

# SPRINGDALE BALIWAG

a residential development of **Robinsons Homes**

# GOKONGWEI GROUP



**MALLS**



**OFFICES**



**HOTELS**



**CONDOS**



**ESTATES**



**HOUSE & LOTS**



**One of the leading real estate conglomerates in the country, RLC builds landmark property developments nationwide.**





Artist's Illustration



Actual Photo



Actual Photo



Artist's Illustration



Artist's Illustration

**Robinsons Homes is the horizontal residential division of Robinsons Land. With over 25 years of real estate experience with a solid track record of building value-for-money master-planned subdivision in key cities all over the Philippines.**

# Start the Good Life.



**Nurturing  
Filipino Families**



**Reliable  
Developer**



**Master-planned  
Living Spaces**

From start-up to growing families aspiring to live the good life

SPRINGDALE



BRIGHTON



Bloomfields



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Robinsons **Homes**



# Nationwide Footprint



- Laoag City, Ilocos Norte
- Capas, Tarlac
- Baliwag, Bulacan
- Dasmaringas City, Cavite
- Lipa City, Batangas
- Puerto Princesa City, Palawan
- Bacolod City, Negros Occidental
- General Santos City, South Cotabato





SPRINGDALE  
BALIWAG

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

# Project Vicinity





# Transport Hubs



www.Pres.com.ph





# Daily Essentials



Baliwag Public Market 1.2 km



Municipal Hall 4.6 km



Puregold Baliwag 4.9 km



Robinsons Supermarket Pulilan 5.6 km

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# Schools and Universities



Baliuag University 3 km



Bulacan State University 14.3 km

www.PreSelling.com



# Medical Facilities



Marcelo Hospital 3.8 km



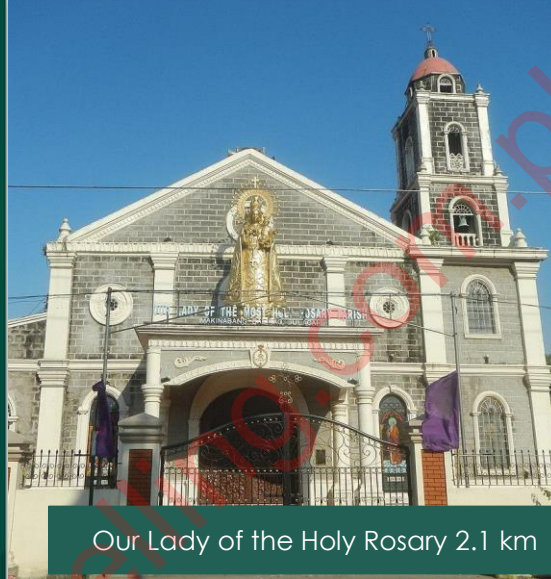
De Jesus Hospital 3.9 km

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# Places of Worship



Our Lady of the Holy Rosary 2.1 km



San Jose Church 2.4 km



Iglesia ni Kristo Pulilan 4.9 km



San Agustin Church 3.9 km

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# The Springdale Buyer

# SPRINGDALE





# Early Nesters



- **31 - 40 years old**
- A family that needs to have a place that they can call their “own”
- Currently renting or living with other relatives
- Combined household income of at least P60,000 per month



**ROMEL, 36**  
**The IT Family Guy**

- **Newly married**
- Works in Eton Centris, Quezon City
- Looking for a house for his wife and 2 kids in their hometown, Baliwag, Bulacan
- Currently renting in Caloocan
- Rides the Baliwag Transit every day to work

# Needs-Benefits Analysis – Early Nester

Emotional Need	Benefit	Activities & Experience	Link to Product
Security	Family and future life being safe	Roam around safely and Sleep soundly at night	A flood-free development of Robinsons Homes
Peace of mind	No need to worry about lease expiry and rent increase	Renovate and customize your house	RLC's track record of delivering quality products
Value-for-money	Income being spent wisely	Generate funds for other family needs: vacation, tuition, etc.	Well-planned Subdivision and Houses as well as Affordable Payment terms

# Breadwinners and OFWs



- **31 - 40**
- Breadwinner who needs to provide a home for their family
  - Wants to upgrade family's quality of living
- Income of at least P60,000 per month





**KATHY, 31**  
**The OFW Breadwinner**

- **Single and Career-driven**
- Works as a nurse in Dubai
- Looking for a house for her family back in Bulacan as they are currently renting
- Sends balikbayan boxes every month and pays for her 2 siblings' tuition fee

# Needs-Benefits Analysis - OFW

Emotional Need	Benefit	Activities & Experience	Link to Product
Investment	Appreciation of earned funding	Investment on Land is more stable than other types of investments and Land never depreciates	A fast-selling development of Robinsons Homes
Affordability/ Value-for-money	Income being spent wisely	Generate funds for other family needs: vacation, tuition, etc.	Well-planned Subdivision and Houses as well as Affordable Payment terms

Step up to the Good Life

# SPRINGDALE

## BALIWAG



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# What does a good life consist of?



