

For inquiries, please contact:  
www.PreSelling.com.ph  
info@preselling.com.ph  
+63 917 703 7707

*Serín* EAST  
TAGAYTAY

*Serín* EAST  
TAGAYTAY

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707

# WHY LIVE IN TAGAYTAY?

*Serín* EAST  
TAGAYTAY

# 1 True Haven For the Urban Filipino



*Serin* EAST  
TAGAYTAY



**To Manila via Sta. Rosa**

**To Manila via Aguinaldo Highway**

**To Manila via Amadeo**

**To Manila via Mendez**

**To Nasugbu (Beaches)**

**Tagaytay Living at its Finest**

There are still so many things to discover. From gorgeous views, fantastic eats, to great moments with your loved ones. Life's greatest pleasures are



**Serin** EAST  
TAGAYTAY



For inquiries, please contact:  
www.Presentation.com.ph  
info@presentation.com.ph  
163 917 703

Manos Greek Taverna

Filipino-Japanese Friendship Garden



Tagaytay Sports



To Nasugbu (Beaches)

gorgeous views, fantastic eats, to great moments with your loved ones. Life's greatest pleasures are

**Serin** EAST  
TAGAYTAY

# 2

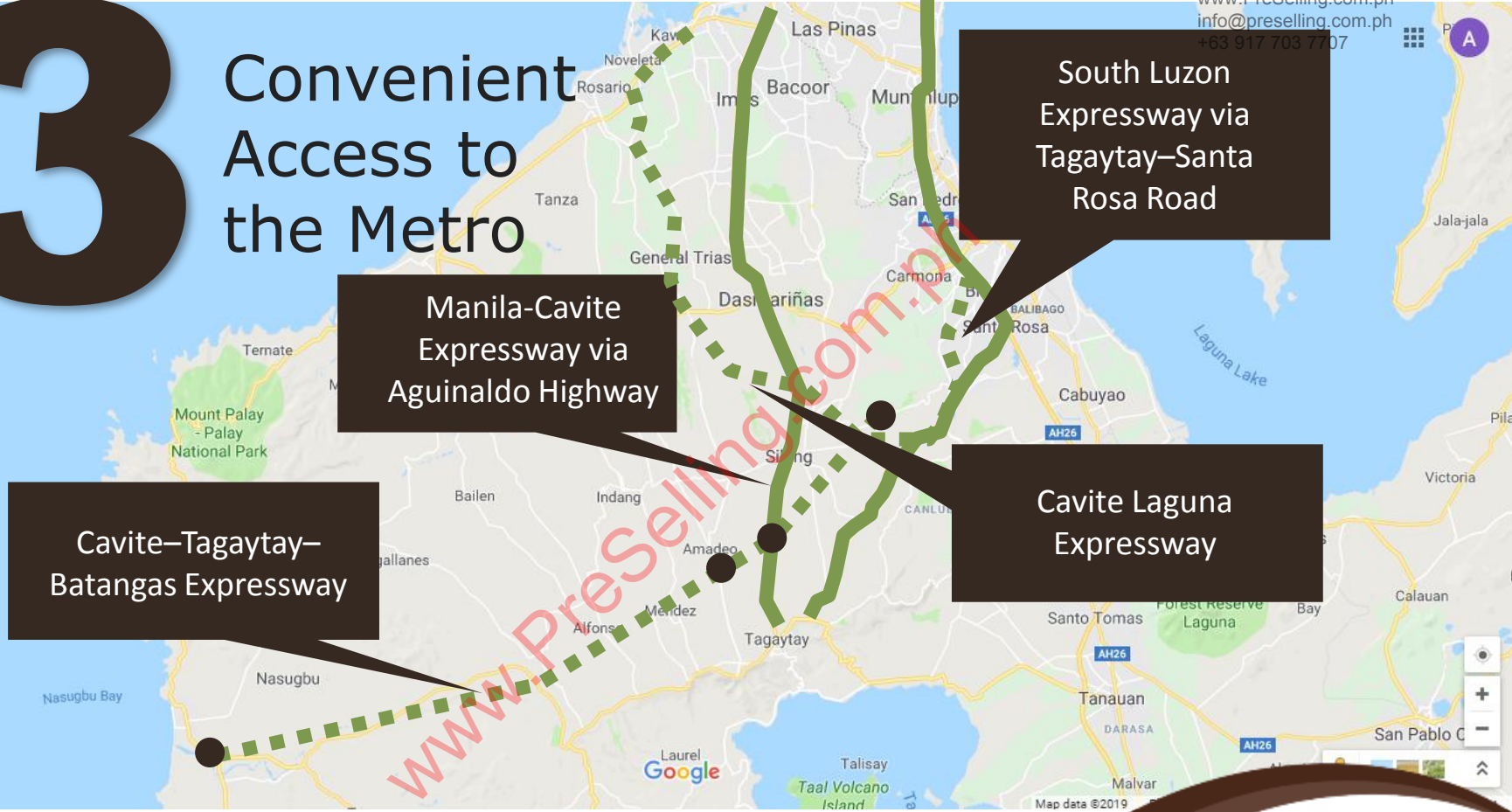
## Low Cost Agricultural Products



# 3

## Convenient Access to the Metro

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



Cavite-Tagaytay-Batangas Expressway

Manila-Cavite Expressway via Aguinaldo Highway

South Luzon Expressway via Tagaytay-Santa Rosa Road

Cavite Laguna Expressway



# Cavite–Tagaytay–Batangas Expressway

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707

P22.43 B

50.42 kilometer toll road

Will connect the Cavite-Laguna Expressway at the Silang East Interchange to Tagaytay City and Nasugbu, Batangas.

Expected to reduce travel time from Governor's Drive to Nasugbu by **58 minutes**, and from Sta. Rosa to Tagaytay by 1 hour and 15 minutes.



**Serin** EAST  
TAGAYTAY



# Cavite Laguna Expressway

For inquiries, please contact:  
www.PreSelling.com.ph  
info@preselling.com.ph  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY

# 4 Competitive Real Property Prices

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY

For inquiries, please contact:  
www.PreSelling.com.ph  
info@preselling.com.ph  
+63 917 703 7707

*Serín* EAST  
TAGAYTAY



# Location

For inquiries, please contact:  
