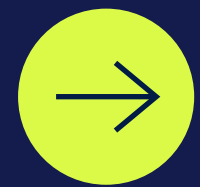
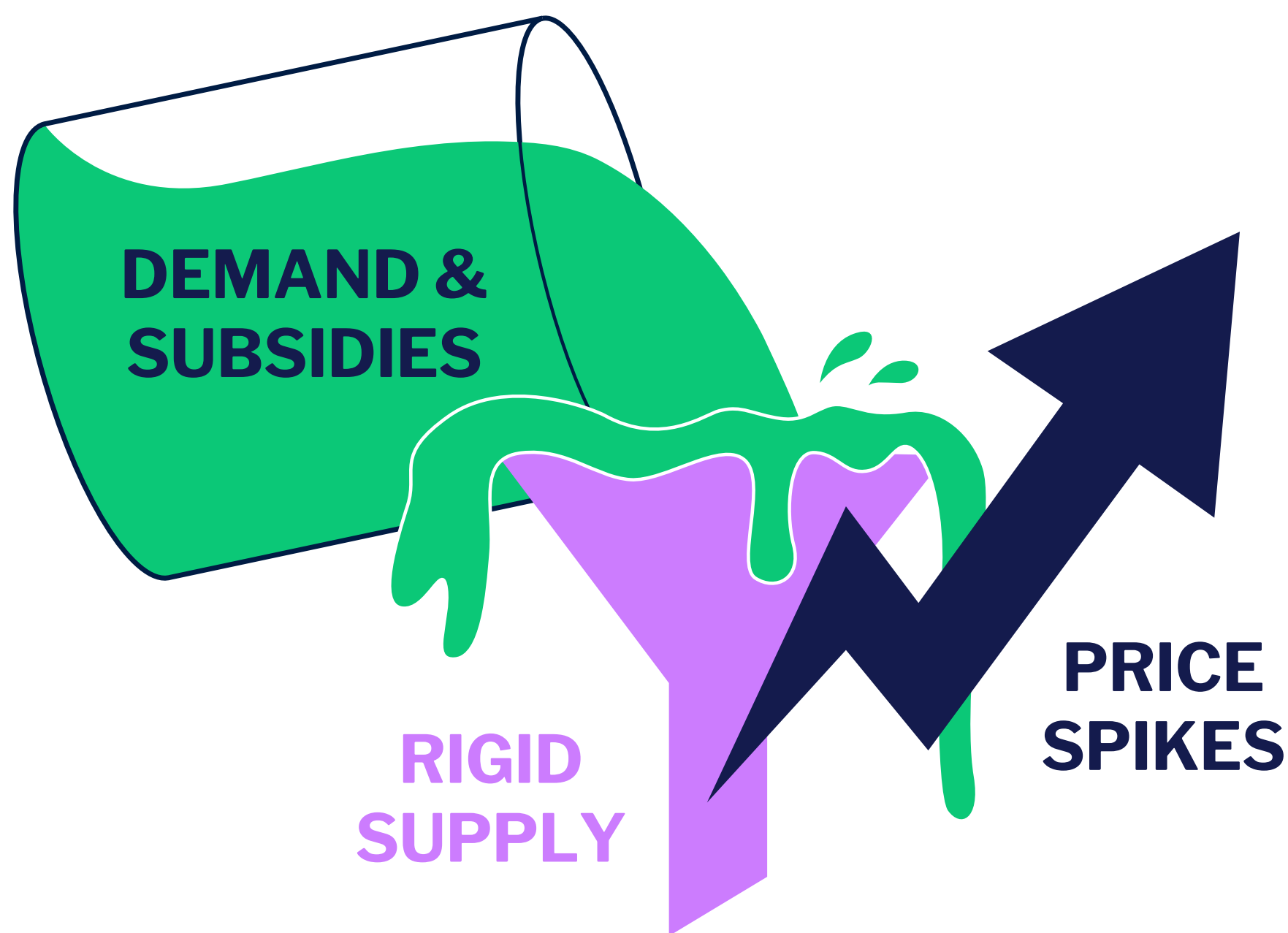


WHAT DOES IT TAKE TO MAKE HOUSING AFFORDABLE?

Professor Phang Sock Yong's body of work has helped policymakers manage land, supply, finance and market rules as one integrated system.



