

**夏威夷城市广场项目**  
**Hawaii City Plaza Project**  
**土地价值评估分析报告**  
**Land Value Evaluation Analysis Report**  
**2021年2月**  
**February 2021**

夏威夷城市广场项目土地价值评估报告

Land Value Assessment Report for the Hawaii City Plaza project:

财务成本价值:4500 万美金.

Financial cost value: \$ 45 million

市场价值:7000 万美金.

Market value: \$ 70 million.

更多项目土地价值分析报告请浏览:

For more land value analysis reports, please visit:

**1,土地基本信息:**

**1. Basic Land Information:**

1-1,项目土地地址: 710 Sheridan Street Honolulu HI 96814

1-1, Project Land Address: 710 Sheridan Street Honolulu HI 96814

1-2,项目网站:WWW.HAWAII-OCEANPLAZA.COM

1-2, Project Website: [WWW.HAWAII-OCEANPLAZA.COM](http://WWW.HAWAII-OCEANPLAZA.COM)

1-3,土地业主公司: 夏威夷城市广场有限合伙公司

1-3, Landowner: Hawaii City Plaza LP

1-4,土地面积:39,000 平方英尺.

1-4, Land Area: 39,000 square feet.

1-5, 土地类别:商业和居住混合型.

1-5, Land Type: Mixed Commercial and residential.

1-6,土地用地容积率 3.5-10

1-6, Land Plot Ratio 3.5-10

1-7, 建筑高度 400 英尺.

1-7, Building Height: 400 feet.

**2,土地目前财务成本价值 4500 万美金:**

**2. The current financial cost of the land is \$ 45 million:**

其中包括:

Including:

2-1, 土地于 2015 年以 860 万美金购买.

2-1, \$8.6 million for land purchase in 2015.

2-2, 土地已经完成项目规划批准,建筑师,结构工程师,水电设计,土壤,土木,园林设计,环境报告,设计团队费用 400 万美金.

2-2, \$ 4 million for completed project planning approval of the land, the fees for architect, structural engineer, hydropower design, soil, civil engineering, garden design, environmental report, and the design team costs.

2-3, 施工许可证申请费用 100 万美金.

2-3, \$1 million for the construction permit application.

2-4, 2015 年-2021 年项目管理费用 1800 万美金.

2-4, \$18 million for the project management cost from 2015 to 2021.

项目管理费用包括:

The project management cost includes:

团队员工工资

Team staff wage

办公室租赁

Office rental

广告费

Advertising fee

差旅费

Travel expense

招待费

Entertainment expense

2-5,项目其它费用 300 万美金.(律师费用\_顾问费用)

2-5, \$ 3 million for other project costs (attorney's fee & consultant fee).

2-6, 土地建筑物租赁户补偿费用 200 万美金.

2-6, \$ 2 million for the compensation fee paid for the rental households.

2-7, 拆除建筑物 180 万美金.

2-7, \$ 1.8 million for the demolition of old buildings.

2-8, 土壤报告和工程费用 160 万美金.

2-8, \$ 1.6 million for the soil report and engineering cost.

2-9, 基础工程、钢筋工程施工费用和材料费用 300 万美金.

2-9, \$ 3 million for the construction cost and material cost of foundation engineering and reinforcement engineering.

2-10, 前期工程施工设备设施费用 100 万美金.

2-10, \$ 1 million for the equipment and facilities for the preliminary construction.

2-11, 房地产税 100 万美金.

2-11, \$1 million for the real estate tax.

合计:已经花费的主要费用: 4500 万美金.

Total major expenses already spent: \$ 45 million.

**3, 土地市场价值 7000 万美金.**

**3. The land market value is \$70 million.**

7000 万美金的依据:

Basis for \$70 million:

3-1, 规划最高可以批准 39 万平方英尺, 如果 7000 万美金销售土地, 开发商的土地成本非常低, 土地成本控制在 179 美金/平方英尺.

3-1, The planning can be approved for up to 390,000 square feet. If the land is sold for \$ 70 million, the developer's land cost is very low, which can be controlled at \$179 per square foot.

