





THE
ARTON
BY ROCKWELL

Rockwell Land sets its sights to the north at Metro Manila's biggest city in Katipunan, Quezon City with The Arton.

It is Rockwell Land's pioneering master-planned high-rise community in Quezon City. With three residential towers pocketing lush gardens, find peace of mind here for you and your family.

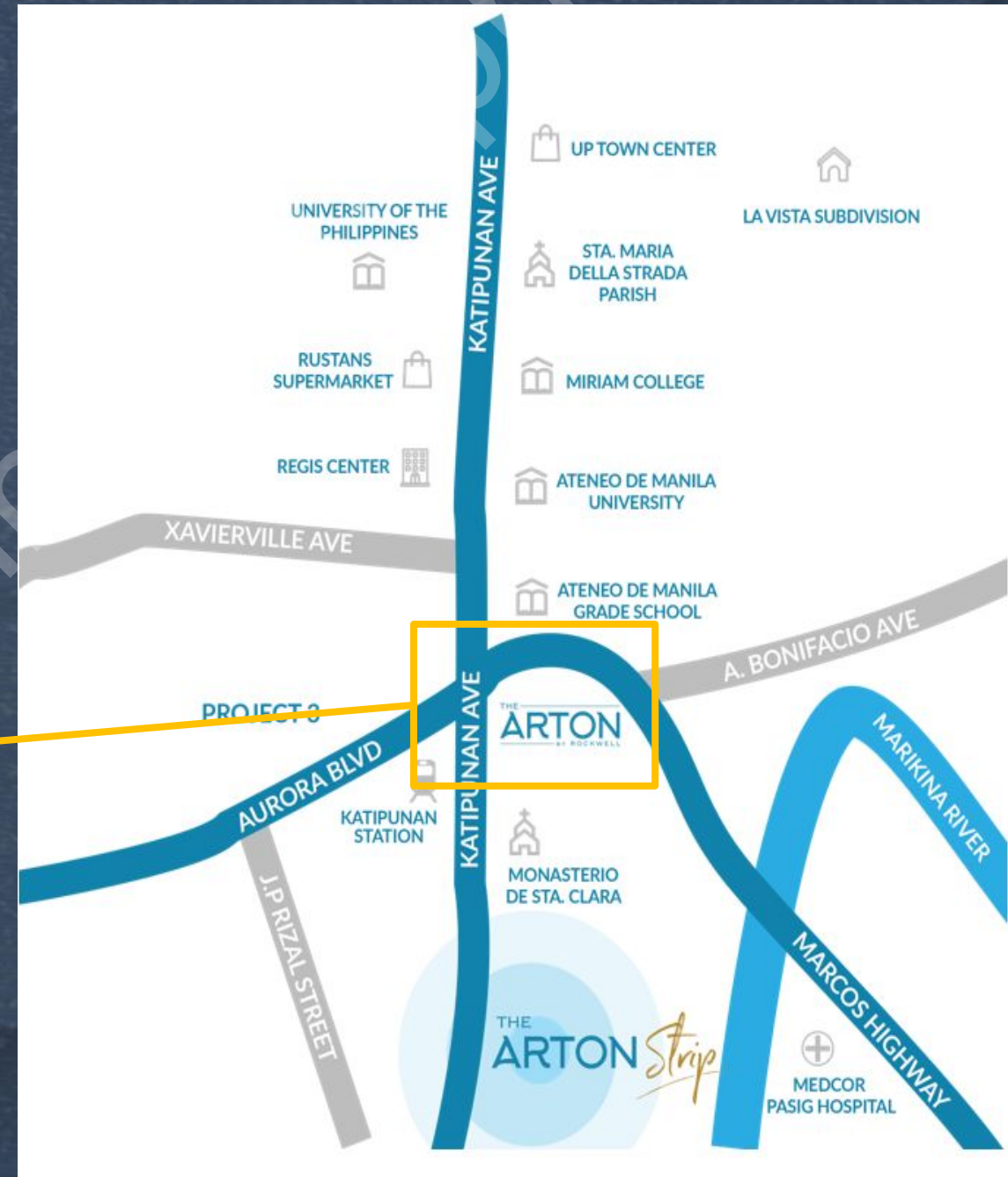
- Joint venture between Rockwell Land and **Mitsui Fudosan Co. Ltd.**, a leading global real estate company headquartered in Japan
 - Rockwell's first **joint-venture**
 - Mitsui Fudosan's first foray in the Philippine Property Market