**Financial  
Stability**



**Physical  
Security**



**Emotional  
Fulfillment**

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# Reasons to Believe

# Thoughtfully Designed Spaces



- Open-floor layouts
- Ease of movement
- Light and air circulation
- High ceilings
- Private garden
- Parking space
- Future-proofed

# Well-Rounded Life

- Adult and Kiddie Pools
- Multi-Purpose Clubhouse
- Multi-Sport Outdoor Court
- Children's Playground
- Pocket Parks
- Gate & Guardhouse



# Peace of Mind

- Flood-free development
- Gated subdivision
- 24/7 security
- Reputable developer
- Reasonably priced homes





# Accessible and Convenient



- Located along Calle Rizal
- Near modes of transportation (tricycles, jeeps, buses)
- Easy access to Bulacan towns (Balagtas, Sta. Rita, and Pulilan Exits)
- Frequent Metro Manila via NLEX

# Project Details

# Site Development Plan

## Total Area

- 10.9 hectares

## Inventory

- 852 units

## Product

- House and Lot

## Lot Area

- 48 - 154 sq.m.

## Floor Area

- 42 - 57 sq.m.

## Total Package Price

- Php 2.5M - Php5.3M



# Site Development Plan

## Phase 1

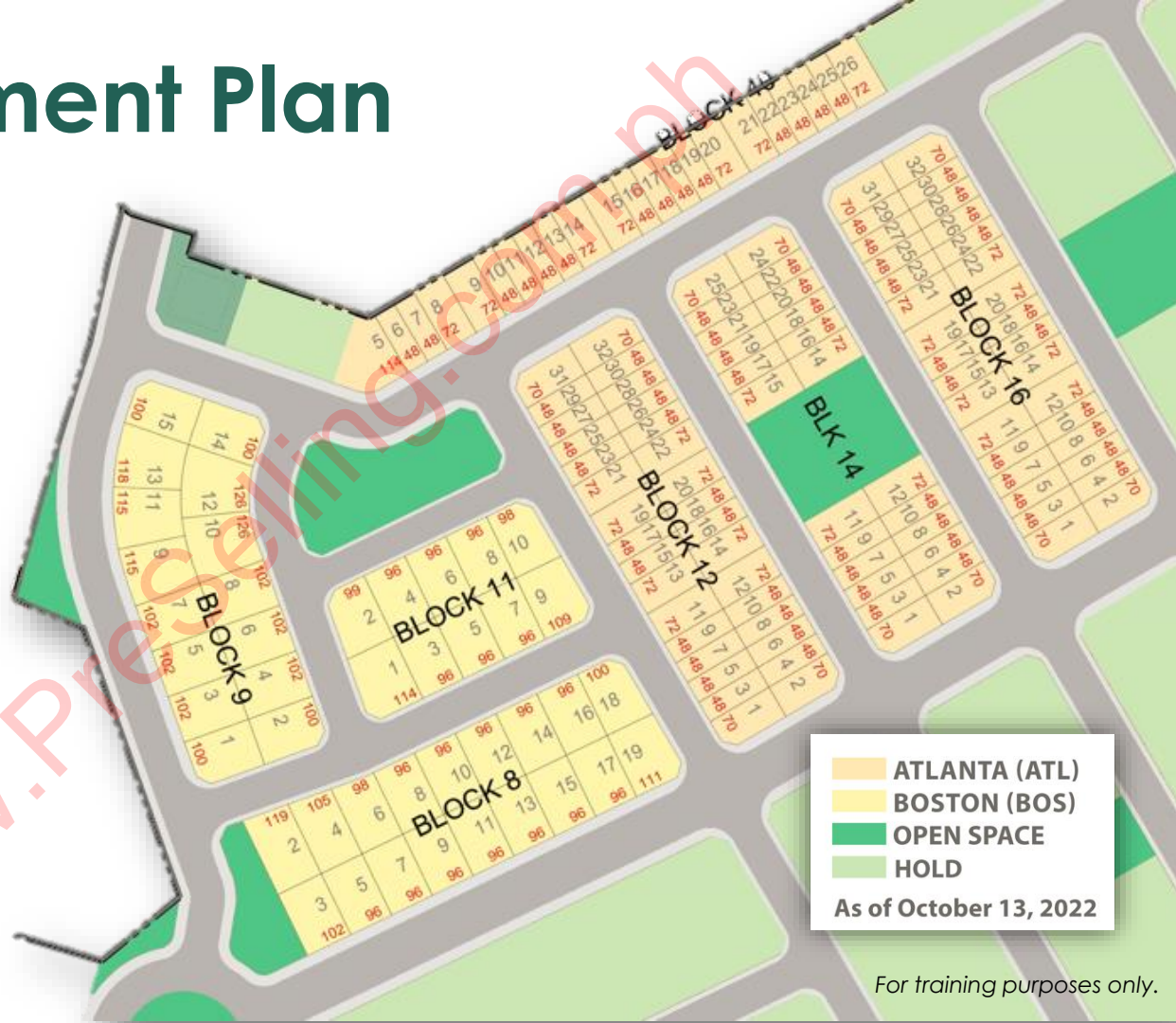
- House and Lot - 154

**Atlanta**

- 111 houses

**Boston**

- 43 houses





Modern  
Contemporary

Clean Lines



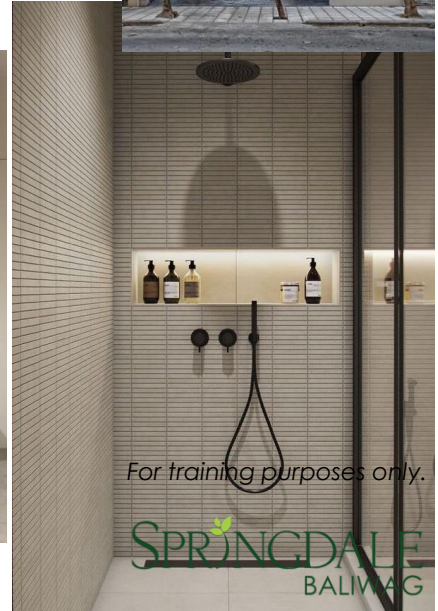
Simplicity



Natural Colors



Functional



# Harmonious Space



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# ATLANTA HOUSE

Floor Area: 42 sq.m.  
2 Bedrooms  
1 Toilet & Bath

SPRINGDALE  
BALIWAG

### Ground Floor



### Second Floor



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# BOSTON HOUSE

Floor Area: 57 sq.m.  
3 Bedrooms  
2 Toilet & Baths

### Ground Floor



### Second Floor





# Competitor Scan

Project Name	Camella Baliwag	Lessandra Baliwag	Phirst Park Homes Baliwag	Springdale Baliwag
Development	Affordable - Mid-cost	Economic - Affordable	Affordable	Affordable
Total Selling Price	P2.8M - P14M	P2.8M - P3.3M	P2.1M - P3.3M	P2.5M - 5.0M
Lot Area (Min/Max)	37 - 143 sqm	37 - 91 sqm	44 - 88 sqm	48 - 154 sqm