3-2, 建筑成本 300 美金/平方英尺.

3-2, Construction cost: \$ 300 per square foot.

3-3, 融资成本 30 美金/平方英尺.

3-3, Financial cost: \$ 30 per square foot

3-4, 销售成本 20 美金/平方英尺.

3-4, Sales cost: \$ 20 per square foot.

3-5, 项目管理成本 50 美金/平方英尺.

3-5, Project management cost: \$ 50 per square foot.

合计项目投资成本:

Total project investment cost:

179 美金+300 美金+30 美金+20 美金+50 美金=579 美金/平方英尺.

$\$179 + \$ 300 + \$ 30 + \$ 20 + \$ 50 = \$ 579/\text{square foot}$

#### **4, HONOLULU ALA MOANA 社区房地产市场价值:**

#### **4, HONOLULU ALA MOANA community real estate market value:**

4-1, 土地位于 HONOLULU 最顶级的黄金社区 ALA MOANA, 目前社区新房地产项目房屋销售价格 1000-1500 美金/平方英尺

4-1, The land is located in ALA MOANA, the top golden community in HONOLULU. The current sales price of new real estate projects in the community is \$1,000-\$1,500 per square foot.

4-2, 夏威夷城市广场项目房地产价格 1000-1200 美金/平方英尺.

4-2, The real estate price of the Hawaii City Plaza project is \$1,000-\$1200 /square foot.

4-3, ALA MOANA 社区已经完成销售超过 90%的新开发项目,销售价格参考: ALA MOANA SKY 项目销售网站: [www.skyalamoana.com](http://www.skyalamoana.com)

4-3, The Ala Moana Community has completed sales of more than 90% of the new development projects, the sales prices refer to the sales website of Ala Moana Sky: [www.skyalamoana.com](http://www.skyalamoana.com).

**5, 如果夏威夷城市广场项目土地 7000 万美金销售后开发商利润预测:  
5, If the land for the Hawaii City Plaza project is sold for \$70 million, the developer's profit forecast is as follows:**

5-1, 项目规划了 39 万平方英尺, 则土地价值为 200 美金/平方英尺.

5-1, The project has been planned for 390,000 square feet, the land value would be \$200 per square foot.

5-2, 其它成本 400 美金/平方英尺.

5-2, Other costs are \$ 400 per square foot.

5-3, 投资成本 600 美金/平方英尺.

5-3, The investment cost is \$ 600 per square foot.

5-4,销售价格平均 1000-1200 美金/平方英尺.

5-4, The average sales price is \$1000-\$1200 per square foot.

5-5, 平均利润 400 美金-600 美金/平方英尺.

5-5, The average profit is \$400-\$600 per square foot.

5-6, 39 万平方英尺规划面积中可供销售的实际室内面积为 28 万平方英尺.

5-6, Of the 390,000 square feet of planned area, 280,000 square feet of actual interior area is available for sale.

5-7, 项目利润超过 1 亿美金.

5-7, The project earned over \$100 million.

因此最后评估结果:如果土地 7000 万美金出售,价格非常合理.

Therefore, the final assessment: if the land is sold for \$70 million, the price is very reasonable.

以上是夏威夷城市广场土地价值评估.

The above is the evaluation of the land value of Hawaii City Plaza.

如果想了解更多项目房地产销售信息, 请访问: [WWW.HAWAII-OCEANPLAZA.COM](http://WWW.HAWAII-OCEANPLAZA.COM)

If you want to know more project real estate sales information, please visit:  
[WWW.HAWAII-OCEANPLAZA.COM](http://WWW.HAWAII-OCEANPLAZA.COM)

以上分析是由从事房地产开发投资 40 年的项目开发商 JOHNSON FANG 提供.  
The above analysis was provided by Johnson Fang, a project developer who has been investing in real estate development for 40 years.

方先生在经济分析、工程预算、建筑工程施工、项目投资管理方面非常有经验。

Mr. Fang is experienced in economic analysis, project budgeting, construction and project investment management.

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