COMPETITIVE BRIEFING · PREPARED FOR SG RENOVATION'S MARKETING TEAM · NOVEMBER 2026

SG Renovation's Missing Proof

Everyone in Singapore now sells the warm minimalist home. Only SG Renovation can show its own crews building it, and its posts never do.

Market in focus: Singapore home renovation, older HDB resale flats first · **Prepared:** November 2026
Benchmarked against: Charlotte's Carpentry, Starry Homestead / MET Interior / Swiss Interior, Hoong Fatt Heng Renovation

+86	100	90%	6.8%
Net sentiment	**Mentions read, 4K reach**	**Of mentions: minimalist design**	**Market growth a year, to 2032**
86% positive, 0% negative	4,270 engagements in total	90 of 100; the only topic found	Singapore interior design (6wresearch)

A note on sourcing. Audience figures come from a Campaign Canvas Lighthouse report generated 11 November 2026: 100 posts from SG Renovation's Instagram and Facebook, with three sets of rivals named from web research. The company is called SG Renovation in this brief. Market figures come from published research cited in that report. Read the numbers as direction, not a census.

01 · SG Renovation's Foothold

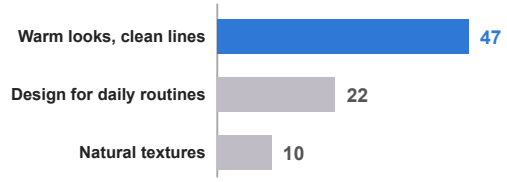
SG Renovation is a Singapore firm that designs homes and builds them itself, with its own workers, haulage and painting teams. Its audience likes it: net sentiment is +86, with 14% neutral and no negative mentions at all.

The problem is not love. It is volume and proof. The run found only 100 mentions and 4K reach, and nearly all the engagement sits on a handful of Facebook posts. Ninety of the 100 mentions were about one thing: warm, wood-toned minimalist design. People praise the look (47 mentions), design that fits daily routines (22) and natural textures (10). No complaint theme appeared.

That is a strong signal and a weak moat. Research cited in the report shows warm minimalism has become the shared style of the whole market, so the look gets a firm shortlisted, not chosen. What decides the job is who builds it and whether it finishes on time. The top posts end in a block of licences and awards and say nothing on either.

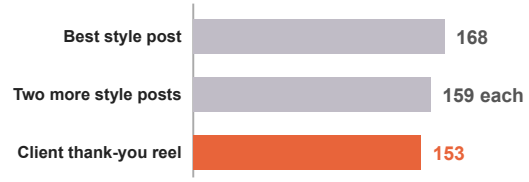
What people praise

Mentions by praise driver (counts overlap)



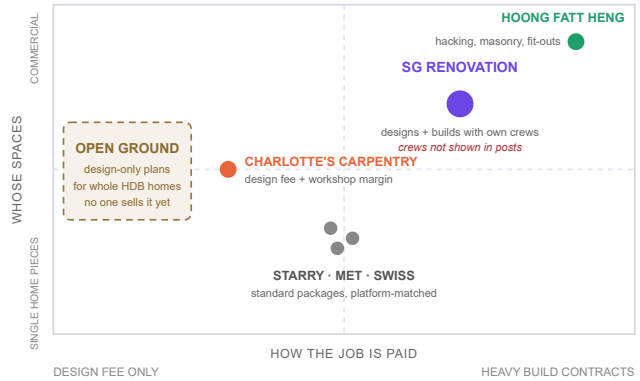
A real voice nearly matches the styled photo

Engagements per post, top Facebook posts



Source: Campaign Canvas Lighthouse report, 11 November 2026 (SG Renovation's own Instagram and Facebook, 100 posts). Praise-driver counts overlap, so they do not sum to 90.

The Map: Who Owns Which Ground



Place SG Renovation against its three sets of rivals and each one earns its money from something other than the whole-home job: carpentry margin, standard packages or heavy structural contracts.

SG Renovation is the only name that designs and builds the whole home with its own crews. That is its advantage and its blind spot: nothing in its posts shows it.

The open ground, design-only plans for whole HDB homes, is where no one sells a plan that leads into its own build. Section 03 returns to it.

Positions are the report's placements of each firm from public descriptions on a 1 to 5 scale, not measured sales.

02 · Strength, Strain, and the Opening It Creates

Renovation buyers fear three things: a quote that creeps, a job that runs late, and patchy work by subcontractors they never met. Research in the report ranks hidden costs as their single biggest worry, and notes that renovation contractors rank among the top sources of consumer complaints.

SG Renovation's top posts sell calm rooms. They answer none of the three fears. That mismatch, not a lack of taste or trust, is what the data shows.

Three buyer fears, none answered in the top posts

What buyers ask vs what the top Facebook posts show



Source: Campaign Canvas Lighthouse report, 11 November 2026; buyer fears from published renovation research cited in it.

The look

STRENGTH Warm minimalism is praised 47 times, with design for daily routines (22) and natural textures (10) behind it, and no complaint theme in the run.

STRAIN Every firm now sells that look. Unexplained, it reads as one more package, which invites price comparison on renovation-matching platforms.

OPENING Keep the look as the way in, and add one proof to every post: the crew that built it, in a real resale flat.

