amount of more than 10 billion yuan are Pazhou, China Resources, Jindi, New Hope and OCT.

The enthusiasm of the housing enterprises to get the land is high, and on the one hand, it is inseparable from the arrangements required for the regular replacement of positions at the beginning Zhang Huadong, chief researcher of Yihan Think Tank, analyzed that from the perspective of running volume, the land acquired in the first quarter can be developed and entered into sales in the same year, helping to achieve sales targets this year or next year.

"A considerable number of housing companies still have the goal of rushing scale, and land reserves are indispensable. In addition, the market has been loosened in terms of credit financing compared to last year. Therefore, housing enterprises have certain liquidity support on the funds side. He pointed out.

While actively taking the land, many housing companies are frequently occupying the "Xiaoyangchun" of financing. The decline in financing costs is in front of us. From the situation in March, most of the overseas financing costs are below 8%, and domestic debts are also below 5%, lower than the cost at the end of last year.

Risk still exists

However, it is worth noting that under the current situation, rushing to pursue high investment will face certain risks.

Sun Hongbin, chairman of Sunac's board of directors, said in the previous performance meeting that the media including Time Weekly should not be too optimistic about the real estate market this year. It is unlikely that the price limit policy will be greatly relaxed. "Be careful in 2019, policy relaxation will not be as strong as everyone thinks," he said.

Zhang Hongwei, chief analyst of Tongce Group, found that the measured net profit margin of land in the first half of last year was controlled at around 12%, and the net profit margin was 8%. The land in the 9% range has been photographed, but the estimated net profit margin of most plots has dropped sharply, only 3%? 5% is even as low as 0.

The bottleneck of housing companies facing profit margins is only one aspect. In 2019, the debt repayment period of housing enterprises is also coming, and the financial pressure on enterprises is still not reduced.

Ding Zuyu, CEO of Yiju Enterprise Group, judged the media of Time Weekly at the Kerry Real Estate Financial Situation Conference in April that the heat of the land market will not continue. It can be listed for sale, which is a good choice for many housing companies, but by the end of the second quarter, the overall market environment will change."

“Although the land market does show some signs of recovery, it cannot be ignored that, on the whole, these sharply rising plots are only individual cases under the focus area, and the market has not experienced the crazy momentum of 2016.” Rui’s latest report also pointed out.

After analyzing the land price and inventory risk of the land market in 22 key cities across the country, the Kerry research team suggested that in some cities with high inventory, slow growth, and large land price increases, such as Zhengzhou, Chongqing, Ningbo, Jinan, etc. The land needs to be more cautious and rational.

In addition, there is no major risk in land inventories, but some cities with large land price increases, such as Nanning, Xi’an and Jinan, are not the best time to take the land.

Third- and fourth-tier cities with some land price corrections but high stocks, such as Huzhou and Jiaying, need to be treated with caution.

The medium and long-term inventory pressures such as Chengdu, Changsha and Shenyang are small, and there is no city to reduce the pressure. As long as the market sales can remain stable, it is possible to maintain rationality.

"But this round of warming may not be the same as in the past few rounds. The past unified regulation has become a policy of the city. In the future, there will be a strong rise in the real estate industry as in the past. It is necessary to make a question mark." Tu Lilei, chief analyst of the securities real estate industry, said.

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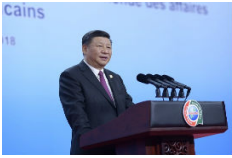
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