**Subsidising buyers
without increasing housing
supply inflates prices, failing
to create affordability.**



When **purchasing power** arrives **faster** than homes can built, subsidies are simply captured by developers and incumbent owners.



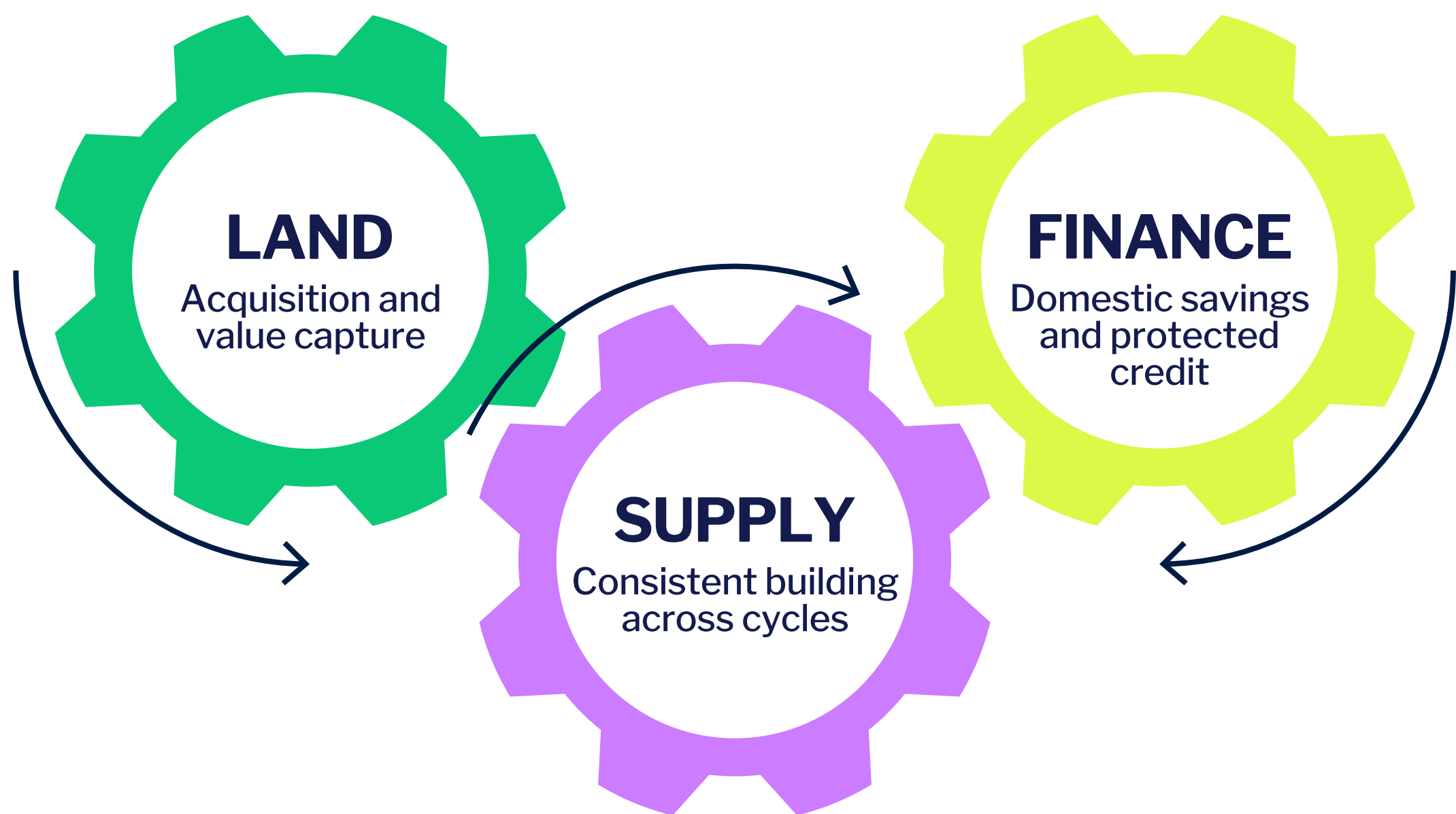
The central tension of modern cities: we want housing to be cheap to buy, but we want it to make us rich once we own it.



Measures that improve **entry for first-time buyers** are inevitably viewed by existing owners as threats to their personal balance sheets.