www.PreSelling.com.ph  
info@preselling.com.ph  
+63 917 703 7707



60 minutes | Alabang  
30 minutes | Nuvali

## CURRENT ACCESS



South Luzon Expressway

## FUTURE ACCESS



Cavite – Tagaytay – Batangas Expressway (CTBEx)



**Serin** EAST  
TAGAYTAY

# Location

## Malls

- Ayala Malls Serin

## Hospital

- Tagaytay Medical Center

## Schools

- Shim International School
- Olivarez College Tagaytay
- La Belle Montessori School

## Places of Worship

- Our Lady of Lourdes Church
- St. Francis of Assisi Chapel

## Other points of interest

- Ilog Maria Honey Farm
- Tagaytay Picnic Grove
- Tagaytay Sports Center and Oval

For inquiries, please contact:  
www.PreSelling.com.ph  
info@preselling.com.ph  
+63 917 703 7707



**Serin** EAST  
TAGAYTAY

# Development Perspective

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serin* EAST  
TAGAYTAY

# Ayala Malls Serin

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



[www.PreSelling.com.ph](http://www.PreSelling.com.ph)

A shopping and dining haven in the heart of Tagaytay built with contemporary structures and rustic designs. It features interactive garden at the atrium called Corte.



# Avida's First Development in Tagaytay

For inquiries, please contact:  
www.PreSelling.com.ph  
info@preselling.com.ph  
+63 917 703 7707

**Serín** WEST  
TAGAYTAY

↑ 38%

### Low Rise Building (2012)

Launch Value : Php102,000 per sqm  
Current Value: Php141,000 per sqm

↑ 52%

### Tower 1 (2012)

Launch Value : Php92,500 per sqm  
Current Value: Php141,000 per sqm

↑ 45%

### Tower 2 (2013)

Launch Value : Php97,100 per sqm  
Current Value: Php141,000 per sqm

**Serín** EAST  
TAGAYTAY



# Serin West Retail Strip

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



Gross Land Area  
20, 251 sqm

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serin* EAST  
TAGAYTAY

# Drop Off Area

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY

# Tower 1

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY

# Tower 2

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serin* EAST  
TAGAYTAY

# Amenity Perspective

## Ground level:

- Adult pool
- Kiddie pool
- Game room
- Clubhouse and function rooms
- Lounge areas
- Play area
- Indoor Gym

