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One Source, Every Platform

How a single legal guide becomes six platform-native assets — using “ABSD for Foreign Buyers in Singapore” as the source.

Every asset below is drawn from one article: your full website guide to Additional Buyer’s Stamp Duty for foreign property buyers in Singapore. None of it is copy-pasted. Each version is rewritten to how people actually read on that platform — same firm, same expertise, a different shape for each audience — and every one routes back to the same SEO hub.

The Hub — Website Pillar

“The Sticker Price, The Real Cost: A Foreign Buyer’s Guide to ABSD” — the annotated guide you’ve already seen.

It opens with the number that stops foreign buyers cold — S\$600,000 in tax on a S\$1M condo — explains who counts as a foreigner, sets out the full rate table, and covers the legitimate exemptions and a worked example. This is the cornerstone. Every spoke below links back to it, concentrating authority on a single page rather than scattering it.

Spoke 1 — LinkedIn

THE POST

A foreigner just asked me why their dream condo suddenly cost 60% more than the listing price.

It wasn’t the agent. It wasn’t a hidden fee. It was Additional Buyer’s Stamp Duty — ABSD — and it catches more buyers off guard than anything else in the Singapore market.

Here’s the number that matters: foreigners pay a flat 60% ABSD on any residential property in Singapore. First purchase, fifth purchase, it doesn’t matter. On a S\$1,000,000 condo, that’s S\$600,000 in tax alone, before a single other fee.

It’s been the rate since April 2023. It’s never been lowered. Every revision since 2011 has gone up.

There are legitimate ways to change the picture — a small number of Free Trade Agreement nationalities pay the Singapore Citizen rate instead, and a foreigner married to a citizen can claim remission on their share. Both have to be applied for correctly, and neither is automatic.

If you're planning to buy and haven't run the numbers against the current rules, the full breakdown is in the comments.

— Ms. Rachel Chau, Property Lawyer, SG Law LLC

#SingaporeProperty #ABSD #PropertyLaw #ExpatriateLife

WHY THIS WORKS FOR LINKEDIN

- Opens on a real-sounding anecdote, not a statistic — LinkedIn truncates after the first lines, so the hook has to earn the "...see more" click.
- First-person from the named lawyer turns a firm into a person. LinkedIn rewards individual voices over company pages — that's what gets shared into feeds.
- One number, told as a story (the 60% surprise), not a feature list. A single memorable takeaway outperforms a comprehensive summary here.
- Short, single-line paragraphs suit mobile reading.
- The pillar link sits in the first comment, not the post — LinkedIn suppresses reach on posts with outbound links, so this protects distribution while still funnelling to the hub.
- Mentions the exemptions without explaining them in full — creating a genuine reason to click through rather than giving away the whole guide.

Spoke 2 — Facebook

THE POST

Thinking about buying a home in Singapore?

Here's the number almost nobody mentions until it's too late: if you're a foreigner, you'll pay 60% Additional Buyer's Stamp Duty on top of the purchase price. On a S\$1 million condo, that's an extra S\$600,000 — before legal fees, before agent fees, before anything else.

The good news is the rules are clear and predictable once you know them. A small number of nationalities qualify for a much lower rate under Free Trade Agreements, and if you're marrying into a Singaporean family, there's a remission worth understanding too.

We've put together a plain-English guide covering exactly who pays what, what you're allowed to buy, and a real worked example so you can see the true cost before you commit. Link below.

WHY THIS WORKS FOR FACEBOOK

- Warmer and more conversational than LinkedIn. Facebook is where people relax, so the voice meets them there.
- Opens with a direct question to spark engagement — Facebook's algorithm rewards conversation, and questions invite comments.
- Light emoji use is native here and signals approachability, used sparingly enough that a law firm still reads as credible.
- Built to be shared: a friend tagging someone who's "looking at condos" is the goal, and shares are reach.
- Outbound links are fine on Facebook (unlike LinkedIn); pair the post with a clean shot of the Singapore skyline for the feed.

Spoke 3 — Instagram (Carousel)

THE CAROUSEL — CARD BY CARD

Card 1 (cover): "What does buying property in Singapore actually cost as a foreigner?" swipe →

Card 2: The number: 60% ABSD on top of the purchase price. Any property, any time. It's been this way since April 2023.

