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WINTER/SPRING 2020/21



## THAILAND REAL ESTATE'S NEXT BIG THING

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IN KHON KAEN

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TANYA CHEARAVANONT AND ONE  
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AWARDS 2020 CELEBRATES A  
MEMORABLE YEAR IN REAL ESTATE

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# ON THE COVER



Khon Kaen isn't the most famous or visible destination in Thailand. But it just may be the place that has the most potential. A growing middle class and strategic location are fueling economic growth while its laidback lifestyle that blends modern convenience with traditional Thai culture has made it popular. No developer in the region can match the quality and attention to detail that 8Villas offers. The unique architecture at its projects is a first for Northeast Thailand. It's luxurious, special and a place that truly feels like home.

Thailand real estate's next big thing **p.44**

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# EDITOR'S NOTE



On March 18, Jan Catherine Sy, SMDC AVP and eldest daughter of Henry Sy Jr., passed away. She was only 29-years old.

Ms Jan was kind enough to do an interview with Dot Property Magazine in January that was scheduled to appear in this issue. We won't be publishing that, but I do want to share a few words about her faith, creativity and selflessness.

Despite her high profile, Ms Jan never felt comfortable taking credit for the developer's success. She actually declined our first request when approached about doing an interview. Ms Jan didn't want to take the spotlight away from the SMDC team.

That is who Ms Jan was. She was always quick to point out the hard work, dedication and passion of all parties involved. The efforts of the SMDC team and everyone's contributions, no matter how big or small, were a huge source of pride for her.

It can be easy to get caught up in the transactional nature of the real estate business. Acquire land. Build a project. Sell it. Repeat. However, Ms Jan didn't see the industry in those terms. Instead, she saw it as a vehicle that could help make the world a better place for everyone through community spirit and wanting to do good for others.

The lesson Ms Jan taught me in our interview is that the legacy of a property developer shouldn't be measured in the raising of buildings but in the elevation of communities and people.

Everyone at Dot Property sends our deepest sympathies and prayers to her family, friends and the team at SMDC. She will truly be missed.

Thanks for reading,

Cheyenne Hollis



## The Pearl Hoi An

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# Condo resales in prime Bangkok perform better than expected

Condo resales in prime Bangkok were not harmed by the ongoing COVID-19 pandemic, according to Knight Frank Thailand. The market was driven by increased supply and low prices as buyers with cash in hand acted quickly to secure discounted units. This trend is likely to continue in the early parts of 2021.

"Buyers see this time as an opportunity to acquire a condo at the best possible price. They are switching from putting their funds in fixed deposits or investing in stocks to long term assets," Khun Anchalee Kasemsukthawat, Knight Frank Thailand Head of Prime Sales, explained to the Bangkok Post.

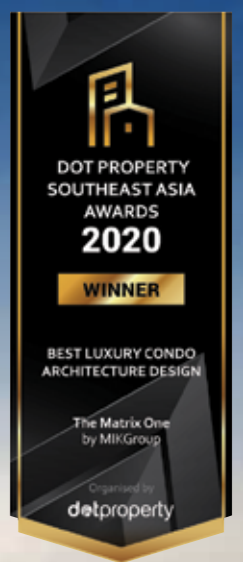
Demand for condo resales was strongest from Chidlom to Thong Lor in central Bangkok last year. According to Knight Frank Thailand, purchase prices in this area were between THB180,000 (USD5,800) and THB320,000 (USD10,317) per square meter. However, an increase in supply saw many owners lower their asking price to find a buyer. Both investors and end users were active in this segment.

"There were price cuts in new and resale condos, aiming to attract customers with good purchasing power, including those wishing to reside in units themselves and those buying for rent," Khun Anchalee told the newspaper.

The COVID-19 pandemic and economic fallout from it saw some property owners look to sell assets to either change their investment portfolio or increase liquidity. At the same time, a number of cashed-up Thai investors who had been on the sidelines acted quickly to advantage of a buyer's market.

The consultancy added that condo resales in prime Bangkok may pick up even further this year. It's possible foreign investors soon reenter the market in search of discounted units. Additionally, a lack of new units being launched could also support condo resales in the Thai capital.

Colliers International Thailand estimates that only 20,000 condo units will hit the market in 2021, the lowest total in 15 years, as developers curb new Bangkok condo launches.



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## COLLIERS TOUTS GROWTH PROSPECTS OF BOTH CEBU AND DAVAO PROPERTY MARKETS



The COVID-19 pandemic has put a damper on the Cebu and Davao property markets in 2020 but Colliers International believes both will rebound this year. There are several factors for the optimistic outlook including planned infrastructure spending in each region as well as a strong long-term economic outlook.

“Several key indicators point to some glimmer of optimism. Overseas Filipinos continue to send in money; foreign investments are starting to rise; mortgage rates remain low; employment figures are starting to improve; demand for mid-income, upscale and luxury condominium units holds firm; while queries for office spaces are starting to gain traction. These complement the positive and recent news about the production of an effective vaccine against COVID-19,” Joey Roi Bondoc, Senior Research Manager at Colliers, told the Philippine Daily Inquirer.