## Podium level:

- Lounge gazebo
- Garden path
- Generous open spaces



*Serín* EAST  
TAGAYTAY

# Amenity Perspective

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY

# Amenity Perspective

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY



# Amenity Perspective

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY

# Building Amenities

- Semi-addressable Fire Alarm and Smoke Detection System
- Automatic Fire Sprinkler System
- Two (2) Fire Exits per floor
- Water reservoir with separate fire reserve
- Telephone, cable and internet ready
- 100% Emergency power in common areas
- CCTV in common areas
- Materials Recovery Facility
- Centralized garbage system disposal



For inquiries, please contact:  
[www.Preselling.com.ph](http://www.Preselling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707

*Serín* EAST  
TAGAYTAY

# Tower 1

- 12 Total number of floors
- 10 Residential levels
- 2 Parking level
- 235 Total residential units
- 134 Studio Units
- 74 One-Bedroom Units
- 27 Two-Bedroom Units
- 25 Units per floor



*Serin* EAST  
TAGAYTAY

# Tower 1 from Ground Amenity

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY

## Tower 2

17 Total number of floors  
15 Residential levels  
2 Parking level  
363 Total residential units

203 Studio Units  
119 One-Bedroom Units  
41 Two-Bedroom Units

25 Units per floor

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serin* EAST  
TAGAYTAY

# Tower 2 from Tower Viewing Deck

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY

# Tower 2 Update

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



9th Floor Construction Work



GF  
Hallway



2F  
Hallway

*Serini* EAST  
TAGAYTAY

For inquiries, please contact:  
www.PreSelling.com.ph  
info@preselling.com.ph  
+63 917 703 7707

*Serín* EAST  
TAGAYTAY

TOWER  
**3**

[www.PreSelling.com.ph](http://www.PreSelling.com.ph)

*Serín* EAST  
TAGAYTAY



# Tower 3 Perspective

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY

# View of Ground Level & Podium Level Amenity Area

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY

# Pathway to Tower 3



*Serin* EAST  
TAGAYTAY

# Pathway to Tower 3 (Through Podium Level)

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



**Serin** EAST  
TAGAYTAY

# Pathway to Tower 3 (Through Podium Level)

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



**Serin** EAST  
TAGAYTAY

## Podium Amenities

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



Podium level A

*Serín* EAST  
TAGAYTAY

# 15<sup>th</sup> Floor View Deck

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Sample Photo only (Serin West rendered photo)*



*Serin* EAST  
TAGAYTAY

## Tower 3 Highlights

- Will feature units with balcony with refreshing view of Taal Lake
- View of ground level and podium level amenity area
- Will have units with immediate access and view of podium level amenity
- Unobstructed view Cavite suburban neighborhood