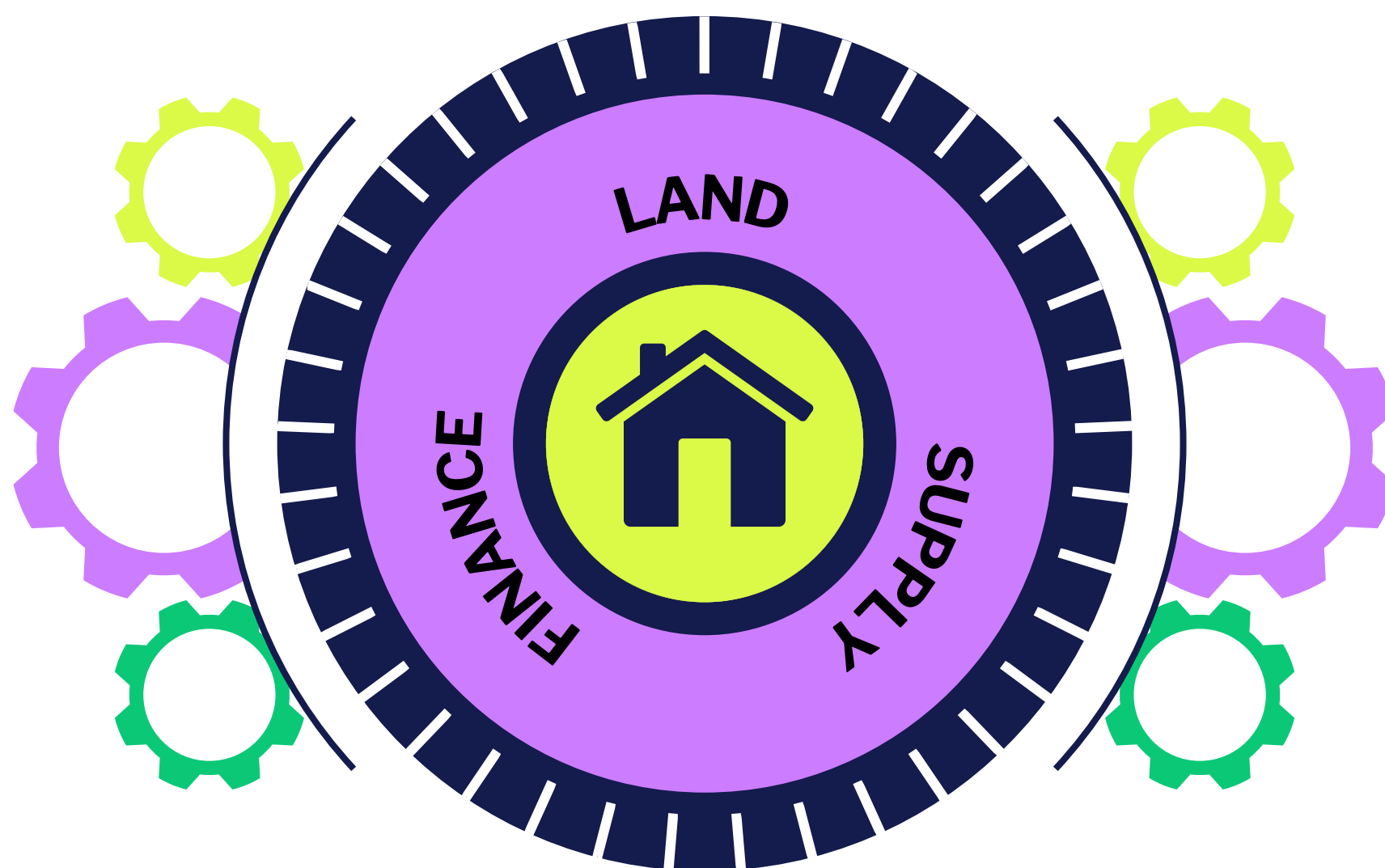
The Singapore secret: housing is an integrated engine, not a single market.



Fixing affordability requires coordinating **land release**, **institutional supply delivery**, and **captive financing** together. If one gear stops, the system breaks.



Affordability is a condition that requires constant maintenance, not a crisis awaiting a decisive fix.



True urban leadership means continuously tuning the dials of **land**, **supply**, and **finance** to absorb inevitable market shocks.

Read the full article on *Asian Management Insights*. [Link in caption.](#)