Several key infrastructure projects remain the pipeline and these could support the growth of the Cebu and Davao property markets.

In Cebu, the Cebu-Cordova expressway, Cebu bus rapid transit, Cebu monorail and Metro Cebu expressway are a few of the possible infrastructure improvements.

In Davao, Colliers highlighted the Davao Coastal Road, Davao Monorail, Mindanao Railway Project and Davao Bus Rapid Transit as projects that needed to be assessed for their feasibility.

The Cebu and Davao property markets have recorded significant growth over the past few years with the former becoming a real estate success story which is predicted to continue once the recovery begins.

“Over the past few years, we have observed the transformation of Cebu’s skyline with large-scale residential, commercial, retail and hotel developments. The property boom in Cebu offers an alternative metropolitan-paced business lifestyle at a discount to Metro Manila,” Bondoc stated.

Colliers is equally bullish on Davao with the consultancy noting that the city will continue to be a popular location for investors who are looking beyond Metro Manila.

“In our view, the (Davao) economy is ripe for further expansion and development,” Bondoc pointed out.

He concluded, “With a thriving real estate market, an abundant pool of quality labor, and a competitive business environment, Davao is set to attract future property investors to operate in the area.”

## DOT PROPERTY'S ONE B!G Weekend

**Aug 26-29** Siam Paragon

dotproperty

thailand-property

hipflat

## Dot Property announces One Big Weekend, Thailand's biggest property sales event

Thailand's biggest property sales event is coming in August. Dot Property's One Big Weekend is a four-day, real estate extravaganza that includes the Dot Property Expo at Siam Paragon, the online-focused One Big Weekend Mega Sale, Digital Expo: LIVE! and a number of events hosted by leading Thailand property influencers.

The integration of both offline and online activities allows developers to seamlessly connect with an unmatched number of property seekers through numerous channels. Thailand's biggest property sales event is scheduled for August 26-29 with the expo portion being held at Siam Paragon.

“Dot Property's One Big Weekend will be the event developers in Thailand cannot afford to miss,” Adam Sutcliffe, Director, Events and International Markets at Dot Property, says. “This is the first time in Thailand you are seeing a real estate event fully integrate both offline and online activities. Those who join One Big Weekend will be able to take advantage of Dot Property's ability to help people find a home.”

One Big Weekend marks a return to Siam Paragon for Dot Property after the company organized shows there in 2016-2018. As the country's most popular shopping destination, exhibitors will enjoy unrivalled exposure and reach across the four-day event.

Seminars hosted by leading Thailand property influencers, curated agent days, Facebook Live sessions and other activities are scheduled for One Big Weekend. More details on these will be released closer to the event.

Running alongside the expo will be the One Big Weekend Mega Sale, an online-focused event that follows in the footsteps of last year's highly successful Dot Property Black Friday Sale. Billed as Thailand's biggest online property sales event, a significant number of real estate transactions took place with several developers selling multiple units.

By bringing together Thailand's biggest online property sales event and the country's largest and best property show, One Big Weekend is allowing developers to take advantage of Dot Property's market leading services in a single place.

### Join Thailand's biggest property sales event

Want to join One Big Weekend and be a part of Thailand's biggest property sales event? Contact us at: [info@thailand-property.com](mailto:info@thailand-property.com)





## HANOI CONDOMINIUM MARKET TO SEE INCREASES IN BOTH SUPPLY AND PRICES

This should be a better year for the Hanoi condominium market, according to CBRE Vietnam. The consultancy believes both supply and prices will increase in 2021 after the COVID-19 pandemic slowed the market last year.

During a media event, CBRE Vietnam Hanoi Branch Director Nguyen Hoai An explained that while the city's real estate market was disrupted by COVID-19 social distancing measures in 2020, technology proved effective in assisting sales and helping investors in market assessment and decision making.

CBRE Vietnam research showed the Hanoi condominium market will add anywhere from 24,000

to 26,000 new units over the next 12 months as developers look to meet the city's strong demand for housing. Additionally, the average selling price for condominiums in Hanoi is projected to rise by 4-6 percent.

This is actually lower than projections from the Viet Nam Real Estate Association (VNREA) for the entire country. The organization recently predicted that Vietnam property prices would increase by 10 percent due to scarce supply and strong demand throughout the country.

Several new residential areas are expected to spring around Hanoi in the future which will help drive condominium market expansion

in the luxury segment. Meanwhile, mid-end and affordable projects will continue to move further away from the city center, according to CBRE research.

### HANOI CONDOMINIUM MARKET RECOVERS QUICKLY

The Hanoi condominium market looks set to bounce back in the first quarter of 2021 after last year brought with it one of the worst three-month performances in recent history. In the first quarter of 2020, only 1,600 new condo units were launched. This was an 86 percent decrease from the same period in 2019.

"This was the lowest new launch supply over the past nine years," CBRE Vietnam Manager Do Van Anh said at the time. "The pandemic prevented foreign customers from coming to Hanoi to conduct their transactions or to study the market so the housing market for foreign customers did not have significant development in the first quarter (of 2020)."

However, that looks to be a blip on the radar after both sales and launches picked up in the second half of last year.