LOCATION

Aurora Blvd, Quezon City

- Located near top schools and universities
- Surrounded by Residential Villages

Complete Address: The Arton by Rockwell, Aurora Blvd., Brgy. Loyola Heights, Quezon City



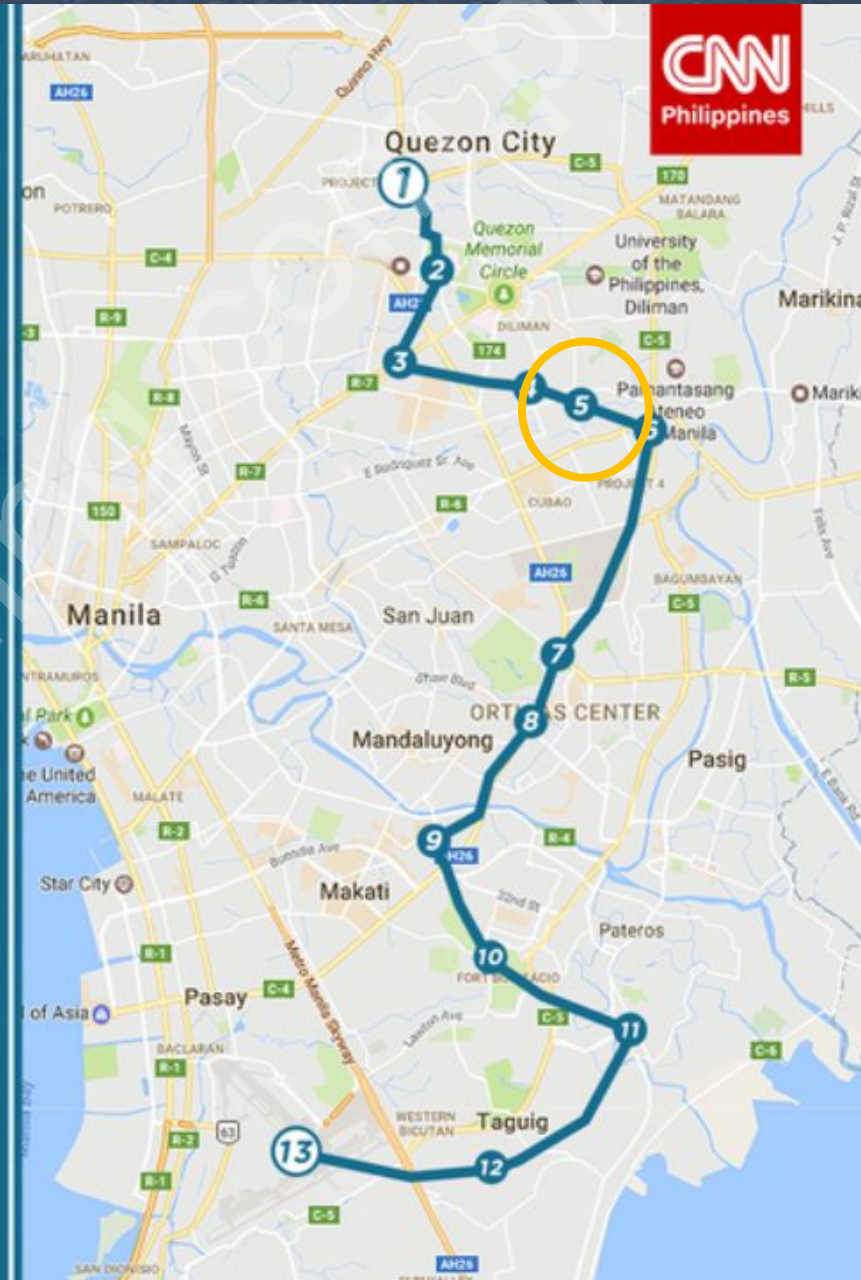
2025
Fully
Operational

MEGA MANILA SUBWAY

PROPOSED STOPS

- 1 Mindanao Avenue
- 2 North Avenue
- 3 Quezon Avenue
- 4 East Avenue
- 5 Anonas
- 6 Katipunan
- 7 Ortigas North
- 8 Ortigas South
- 9 Kalayaan Avenue
- 10 Bonifacio Global City
- 11 Cayetano Boulevard
- 12 Food Terminal Incorporated
- 13 Ninoy Aquino International Airport

SOURCE: DEPARTMENT OF TRANSPORTATION | PHOTO FROM GOOGLE MAPS





Ramos Compound