Own crews

STRENGTH SG Renovation keeps its own workers, haulage and painting teams, which gives direct control of timeline and build quality, per an independent ratings site.

STRAIN None of it appears in the posts. Rivals earn on carpentry margin, standard packages or heavy structural work, so none can claim it, but SG Renovation is not claiming it either.

OPENING Make "our own crews build what we design" the line for ads, backed by close-ups of finished joints, crew shown by role and the owner's own words.

Credentials

STRENGTH HDB-approved renovation status, a BCA licence, CaseTrust and an award for an HDB kitchen design give a cautious buyer reasons to trust.

STRAIN The top posts end in a badge block. Badges show a firm is allowed to do the work, not that it will finish on time.

OPENING Move the badges to the website and the quote step. End each caption with one line: the kind of flat, who built it, how long it took.

The first step

STRENGTH SG Renovation quotes each job after a free site visit and 3D drawings, so every price is built for the flat in front of it.

STRAIN Nothing is priced in public. A cautious owner who loves the look has no small first yes, and a platform package can look like the safer buy.

OPENING Add a design-only plan at the low end of the market's fixed HDB fee range (S$1,500 in 2026 pricing notes), with a fixed, itemised quote for SG Renovation's own crews. It earns the build; it is not sold as drawings to take elsewhere.

Channels

STRENGTH Facebook carries nearly all the engagement, including the 168-engagement top post and the 153-engagement client reel.

STRAIN Instagram posts as often but draws far less response. A listing on a renovation-matching platform would put the firm beside package rivals before it has a story.

OPENING Run the crew series on Facebook first, reuse the clips on Instagram, and list on a platform only once visitors arrive holding a platform comparison.

03 · Five Epiphanies

Five realisations the data supports. Each is testable in weeks.

1 · THE SENTIMENT

Love is not the gap. Being heard of is.

Net sentiment is +86 with nothing negative, yet a month produced only 100 mentions and most days showed no movement. Goodwill is high and too few people see it.

Evidence: 100 mentions · 4K reach · 0% negative

2 · THE LOOK

Style gets you shortlisted, not picked.

Ninety of 100 mentions are about warm minimalism, and every rival sells it. A look everyone shares cannot be the reason to choose one firm.

Evidence: 90% topic share · 47 praise mentions

3 · THE FEAR

Buyers choose on fear of the build.

A creeping quote, a firm that goes quiet after the deposit, patchy subcontractor work. The top posts answer with badges, which prove permission, not delivery.

Evidence: buyer research · top posts show no price, date or crew

4 · THE PROOF

A real voice works as hard as a styled photo.

The client thank-you reel drew 153 engagements against 168 for the best style post, and no rival names who is on site. Own crews are the proof only SG Renovation holds.

Evidence: 153 vs 168 engagements · rival map

5 · THE CLOCK

The buyer's deadline is Chinese New Year.

Households want work finished before 6 to 7 February 2027 and pause decisions during it. That lull is when they book visits for after the holiday, so the sale to chase is the walk-through, now.

Evidence: HDB and holiday calendar, 2026 to 2027

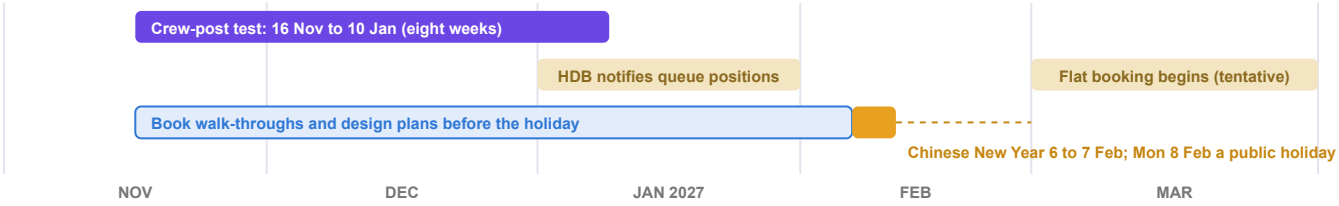
READS TOGETHER AS

One position, not five ideas

Join the warm minimalism conversation and add the proof only SG Renovation holds: our own crews build what we design, finished on the date promised. The look gets noticed. The crew gets chosen.

The clock the buyer is on

November 2026 to March 2027: the test window against the dates that shape the decision



Sources: HDB and holiday dates as cited in the Lighthouse report (aces-design.com, 29 Sep 2026; getout.sg, 10 Oct 2026). Booking dates are tentative.

04 · Where to Place Your Bets

01 Start a crew-built resale flat series

Follow one older resale flat from tired to calm with the crew in shot: two short site reels a week, ending with the owner's own words. Run it beside plain style posts for eight weeks from 16 November. It is working when crew posts match the 168-engagement best style post by week four.

02 Ask every enquiry what brought them in

Two questions each time: is it a resale or older flat, and what made you get in touch, the look, a crew post or a review? Log the answers in one shared sheet. By ninety days, at least one enquiry in four should name the crew or a review.

03 Promise a finish date, and show it met

Show the promised finish date on screen in each crew post, and the date met in the handover reel. Pair it with the design-only first step from Section 02, a low-risk yes that leads into the full job.

> **Don't chase:** new-flat couples during the February launch (keep them on a nurture list), design-only drawings to take to other builders, and leading with the badge block.