Barring any unforeseen events, CBRE Vietnam is confident the Hanoi condominium market will record a strong 2021.

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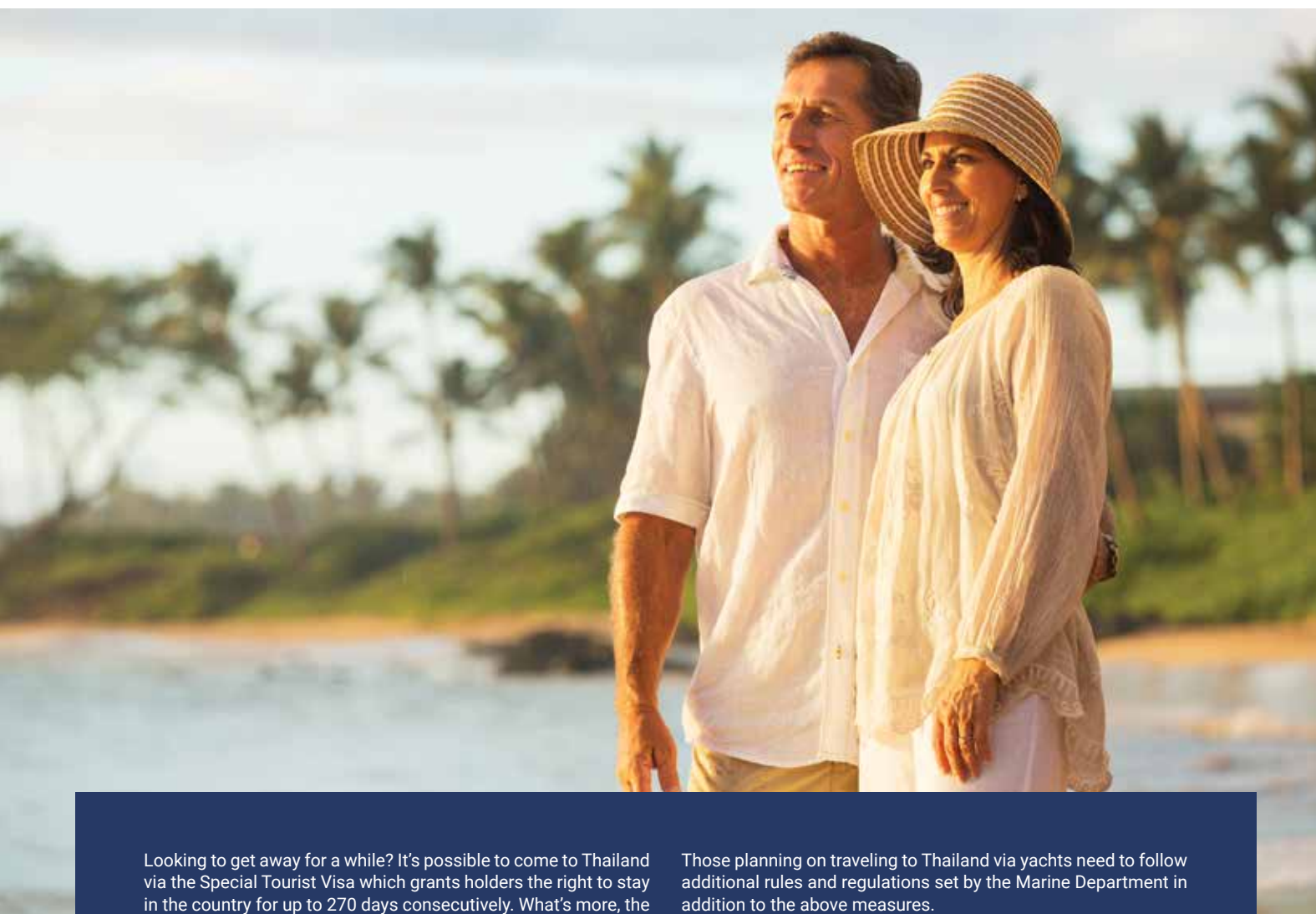
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# THAILAND SPECIAL TOURIST VISA

## ALLOWS VISITORS TO STAY IN THE COUNTRY FOR UP TO 270 DAYS



Looking to get away for a while? It's possible to come to Thailand via the Special Tourist Visa which grants holders the right to stay in the country for up to 270 days consecutively. What's more, the Tourism Authority of Thailand has made it available to citizens of all countries.

Currently, Thailand is undergoing a second COVID-19 outbreak after a largely successful reopening between June and mid-December. Restrictions have been put in place, but there is currently no countrywide lockdown. The situation is fluid, and you should speak to the Thai Embassy or Consulate in their home country about the situation when applying.

### WHAT ARE THE THAILAND SPECIAL TOURIST VISA REQUIREMENTS?

For starters, applicants must comply with COVID-19 control and preventive measures implemented in Thailand. You will be required to undergo a 14-day quarantine once you arrive in the country. During the application process, you will need to submit proof of their long-term accommodation or residence; proof of medical and travel insurance; and the required medical and travel insurance.