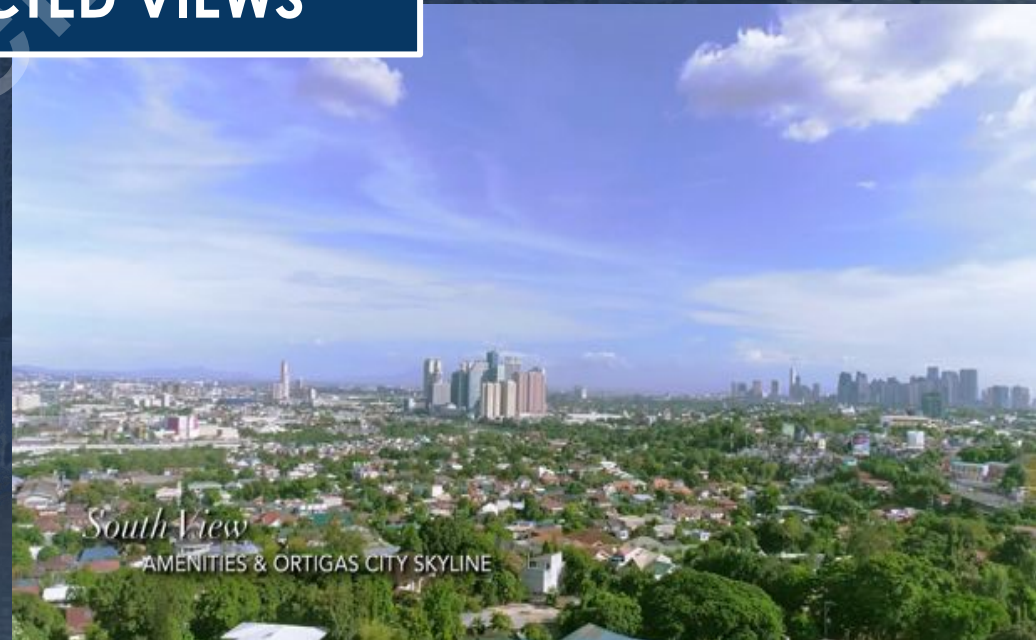
Rockwell completed acquisition in 2016



	Launch Ave. PPSQM	Current Ave. PPSQM	Total % of CA
West	Php 143,000	Php 167,000	15%
North	Php 150,000	Php 182,000	18%



UNOBSTRUCTED VIEWS



OVERVIEW

The Arton is currently 76% sold



- **First high end**, high-rise residential project in Quezon City, particularly Katipunan-Aurora area
- **1.9 hectares of 80% open space** pocketed by three residential towers
- Targeted to young professionals, newly weds, and empty nesters
- **1,700 estimated number of units** for the entire development

Unit Types: Studio to 3-Bedroom
Unit Sizes: 27 - 113 sq. m.
Price Range: Php 7M - 21M
Ave. price per sq. m. = 175,000/sq.m.