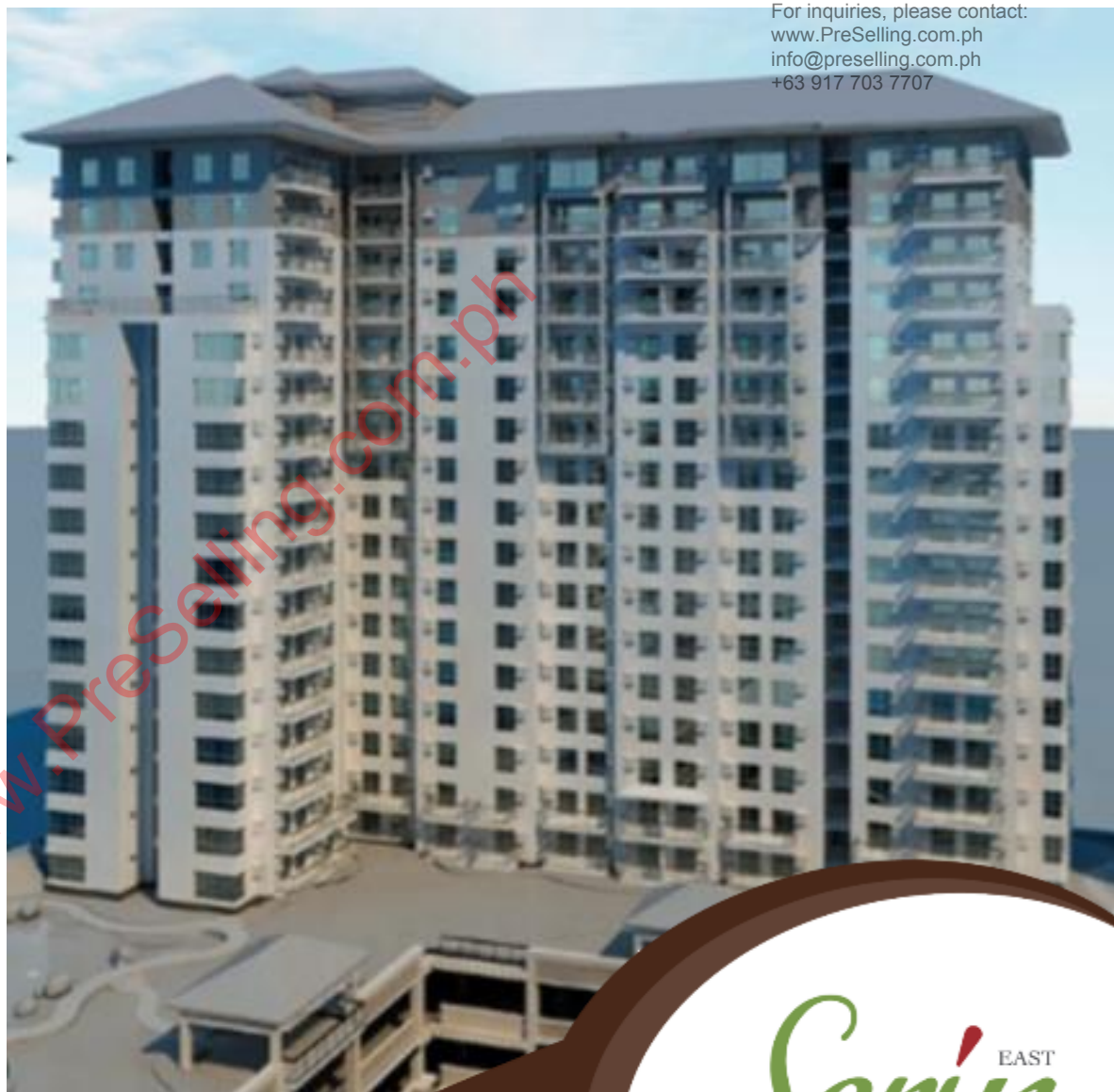


*Serin* EAST  
TAGAYTAY



## Project Details

- 19** Total number of floors
- 17** Residential levels
- 2** Parking levels
- 472** Total residential units
- 205** Studio Units
- 68** Executive Studio
- 143** One-Bedroom Units
- 56** Two-Bedroom Units
- 28** Units per floor