Those planning on traveling to Thailand via yachts need to follow additional rules and regulations set by the Marine Department in addition to the above measures.

### HOW DO I APPLY?

Applications for the Thailand Special Tourist Visa must be submitted at the Thai Embassy or Consulate in your home country. It is impossible to receive the visa outside of your home country. The visa will be made available until the end of September.

### WHAT IS THE LENGTH OF THE THAILAND SPECIAL TOURIST VISA?

The Thailand Special Tourist Visa allows for an initial 90-day stay in the country. Two 90-day extensions are available meaning the visa allows for a 270-day stay in Thailand.

### HOW MUCH DOES IT COST?

The visa fee is THB2,000 (USD65) while each extension costs THB2,000 (USD65).



## Dot Property's Ngoc Bui honored at Top 100 International Business Style Awards 2020-2021

Ngoc Bui, Dot Property Vietnam Head of Business Development, was presented with The Pioneer Award in The Field of Media & Communication in the Vietnam Real Estate Industry at the Top 100 International Business Style Awards 2020-2021. He was honored for making substantial contributions and having a positive influence on the real estate ecosystem of Vietnam.

The Top 100 International Business Style Awards is one of Vietnam's most prestigious award programs focused on the business community.

It is co-organized by Business Style Magazine and International Business Style Network (BSIN) under the direction of the Vietnam Chamber of Commerce and Industry (VCCI) and exclusively executed by Nam Huong Media & Event.

"It is a great honor for me to be nominated for the Top 100 Business Style Awards 2020-

2021. These awards are considered the most prestigious in the business community. The nominees are all role models and have managed many achievements in a difficult and turbulent year due to the impact of the COVID-19 pandemic. Winning is great motivation for us to continue our work and breakout in 2021," Ngoc Bui stated.

The Pioneer Award in The Field of Media & Communication in the Vietnam Real Estate Industry was presented to Ngoc Bui because of his flexibility, market understanding, innovative thinking and business philosophy.

Other notable winners in the real estate industry included Le Viet Hai, Chairman of Hoa Binh Construction Group-Vietnam's biggest contractor-and Bui Duc Long, Chairman of Vicoland.

Ngoc Bui has been a foundation of Dot Property's Vietnam operations since joining the company five years ago. For starters,

he has contributed to the growth of the Dot Property Vietnam Awards which is now the country's premier real estate awards event.

Additionally, Ngoc Bui helped build Dot Property Vietnam into the country's leading online real estate platform. Local and international property buyers, sellers, investors and property professionals now rely on Dot Property.

Winning The Pioneer Award in The Field of Media & Communication in the Vietnam Real Estate Industry was a memorable achievement for Ngoc Bui and one that will inspire him moving forward.

"At Dot Property, our mission is to help people find a home. We will continue to find new and innovative ways to make that reality," Ngoc Bui explained. "We also want to promote the value of 'Sustainable Development' in Vietnam's real estate ecosystem through the Dot Property Awards this year."





## Gradual recovery in store for Philippine property market this year

Leading real estate services company Santos Knight Franks expects the Philippine property market to experience a more gradual recovery in 2021. The predicted turnaround comes after a difficult 2020 which halted several years of growth across the industrial & logistics, office and residential sectors.

"2020 was a challenging year for Philippine real estate and the global property market, but we see the new year as a promising time for real estate sectors such as industrial & logistics, office, residential, REITs and data centers, among others. In general, we expect to see a soft rebound in the real estate market as the economy gradually recovers," Rick Santos,

Chairman & CEO of Santos Knight Frank, explained.

The Philippine residential market will continue to favor buyers, but Santos Knight Frank does predict the sector to improve slowly and steadily over the coming months. Those looking for a new home should be able to secure better deals in terms of price and payment terms as homebuilders look for new ways to stimulate demand.

According to Santos Knight Frank, the office market should also recover although it will not return to pre-pandemic levels in 2021. There remains hope that tenants can return to the physical workplace this year. Meanwhile,

some companies, especially those in the BPO sector, will begin searching for new locations and office rightsizing requirements. Office vacancy in Metro Manila rose to 9.8 percent in 2021.

Santos also highlighted a number of other trends that would support the gradual recovery of the Philippine property market moving forward.

"In 2021, macro trends such as the boom of e-commerce, flexible office setups and continued decentralization outside Metro Manila are likely to continue and contribute to the property market's recovery," Santos noted. "In addition, the demographics of the Philippines remain key in driving

the real estate market's long-term performance. The country's growing population will drive consumption, online retail and the industrial & logistics sector, while its young pool of talent will help retain the Philippines' place in the global BPO industry as outsourcing increases overall."

Finally, REITs will also have a role to play in the property market's recovery. More developers will use this mechanism to generate new capital that can help in funding new projects. Santos pointed to Ayala Land as an example of how this works. Last year, the developer sold a commercial center to the newly formed A-REIT with the proceeds going to projects in Cebu and Metro Manila.

HUNG THINH LAND

Hung Thinh Land has emerged as the winner of "Best Residential Developer Southeast Asia 2020" at Dot Property Southeast Asia Awards, 2020.