1.9 Hectares
80% Open Space

WEST TOWER

NORTH TOWER

WEST	
24	Physical Floors
472	Units
20	Units Per Floor
3	PE
1	PE/SE
4	Basement Floors

NORTH	
28	Physical Floors
525	Units
19	Units Per Floor
4	PE
1	PE/SE
5	Basement Floors

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UNIT TYPES

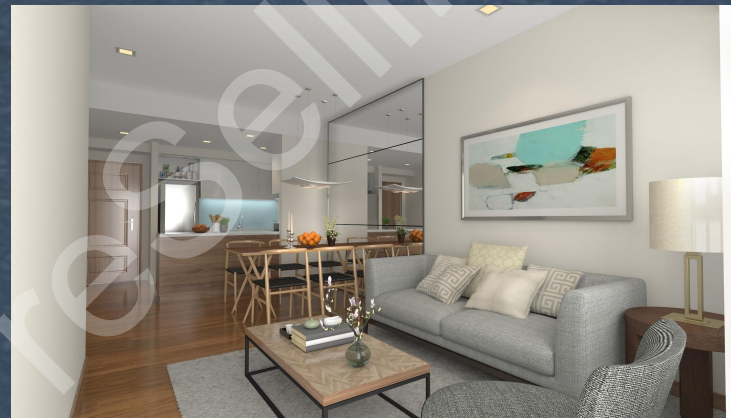
	West	North
Studio	27, 28, 29	
1BR	46, 47, 48, 49	
2BR	82, 84, 86	73, 74, 76, 84
3BR	103	96, 103, 113



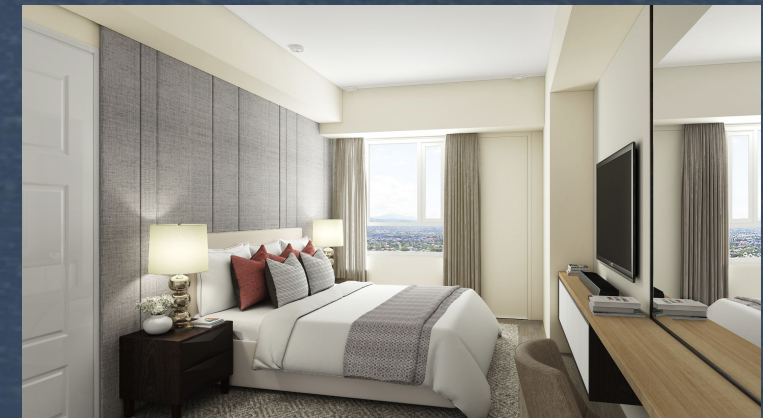
STUDIO
27-29 SQM



ONE BEDROOM
46-49 SQM



TWO BEDROOM
73-86 SQM



THREE BEDROOM
96-113 SQM

UNIT FINISHES

- **Laminated wood** flooring for living, dining, and bedrooms
- **Homogenous tiles** for kitchen, toilet and bath, and balconies
- **High-gloss laminate cabinets** for kitchen and bedroom closets
- **White solid surface, heat-resistant countertops** for kitchen, toilet and bath
- **Kohler**, or approved equal, plumbing fixtures and fittings





MAIN POOL AND PAVILION



CO-WORKING SPACE



FITNESS GYM



FUNCTION ROOM



FIBA SIZED MULTI-PURPOSE COURT



RETAIL ROW

THE ARTON RETAIL EXPANSION

(1,900+ sqm)

- Currently Veteran's Bank
- Will feature retail, and possibly office/commercial spaces



WITH ROCKWELL, YOU'RE ASSURED OF A GREAT INVESTMENT DECISION!

GOING BEYOND STRUCTURES, ROCKWELL PROVIDES CLIENTS TOP-NOTCH AFTER-SALES SUPPORT ENSURING A BEYOND ORDINARY CURATED EXPERIENCE.