Card 3: On a S\$1M condo, that's S\$600,000 in tax alone — before BSD, legal fees, or agent fees.

Card 4: The exception → a handful of nationalities (US, Iceland, Liechtenstein, Norway, Switzerland) pay the Citizen rate under Free Trade Agreements.

Card 5: Married to a Singapore Citizen? You may be able to claim remission on your share — but it has to be applied for, it isn't automatic.

Card 6 (CTA): Full breakdown, rate table, and a real cost example — link in bio. — SG Law LLC

THE CAPTION

A clear explainer, not advice for any one situation. Foreigners pay 60% ABSD on Singapore property — swipe for the exceptions, then find the full plain-English guide in our bio.

#SingaporeProperty #ABSD #ExpatSG #PropertyLaw

WHY THIS WORKS FOR INSTAGRAM

- Visual-first and built around saves and shares — the metrics Instagram weights most. A useful carousel gets saved, which extends its life for weeks.
- One idea per card; no card asks the reader to absorb more than a single point.
- The cover card is a question, so it stops the scroll and earns the swipe.
- Same source facts as the LinkedIn and Facebook posts, reshaped into bite-sized, screenshot-friendly cards.
- “Link in bio” because Instagram doesn’t allow in-post links; the bio link points to the hub.

Spoke 4 — Guest Article — Industry Publication

THE ARTICLE — OPENING

What Foreign Buyers Need to Know Before Purchasing Singapore Property

For foreign nationals considering a home in Singapore, the single largest cost is rarely the purchase price itself — it is the Additional Buyer’s Stamp Duty (ABSD) that applies on top of it. Since 27 April 2023, foreigners have paid a flat 60% ABSD on any residential property, regardless of whether it is their first purchase or their fifth.

ABSD is computed on the higher of the purchase price or the market value, and is payable in addition to the standard Buyer’s Stamp Duty, which itself rises progressively to 6%. On a S\$2,000,000 condominium, the combined stamp duty bill comes to approximately S\$1,269,600 — over 63% of the purchase price, due within 14 days of exercising the option to purchase.

Two points consistently catch foreign buyers off guard. First, the rate does not improve with repeat purchases — unlike Singapore Citizens, who pay nothing on a first home, foreigners pay the same 60% every time. Second, a small number of nationalities are treated differently: under Free Trade Agreements, nationals of the United States, Iceland, Liechtenstein, Norway, and Switzerland qualify for the Singapore Citizen rate. All other nationalities, including the United Kingdom, Australia, and Malaysia, pay the full 60%.

[Full version continues with property eligibility, spousal remission, and a worked cost example.]

About the author: Rachel Chau is a property lawyer at SG Law LLC with over five years’ experience advising foreign buyers on Singapore residential property transactions.

WHY THIS WORKS FOR A GUEST PUBLICATION

- Practical and authoritative — the register a business or expat-focused publication expects, and what earns the guest placement and the backlink to the hub.
- Leads with the computed total (S\$1,269,600 on a S\$2M purchase) in the body: genuinely useful, specific, and the kind of detail that marks real expertise over generic content.
- Names the exact nationalities exempt under Free Trade Agreements rather than saying “some exemptions apply” — precision that editors and readers both trust.
- Dignified throughout, with no marketing push beyond the author bio — guest publications reject anything that reads as a sales pitch.

Spoke 5 — Email Newsletter

THE TEASER

Subject: The S\$600,000 question every foreign buyer needs answered first

This month's guide tackles the cost almost every foreign buyer underestimates: Additional Buyer's Stamp Duty. At a flat 60%, it is the single largest expense on a Singapore property purchase — and it applies whether it's your first home here or your fifth.

We walk through who counts as a foreigner for ABSD purposes, the full rate table, the legitimate exemptions worth knowing about, and a real worked example so you can see the true cost before you commit to anything.

Read the full guide →

WHY THIS WORKS FOR A NEWSLETTER

- Drives your owned audience — people who already trust the firm — back to the hub, the cheapest and highest-converting traffic there is.
- A curiosity-gap subject line (“the S\$600,000 question”) earns the open without overpromising; the number is real and verifiable on click-through.
- Short by design: the newsletter's job is the click, not the full read. The pillar does the rest.

The Repurposing Engine

One source article. Five platform-native assets, each written to how people read on that platform — and every one routing back to the same SEO hub. Your expertise, captured once, working everywhere.