Floor Area (Min/Max)	36 - 166 sqm	36 - 46 sqm	40 - 54 sqm	42-57 sqm
Monthly DP	P12K - P51K	P12K - P16K	P17K - P27K	P11K - P24K
Amenities	Gate and Guardhouse Clubhouse Swimming Pool Basketball Court		Gate and Guardhouse Prime Hub Basketball Court Adult & Kiddie Pool Outdoor Cinema Themed Parks	Gate and Guardhouse Multi-purpose Clubhouse Adult and Kiddie Pool Multi-sport outdoor court 12 Pocket Parks Children's Playground

# ATLANTA HOUSE

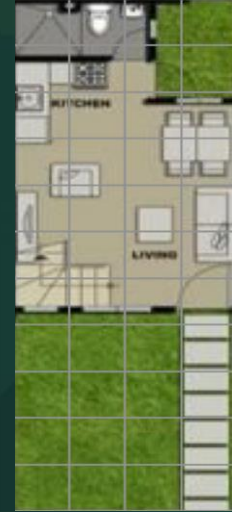


FA: 42 sq.m.  
LA: 72 sq.m.



FA: 40 sq.m.  
LA: 44 sq.m.

# PHIRST PARK CALISTA MID



# VS

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# BOSTON HOUSE



57 sq.m.  
96 sq.m.



# VS

# PHIRST PARK UNNA



FA: 54 sq.m.  
LA: 88 sq.m.



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# Payment and Reservation

# PAYMENT SCHEME

## 15-85 Standard Scheme

**Reservation Fee:** P30,000

**Down Payment:** 15% of TSP

**Down Payment Term:** 36 mos

**Balance:** 85% thru Cash/Bank

**Closing Fee:** 6.5%

# SAMPLE COMPUTATION

	ATLANTA	BOSTON
Sample TSP	P2,519,000	P4,090,600
Reservation Fee	P30,000	P30,000
Monthly DP+ MF	P14,210.69	P23,596.64
Balance	P2,141,150	P3,477,010



# PAYMENT SCHEME

## 100 Spot cash

Reservation Fee	PHP 30,000
Discount	8%
DP Amount	90% of Net TSP
Payable in	1 Month
Retention	10%
Retention Due On	37 <sup>th</sup> Month

## 20-80 Spot DP

Reservation Fee	PHP 30,000
Discount	3%
DP Amount	20% of Net TSP
Payable in	1 Month
Balance	80% Bank/Cash
Balance Due On	37 <sup>th</sup> Month

# PAYMENT SCHEME

## 15(36)-85 Bank/Cash

Reservation Fee	PHP 30,000
Discount	-
DP Amount	15% of Net TSP
Payable Over	36 Months
Balance	85% Bank/Cash
Balance Due On	37 <sup>th</sup> Month

## 100(36) Deferred

Reservation Fee	PHP 30,000
Discount	-
DP Amount	100% of Net TSP
Payable Over	36 Months
Balance Due On	-



# Step Up to the Good Life at Springdale Baliwag with:

- Thoughtfully designed spaces
- Well-Rounded Life
- Peace of Mind
- Accessibility and Convenience



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