DEDICATED PROPERTY MANAGEMENT TEAM



STAYING TRUE TO THE PROMISE OF UNPARALLELED STANDARD OF LIFESTYLE, SAFETY & SECURITY, THE PROPERTY MANAGEMENT TEAM ENSURES THAT THE UPKEEP OF THE COMMON AREAS, PROPERTY POLICIES, COMMUNITY CONCERNS, AMONG OTHERS ARE IN TOP-NOTCH CONDITION AND ARE TOPMOST PRIORITIES.

SPECIALIZED LEASING TEAM



ANOTHER FIRST IN PHILIPPINE REAL ESTATE, THE RESIDENTIAL LEASING TEAM PROVIDES HOLISTIC CUSTOMER EXPERIENCES TO CLIENTS THROUGH TIMELY UPDATES ABOUT CAPITAL VALUE APPRECIATION OF THEIR INVESTMENTS & BY GIVING ASSISTANCE THROUGHOUT THE LEASING PROCESS.



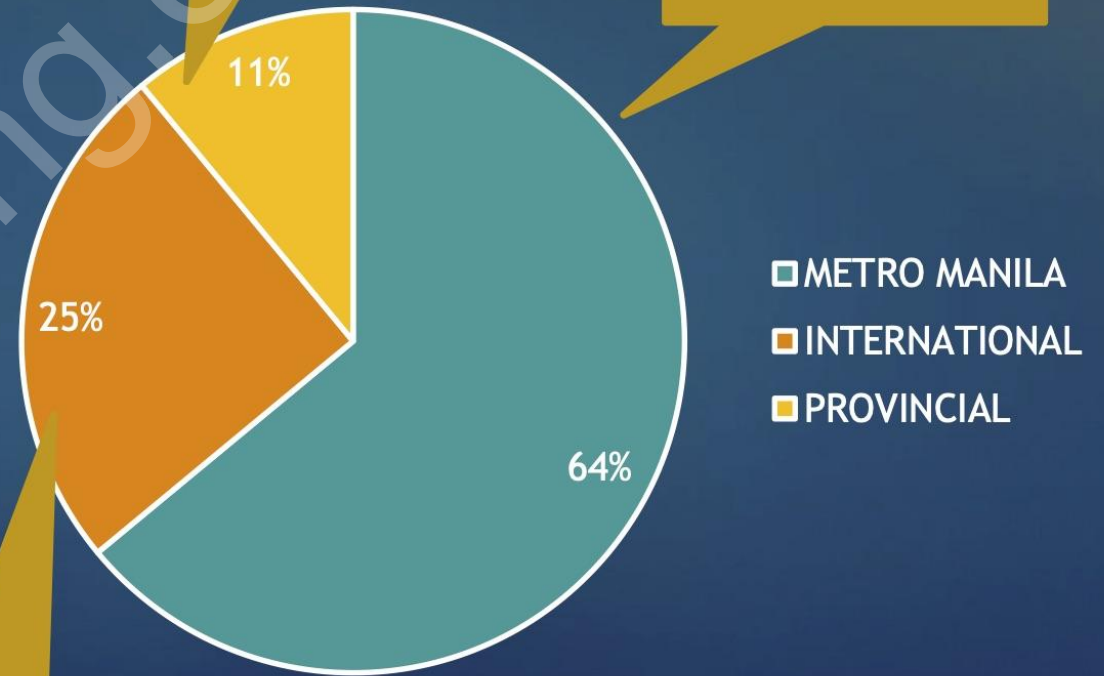
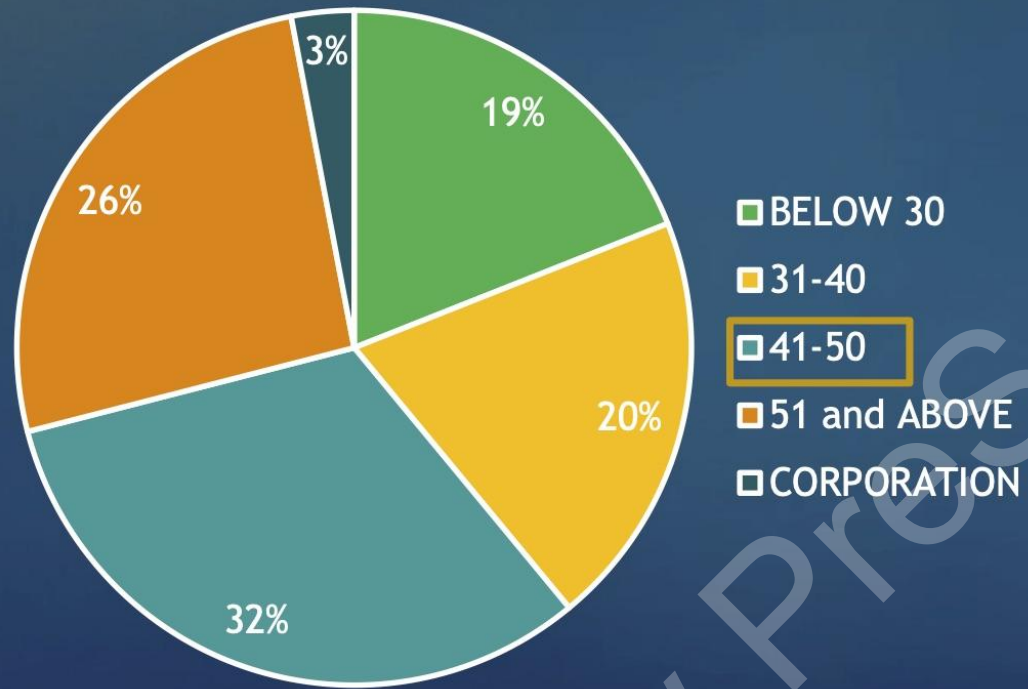
**WEST TOWER:
21ST LEVEL
TURNOVER: DEC 2021***

