

*Serín* EAST  
TAGAYTAY

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# Location



60 minutes | Alabang  
30 minutes | Nuvali

## CURRENT ACCESS



South Luzon Expressway

## FUTURE ACCESS



Cavite – Tagaytay – Batangas  
Expressway (CTBEx)



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# 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



# Development Perspective



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# Ayala Malls Serin



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.

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# Avida's First Development in Tagaytay

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↑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

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# Serin West Retail Strip



Gross Land Area  
20, 251 sqm



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# Drop Off Area



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# Tower 1



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# Tower 2



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# 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



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# Amenity Perspective



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# Amenity Perspective



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# Amenity Perspective



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# 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



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# 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



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# Tower 1 from Ground Amenity



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# Tower 1 Update



Admin Office



Interim Entrance to  
Tower 1



Tower 1 Parking Area

# 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



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# Tower 2 from Tower Viewing Deck



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# Tower 2 Update



9th Floor Construction Work



GF  
Hallway



2F  
Hallway

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TOWER

3

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# Tower 3 Perspective



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# View of Ground Level & Podium Level Amenity Area



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# Pathway to Tower 3



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# Pathway to Tower 3 (Through Podium Level)



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# Pathway to Tower 3 (Through Podium Level)



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# Pathway to Tower 3 (Through Podium Level)



# Podium Amenities



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



*Sample Photo only (Serin West rendered photo)*



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# 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



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# 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

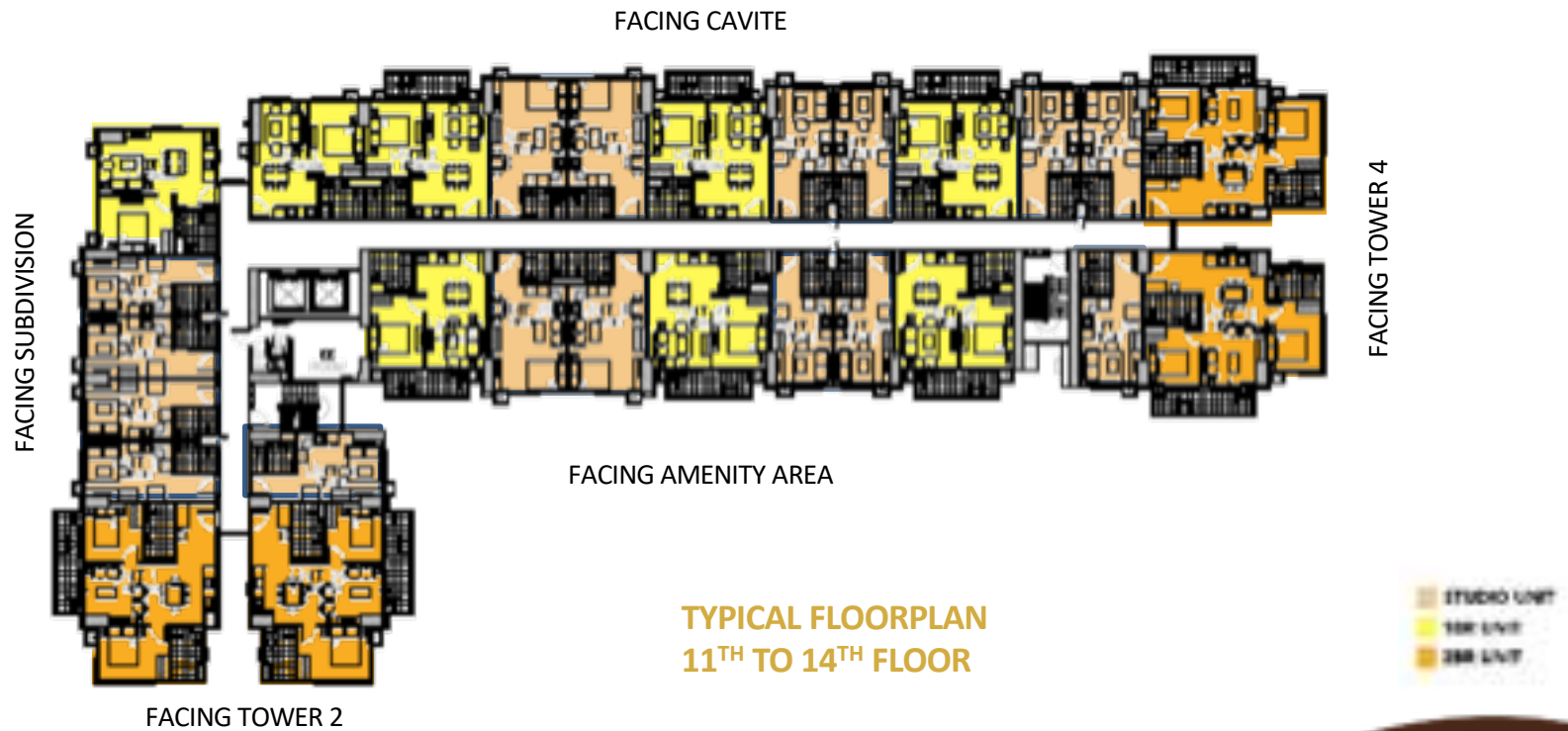


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# Typical Floor Area



# Typical Floor Area



# Studio Unit



APPROX. 23 SQ. M.

# Executive Studio



APPROX. 31 SQ. M.

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# One Bedroom Unit



APPROX. 44 SQ. M.

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# Two Bedroom Unit



APPROX. 71 SQ. M.

# Living Room



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# Dining Room



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# Standard Deliverable

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

# Standard Deliverable

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

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

# Value Appreciation

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	2019	176K/sqm	176K/sqm

↑38%

↑52%

↑45%

↑38%

↑12%

# THANK YOU!

**For your future property, contact:**

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The logo for Serin East Tagaytay is located in the bottom right corner. It features the word "Serin" in a large, green, cursive font. Above the "i" in "Serin" is a small red exclamation point. To the right of "Serin" is the word "EAST" in a small, black, sans-serif font. Below "Serin" is the word "TAGAYTAY" in a black, sans-serif font. The logo is set against a white background that is partially enclosed by a dark brown, curved shape.