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## DOT PROPERTY ADDS HIPFLAT TO ITS EXTENSIVE SOUTHEAST ASIA NETWORK

Dot Property, Southeast Asia's fastest growing real estate marketplace, recently announced that Hipflat has been added to the company's extensive regional network. Dot Property currently operates Thailand-Property.com and dotproperty.co.th in Thailand and the acquisition of Hipflat allows the marketplace to further increase its local presence.

Hipflat will complement Dot Property's service offerings in the Kingdom and becomes the 13th website to join the company's network since being founded in 2013. By adding Hipflat to its comprehensive real estate marketplace that spans Southeast Asia, Dot Property welcomes a brand respected by Thailand's property professionals and homeseekers.

"Hipflat is a valuable addition to the Dot Property network as we look to build upon Southeast Asia's most robust real estate marketplace. There isn't a lot of overlap between our operations in Thailand and what Hipflat offers.

We actually see significant room for both to expand concurrently," James Claassen, Dot Property General Manager, explains.

Dot Property has recorded significant growth in Thailand over the past few years. In 2019, the number of visits to the company's English and Thai language websites rose by 71 percent while enquiries increased 63 percent. Dot Property remains confident in the long-term potential of the Thailand real estate market.

"Ultimately, our goal is to help people find a home. By adding Hipflat to the Dot Property network, we can reach more homeseekers and provide them with unique search experiences," Claassen stated. "Making this acquisition positions the Dot Property network as the leading place to find a home in Thailand regardless of what you are searching for. No other platform in the country empowers property buyers and sellers with the suite of tools and services we provide."

In terms of operations, the Hipflat search experience will be empowered by support from Dot Property which has more than 70 staff members posted across Southeast Asia. Several upgrades to improve the Hipflat are already in the works with these to be announced in the coming months.

"Everyone at Hipflat is extremely excited to be joining Dot Property. This is an amazing opportunity to build upon our success as part of Southeast Asia's fastest growing real estate marketplace," Denis Nemtsev, Hipflat Chief Executive Officer, says. "The real winners here are Hipflat clients and users who will now enjoy improved support and a better overall experience"

Hipflat launched in 2013 and now boasts more than 200,000 property listings from all over Thailand on its website. It has English, Thai, Japanese and Russian language versions to better serve clients in strategic overseas markets.

Nova **WORLD**  
HO TRAM

## Symphony Forest by the Sea

NovaWorld Ho Tram, a destination for tourism, recreation and entertainment, is set on an impressive 1,000 hectares spreading along the stunning coastline which is only 90 minutes away from Ho Chi Minh City. NovaWorld Ho Tram comprises of architectural masterpieces boasting a wide range of world-class amenities harmoniously blended into Ho Tram's pristine natural setting, NovaWorld Ho Tram is the ultimate tropical experience.

Each of NovaWorld Ho Tram's second home options is cocooned in a safe, peaceful environment for the entire family, not only enhancing the present lifestyle of its owner, but also offering exceptional investment value for future generations.



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# TIPS FOR REAL ESTATE AGENTS TO GENERATE MORE TESTIMONIALS



For real estate agents, testimonials are one of the most valuable marketing tools available. It provides an instant credibility boost in the eyes of potential customers and helps set you apart in a crowded field. Better yet, these are entirely free.

But generating testimonials can be a real chore. There will always be those clients who are happy to write you a few nice words. However, most satisfied customers will simply go along their way. If you want to generate more testimonials, you will need to be proactive. Here is some help in making it happen.

## 3 TIPS TO GENERATE MORE TESTIMONIALS

### ASK THEM TO DO AND TELL THEM WHERE TO LEAVE IT

You will never know if you don't ask. If you want a testimonial from a client, it never hurts to ask for one. This is by no means a guarantee they will do it. You get quite a few people who agree only to never write the testimonial.

One way around this is to specify to your client where they should leave it. For example, telling them to write a review on Facebook or Google gives them a clearer objective. And if that fails, you can always...

### WRITE IT FOR THEM

Some people just don't know what to write or can't be bothered. If this is the case, then write a testimonial for the client and have them approve it. You'd be surprised at just how effective this method is.

Be mindful of two things before you do this. Firstly, do not publish any testimonial without the approval of the client. Secondly, make sure what you write accurately reflects their experience.

### CREATE A FEEDBACK FORM

Another way to gain testimonials is to create a feedback form. Not only can the insights here be used to improve your own skills, but you can ask them to share their thoughts on working with you. It's important you clearly state that what is written on the feedback form may be published.



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## MOMENTUM BUILDS TO MAKE BECOMING A REAL ESTATE BROKER IN THE PHILIPPINES EASIER

A real estate advocacy group wants to make becoming a real estate broker in the Philippines easier and has filed a petition with the Makati Regional Trial Court seeking a change in the current rules. Currently, broker licensing regulations in the country are covered under the Real Estate Service Act of 2009 (RESA).

A Better Real Estate Philippines (ABREP) believes unnecessary educational requirements and other burdensome regulations have made becoming a real estate broker in the Philippines

too difficult. One example cited by the real estate advocacy group was the requirement that calls for one licensed broker for every 20 accredited salespersons.