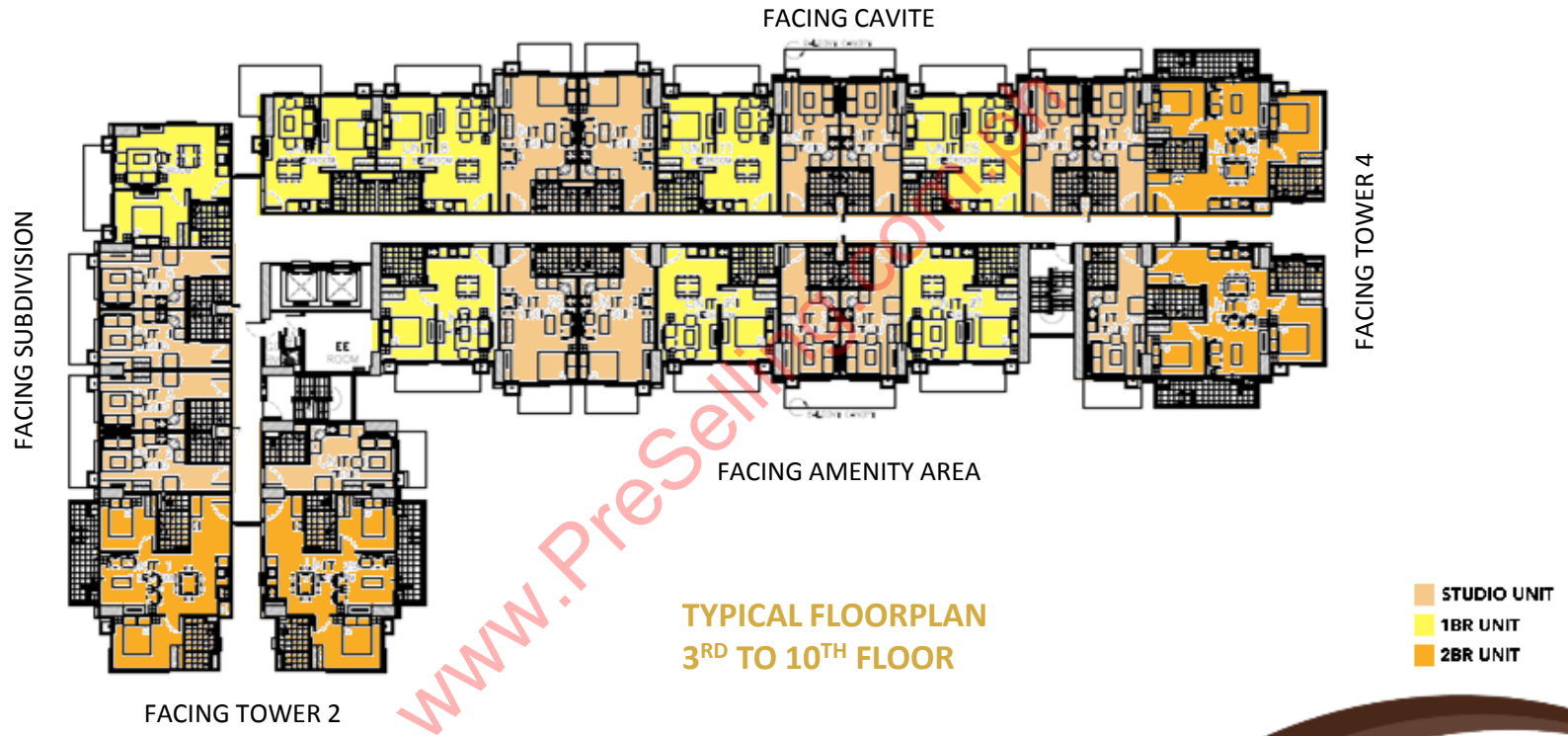


For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707

*Serin* EAST  
TAGAYTAY

# Typical Floor Area

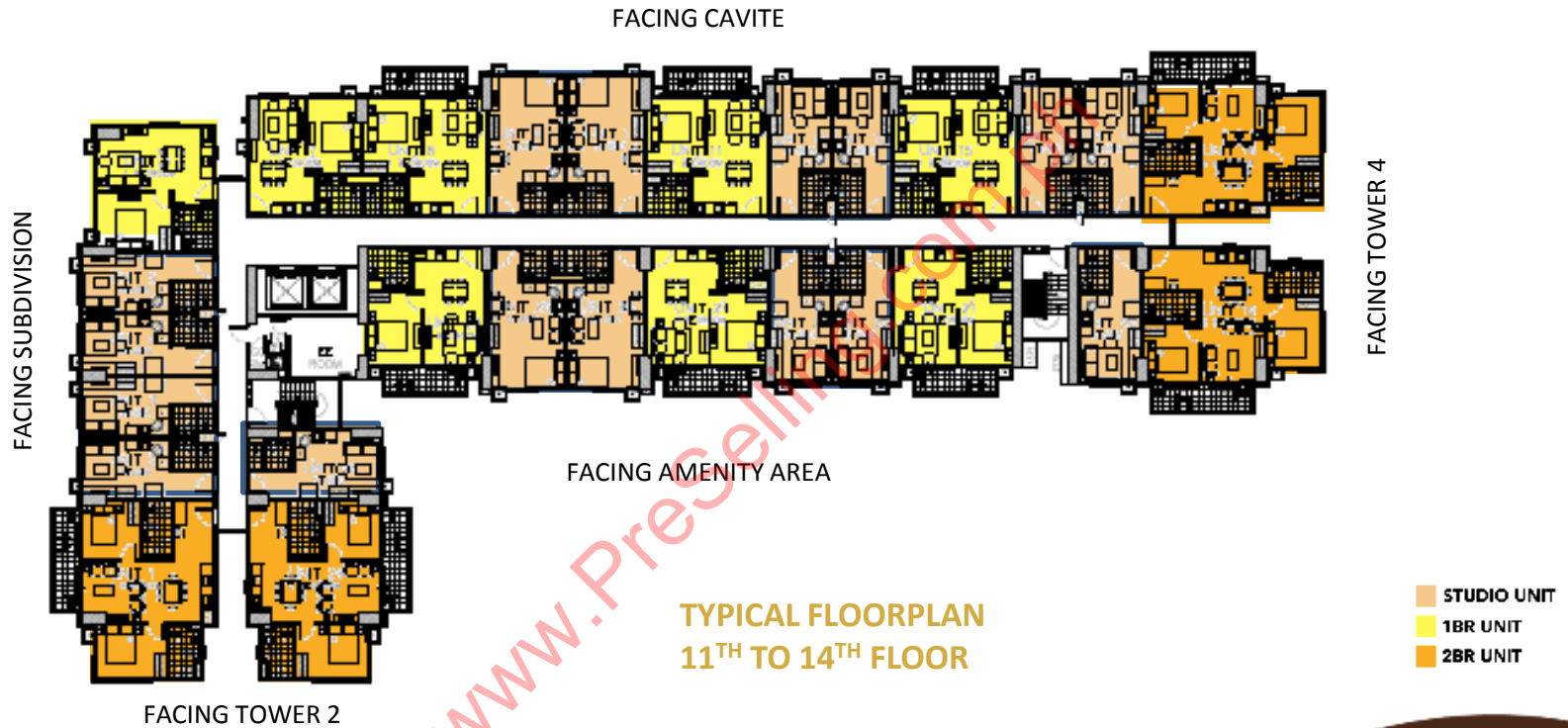
For inquiries, please contact:  
www.PreSelling.com.ph  
info@preselling.com.ph  
+63 917 703 7707



