



Step into the Flourishing Future

Fostering value for its stakeholders, Shui On Land is committed to cultivating a flourishing future by growing its business to reach new heights.

With a focus on excellence in professional management, corporate governance, environmental sustainability and community relationships, Shui On Land is tending to the future of its business with nurturing care – sowing the seeds of healthy, thriving communities through its comprehensive master-planned real estate developments.

Innovative

Property Developer in China



A Pioneer in Customisation to Fulfill Customers' Needs

Shui On Land is one of China's most visionary and innovative property developers. To meet the rapid growth of housing demand and of our customer's changing needs, we are accelerating the completion of our projects while focusing on our core value of innovation by introducing both customisation and standardisation.

The structure of social and family life has undergone significant changes in recent years and the needs and lifestyles of our customers have also changed. To cater to these individual preferences, we have pioneered the customisation of floor plans and materials, allowing customers to choose their own designs. We have also introduced the standardisation of unit sizes and construction materials to meet our accelerated completion targets. These combined strategies have not only helped to enhance the flexibility and functionality of our products, but also to conserve the use of the earth's resources.

In this, as in all our aspects of our business, we remain market leaders.