However, is becoming increasingly troublesome due to a lack of licensed brokers in the country. RESA regulations state that only those holding a four-year degree in Bachelor of Science in Real Estate Management (BSREM) can take the Professional Regulation Commission's (PRC) broker licensure exam.

This is proving to be problematic for a number of reasons. Firstly, the BSREM is not widely offered at Philippine universities. Secondly, there are less than 100 BSREM graduates annually and not all of these pursue or pass the PRC. Experts point out that the entire industry is suffering with so few new real estate brokers entering the field each year.

"The backlog is a major problem in the Philippines, but we cannot sell enough units due to the lack of salespersons. Even the good schools do not offer this course,"

National Real Estate Association President Benny Cabrieto told the Philippine News Agency.

By reducing the educational costs and eliminating some redundant registration fees, ABREP believes the entire industry would benefit. It was also noted that the group is not seeking to eliminate regulations entirely. Instead, it is focused on creating a more inclusive and accessible environment that paves the way for more people to pursue a career in the real estate sector.



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## BERKELEY GROUP LAUNCHES THREE NEW LONDON DEVELOPMENTS IN ASIA



Leading UK developer Berkeley Group has launched a trio of new London projects across Asia. This is an exciting opportunity for investors to acquire residences in some of the city's best developments.

Those searching for an education property will find Royal Exchange; Chelsea Creek is ideal for anyone wanting a lifestyle residence; and Beaufort Park is perfect for investors seeking long-term growth potential. Let's take a look at these three developments and what makes them attractive to property buyers in Singapore.

### Royal Exchange: Property investment in London's education hub

Buying a residence in Kingston, London's education hub, is a sound decision regardless of if you plan on using it for your own child or as an investment property. One new project in the borough is strategically placed to empower parents with the ability to choose the school that is best for the children.

The central location of Royal Exchange in Kingston places it near 30 schools with 14 of these less than a 15-minute walk away. This

ensures the ability to select the schools best suited to your child as opposed to making an educational decision based upon location.

One-, two- and three-bedroom apartments and penthouses are available with each one featuring designs that cater to the needs of modern families and students.

### Chelsea Creek: Luxurious living in central London

Chelsea Creek is located in London's Zone 2 with the legendary King's Road and River Thames only moments away. The project gives residents the quintessential London experience with local bars, restaurants and cafes of Imperial Wharf found right outside your doorstep. Stamford Bridge, the home of Chelsea FC, is also nearby. This multi-phase development boasts luxurious canal side apartments set amidst a stunning location with tree-lined avenues and meandering waterways.

Chelsea Creek offers refined, cosmopolitan living with a 24-hour hotel style concierge service available along with upscale amenities such as the residents' only spa and fitness center.

### Beaufort Park: A bustling community in Northwest London's most exciting destination

More than 1.2 million people will live in London over the next 20 years, according to research from Dataloft. This will see the population spill out onto the commuter belt and suburban areas that provide direct access to the city center. Hampstead, a trendy town in Northwest London, is one location set to benefit in the coming years.

Developments located here, such as Beaufort Park, will be in high demand among renters with price growth likely over the long-term.

The project is close to Colindale London Underground Station which has direct links to central London. Meanwhile, the neighborhood itself is quite charming with colorful boutiques, restaurants and Camden's famous lock and world-renowned bustling markets among the attractions.



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With first-class facilities, Danko City is inspired to become a space filled with vitality, an elite community for successful people in Thai Nguyen.

FOR MORE INFORMATION ABOUT THE PROJECT, PLEASE CONTACT

**DANKO**  
GROUP

PROJECT DEVELOPER

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Website: <https://dankogroup.com.vn>



## WHERE WERE INVESTORS BUYING PHUKET VILLAS IN 2020?

Those buying Phuket villas last year focused on Cherng Talay with Knight Frank Thailand reporting that 57 residences were sold here in 2020. There were 38 villas sold in Kamala, best known for the famed Millionaire's Mile, while another 34 transactions occurred in Bang Tao.

The rise in popularity of Cherng Talay is not surprising as this area has seen significant development over the past decade. Improvements started when Boat Avenue opened in 2012 and has carried on with the launch Porto de Phuket from Central Group, Thailand's largest retail player, in 2019.

Investors buying Phuket villas in Cherng Talay have a number of options to choose from. However, Shambhala Grand Villa just might be the area's most notable developments. The pool villa project caters towards those who want an eye-catching property with solid investment returns, a combination Knight Frank Thailand believes is important.

"Although Phuket is a small island, it has been able to generate considerable revenue for Thailand. Villas in Phuket not only serve as holiday homes, but they are also investments with good returns for buyers, as the prices of villas in Phuket have continuously risen," Khun Nattha Kahapana, Deputy Managing Director and Head of Knight Frank Phuket, explained. "In addition, villas are able to generate rental income for buyers when they themselves are not in residence."

### INVESTORS BUYING PHUKET VILLAS IN KAMALA AND BANG TAO

It is not surprising that people were buying Phuket villas in Kamala and Bang Tao last year as these have been two of the island's most popular destinations for quite some time.