**NORTH TOWER:
B1 LEVEL
TURNOVER: SEP 2022**

2BR MODEL UNIT: 86 sqm Series F West



2019 BUYER'S PROFILE AGE & LOCATION



WHO IS THE ARTON BUYER?

Given recent events the Needs, Wants, and Fears of clients may adjust, add, or change.



- Growing Family
- Mid-30s & Above
- Entrepreneurial/Corporate Couple
- With children studying nearby

- Safety & Security
- Quality Time & Living with loved ones
- Ease of Access

NEEDS

- Community
- Value for Money
- Well-balanced Lifestyle

WANTS

- Unrealized return on their hard-earned money
- Traffic
- Calamities

FEARS

1. Is it near the fault line?

- No, nearest fault line is near Ateneo Grade School.
- **206 meters** away from the fault trace.

2. Does it flood near the vicinity?

- No, we are located at the highest point of Barangay Loyola Heights.

3. How much will association dues be?

- It's currently estimated to range between Php 87-99 per sqm.

4. How much are the Handover Fees?

- Estimated at 3 to 3.5% of the Total Contract Price.

5. How many parking levels does The Arton have?

- West Tower - 4 Basement Parking Levels.
- North and East Tower - 5 Basement Parking Levels

6. What is Arton's Capital Appreciation?

- Arton's average capital appreciation is **4-8%** per annum conservatively.

7. What is Arton's projected rental yield?

- Rental yield is 4% to 5%. While rental rate is Php 850 per square.