*Serin* EAST  
TAGAYTAY

# Typical Floor Area

For inquiries, please contact:  
www.PreSelling.com.ph  
info@preselling.com.ph  
+63 917 703 7707



# Studio Unit

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



APPROX. 23 SQ. M.

*Serín* EAST  
TAGAYTAY

# Executive Studio

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



APPROX. 31 SQ. M.

[www.PreSelling.com.ph](http://www.PreSelling.com.ph)

*Serín* EAST  
TAGAYTAY

# One Bedroom Unit

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



APPROX. 44 SQ. M.

*Serín* EAST  
TAGAYTAY

# Two Bedroom Unit

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



APPROX. 71 SQ. M.

*Serini* EAST  
TAGAYTAY

# Living Room

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serin* EAST  
TAGAYTAY



# Dining Room

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
+63 917 703 7707



*Serín* EAST  
TAGAYTAY

# Standard Deliverable

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
 +63 917 703 7707

	Living/Dining Room	Kitchen	Bedroom
Flooring	Ceramic tiles	Ceramic tiles	Ceramic tiles
Wall	Painted finish	Painted finish	Painted finish
Ceiling	Concrete painted finish	Concrete painted finish	Concrete painted finish
Others	Countertop: high pressure laminate		
	Toilet and Bath	Utility Room	Balcony
Flooring	Ceramic tiles	Ceramic tiles	Ceramic tiles
Wall	Ceramic tiles	Painted finish	Painted finish
Ceiling	Moisture resistant gypsum		Concrete painted finish

# Standard Deliverable

For inquiries, please contact:  
www.PreSelling.com.ph  
info@preselling.com.ph  
+63 917 703 7707

STANDARD FEATURES	UNIT PROVISIONS
Fire Detection and Alarm System	Kitchen/Living
Fire Sprinkler	Living/Dining, Kitchen and Bedroom
Emergency Power	Yes
Telephone Lines	1 provision
Provision for Water Heater	Yes
Provision for A/C	Window type
Provision for Washer/Dryer	Yes
Provision for Kitchen Exhaust	Yes

# Project Turn-over

For inquiries, please contact:  
www.PreSelling.com.ph  
info@preselling.com.ph  
+63 917 703 7707

Serin East Tagaytay	Date
Tower 1	August 2018
Tower 2	June 2021
Tower 3	November 2023



*Serin* EAST  
TAGAYTAY

# Value Appreciation

For inquiries, please contact:  
[www.PreSelling.com.ph](http://www.PreSelling.com.ph)  
[info@preselling.com.ph](mailto:info@preselling.com.ph)  
 +63 917 703 7707

Project	Tower	Launch Year Date	Launch Price (w/ VAT)	Current Price (w/ VAT)
Serin West Tagaytay	Low Rise Building	2012	102K/sqm	141K/sqm
	Tower 1	2012	93K/sqm	141K/sqm
	Tower 2	2013	97K/sqm	141K/sqm
Serin East Tagaytay	Tower 1	2015	102K/sqm	141K/sqm
	Tower 2	2017	141K/sqm	158K/sqm
	Tower 3	For Launch (2019)	176K/sqm	176K/sqm

↑38%

↑52%

↑45%

↑38%

↑12%

**Serin** EAST  
TAGAYTAY