Villa developments in Kamala tend to focus on high-end buyers with limited land and stunning ocean views making it a playground for the wealthy. An example of this is Avadina Hills by Anantara, a collection of 11 pool villas overlooking Layan Beach. The recently launched branded residences are adjacent to the 5-star Anantara Layan Phuket Resort and promise investors unmatched exclusivity.

Bang Tao has a more diverse range of villas available in terms of both pricing and size. Anchan Hills is perhaps the most popular villa development in this part of Phuket at the moment.

The residences feature natural materials, quality fittings and Balinese-style architecture that creates a striking appearance that embraces the island's tropical charm. These design features allow Anchan Hills to capture the Phuket holiday lifestyle experience.

### MORE ACTIVITY EXPECTED IN 2021

There may have been a decrease in the number of people buying Phuket villas last year, but Knight Frank Thailand expects activity to ramp up in 2021 after travel restrictions are lifted. In particular, buyers from China are said to be eager to invest.

"There will be more buyers than before the COVID-19 outbreak; we are seeing many signs that Chinese buyers would like to purchase property in Thailand and Phuket as second residences rather than as investments as they did in the past," Khun Nattha said. "Chinese people are of the view that, should there be a spread of an infectious disease such as COVID-19, Thailand, including Phuket, would be a safe, liveable place, with good public health systems and measures against the spread of infection diseases."



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# ONE.SIX DEVELOPMENT

IS BRINGING A NEW PERSPECTIVE TO  
THAILAND REAL ESTATE THROUGH  
EXPERIENCE AND STORYTELLING

ONE.SIX wants The Strand to be a place full of life and not a condominium where people head straight home



The art of storytelling was one of the most important lessons Khun Tanya learned growing up around real estate



Perception isn't always reality when it comes to real estate. Computer-generated images and lavish showrooms are standard operating procedure these days. This isn't necessarily a bad thing, but it does present developers with a challenge.

How do you convey an experience when it doesn't exist? By definition, a project is just some walls, windows, concrete and other building materials. There is nothing inherently special about it. A home doesn't become a home until it can be experienced. Ultimately, this is what drives ONE.SIX Development.

"Experience is at the core of real estate. When it comes to developing a project, it is important to bring life, and the intangibles to the project, not only the tangibles. A home should be personal. It should move you," Khun Tanyatip (Tanya) Chearavanont, CEO and Founder ONE.SIX Development, states.

While people aren't necessarily moved by buildings or showrooms, the experience of the development's story can make a lasting impression. Khun Tanya credits her aunt, Khun Thippaporn Ahriyavararomp, for teaching her the importance of having a unique story attached to a development.

"My aunt emphasized the importance of storytelling because this allows us to create something with heart. A development should be more than just a building," Khun Tanya says. "Storytelling puts us in the shoes of those living in the project, it helps paints a bigger picture and allows us to build a better product for the end-users."

As Chairman of the Board of Directors at Magnolia Quality Development Corporation Limited, Khun Thippaporn knows a thing or two about real estate. Her advice was invaluable as Khun Tanya and the team at ONE.SIX prepared to launch their first project, The Strand Thonglor.

Khun Tanya approached the project with a holistic mindset, centered around a live/work/play concept but was also aware the idea alone wasn't enough. She wanted The Strand Thonglor to have mixed-use components, but more importantly wanted it to be a development with life and energy. ONE.SIX wasn't going to be another quiet place where people arrive and head straight to their rooms.

However, the solution needed to have a purpose. Creating some spaces just for the hell of it wouldn't make people want to gather there. After all, a story is no good if it is riddled with plot holes.

"To go back to storytelling, it was important that everything we do has a purpose. With The Strand Thonglor, we were committed to giving back to the neighborhood, as we took away a very important place for locals in Thonglor. We wanted The Strand to be a place where people come together. That is a crucial part of its story," Khun Tanya explains. "This is why we included a commercial area and park at The Strand Thonglor that is open to everyone. We wanted to create a sense of community at The Strand, while still prioritizing the privacy and security of our residences."

The story will have started well before people are hanging out here, laughing and sharing memories. It began with the vision of Khun Tanya and sharing The Strand Thonglor's experience with others through the show units. Not as an abstract possibility, but something that reflects what people can actually expect.

"The term 'minimal luxury', a phrase we use to describe the project style, wasn't a marketing gimmick. We designed our show units to be minimal with a subtle color palette and clean architectural lines to allow customers to envision their lives here, how they might want to design their unit and how they may want to live their lives at The Strand. A sales unit should not be a distraction for the customer from what they are purchasing, but a realistic reflection of what our project has to offer." Khun Tanya notes.

BRINGING A NEW PERSPECTIVE TO THAILAND REAL ESTATE

ONE.SIX isn't afraid to go against traditional norms. That can naturally ruffle a few feathers, especially in the real estate industry. Case in

point, not everyone was on board with Khun Tanya's desire to make The Strand Thonglor a pet friendly development.

"With The Strand Thonglor, it was important to balance everything. The vision, sellability, finances and the rest. An example of this is being a pet friendly project. This was important to us although it isn't widely accepted in Thailand," Khun Tanya recalls. "The key was to find a compromise. We made sure there were rules and regulations in place that would provide our non-pet owner residents peace of mind."