8. What are the unit sizes that are easily rented out?

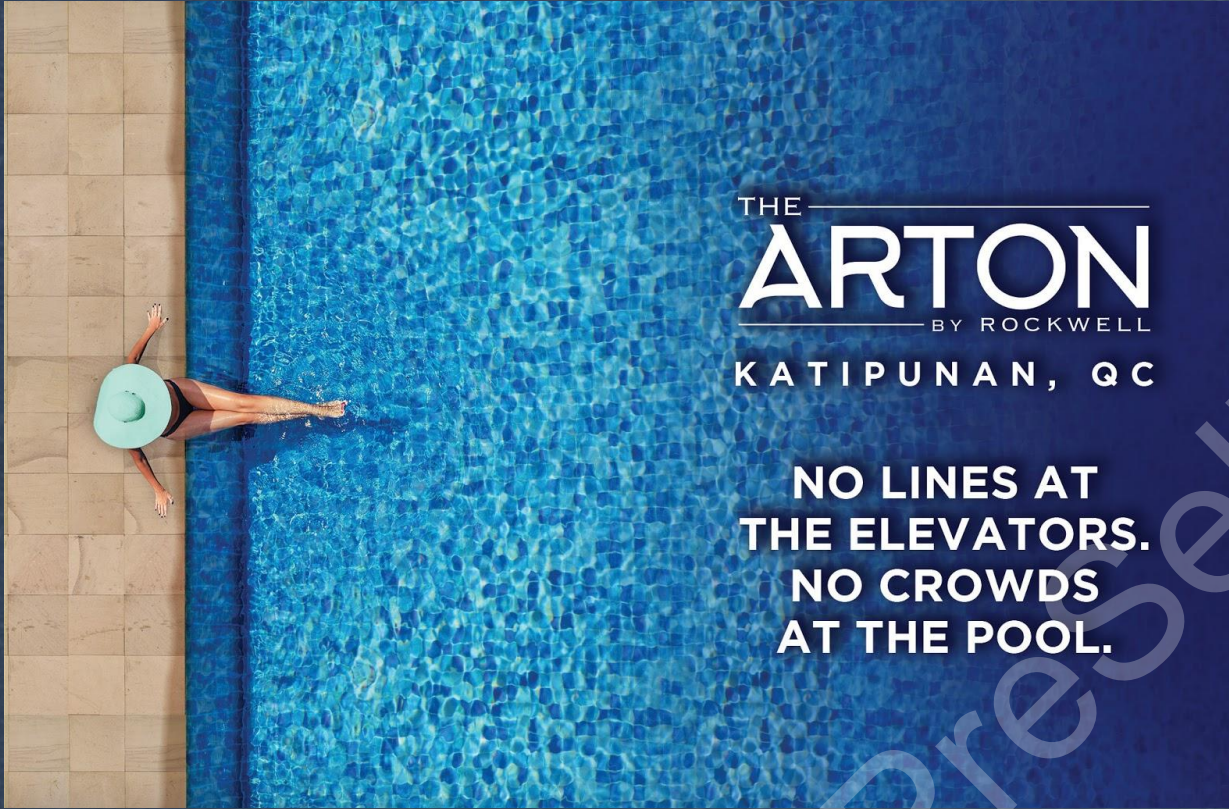
- Studio and 2 Bedroom units (Similar to Grove).

9. Who are the buyers of Arton?

- Investors, Young Professionals, Startup families with children in Ateneo and Empty Nesters.

10. Why invest in Arton if it is the most expensive in Katipunan Area?

- Rockwell Lifestyle: Property Management, Security, Exclusivity, Amenities and Retail Spaces. (Most developments in the Area are stand alone.)



THE
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KATIPUNAN, QC

**NO LINES AT
THE ELEVATORS.
NO CROWDS
AT THE POOL.**

LESS TRAVEL TIME, MORE FAMILY TIME

Situated within walking distance from premier private schools offering K-12 curriculum and top university courses by UP, Ateneo and Miriam, residents invest in **QUALITY TIME** with their family.

80% OPEN SPACE

The Arton dedicates 80% of the 1.9 hectare property to world class amenities such as a co-working space, multiple lap pools and spacious gardens in every tower. Residents will enjoy a FIBA size indoor basketball court, top of the line fitness gym and an exclusive function room.

PEACE OF MIND

Bringing the Rockwell Signature to the North of the Metro.

WHAT MAKES **THE ARTON**
BY ROCKWELL

A GOOD INVESTMENT?