Khun Tanya has a very clear vision as it relates to real estate but freely admits it may not be exactly what the market is comfortable with just yet. Finding common ground has helped ONE.SIX bring a new perspective to Thailand real estate that allows it to challenge what's accepted without alienating the public.

"At first, I was adamant about sticking to my core beliefs. That being said, talking to the market softened my views. I want to push the boundaries of real estate, but I also need to find a compromise," Khun Tanya details. "It is necessary to understand where the market is at and how it will adapt to changing preferences. The Strand Thonglor is a mix of our unique vision and what the market is asking for."

In a city like Bangkok, where change is just about the only thing that stays the same, all developers are constantly needing to adapt.

"Competition in Bangkok is very hardcore. It actually forces all developers to level up constantly. There is no standing still or being willing to accept the status quo," Khun Tanya points out.

Instead of trying to capture what's now, ONE.SIX looks to create timeless homes and spaces that transcend any one moment. And while it is easy to get caught up in what is trendy, Khun Tanya focuses on tasteful design rather than trends in order for her projects to remain timeless.

"We want to build projects that will always be in demand. Our focus isn't on quantity and that means we have the freedom to pursue our passions," Khun Tanya says. "The Strand Thonglor is our first project. Our next one might be something completely different in terms of product. However, it will retain our fundamental goal—to bring the market a development that will always be sought after, irregardless of how many years have gone by."

SEEING THINGS DIFFERENTLY

Khun Tanya's journey in real estate has taken her around the world. From studying architecture design and art history in the United States to working with Ogilvy & Mathers NY, Sotheby's and Hongkong Land, her own experiences have shaped the core beliefs of ONE.SIX Development.

"Being raised in many different places allowed me to see and experience a wide range of developments in Hong Kong, Macau, Shanghai,

Khun Tanya's own experiences seeing pet friendly buildings in New York led her to believe it can work in Bangkok



New York and elsewhere," Khun Tanya points out. "I was able to see a lot of interesting, curated projects and learn what makes them special. Most people don't notice the thought that goes into this. Understanding how to create that experience was invaluable."

She continues, "I was able to witness their strengths and weaknesses firsthand and compare it to what's available in Bangkok. I hope this allows me to see a more holistic industry."

Over the years, Khun Tanya had several great mentors who taught her a lot about real estate. However, it was her family that helped kindle a passion for property and brought her vision to Bangkok.

"My mother always took me to look at open houses growing up. Whenever there was a new development, we would visit it. This experience helped me understand the luxury segment," Khun Tanya says. "While in Hong Kong back in 2015, my aunt asked me to return to Bangkok to work with her for the summer. I ended up staying until today."

THE IMPORTANCE OF WOMEN IN REAL ESTATE

Women play an important role when it comes to real estate in Thailand. There are many prominent developers with women in leadership positions. They are also active property buyers.

"Women play a big role in the buying process, especially when it comes to the actual decision making," Khun Tanya notes. "We've noticed

that it is our female customers who go on to explain the story and product to their husbands or partners. And thus ultimately leading to the purchase. They are the ones who appreciate and see the storytelling and experiences come to life.

The insights of women are also extremely important for project development. As has been the case in other industries, having more perspectives allows you to create better, more inclusive products.

"As a woman, I know about the inner workings of the home quite intimately. It allows me to laser-focus on creating truly functional and usable spaces whether it is to cook, to spend time with family, or to do my make-up. Details as small as the placement or height of an outlet can be a gamechanger. These insights let us design better," Khun Tanya states.

Experiences helped shape Khun Tanya's real estate vision, and she encourages women interested in the industry to tap into these as well.

"The real estate industry should be very intuitive, after all, we do spend a lot of our time in a home. One piece of advice I can share is that experiences to different types of projects and products matter. Apart from that, be observant of the details, and constantly be comparing pros and cons of one product to another. In Thailand, we have a number of successful female real estate agents who possess a keen eye and interest in the industry. These traits are what developers are looking for as well," Khun Tanya shares.



# THE AWARD-WINNING WOMEN OF PHILIPPINE REAL ESTATE

In the CS Gender 3000 report from Credit Suisse, the Philippines was found to have the highest percentage of women in management globally. The real estate sector in particular has been a leader in equality.

SMDC has been among the best at promoting equal opportunity employment over the years.

Nearly 60 percent of the developer's workforce is comprised of women while female executives outnumber male counterparts. They hold key positions in different areas of expertise throughout the company.

Since 2016, the Dot Property Awards has been privileged enough to recognize some of the leading women in the Philippine real estate industry.

They each play a vital role in the success of their company while helping bring much needed perspective to the market as a whole.

## ELIZABETH VENTURA ANCHOR LAND HOLDINGS, INC. PRESIDENT



Under the leadership of President Elizabeth Ventura, Anchor Land has won several awards during the past five years

Anchor Land has won countless awards during the past decade. The developer has a robust portfolio of unique projects in both the residential and commercial sectors. From renovating the landmark Admiral Hotel in Metro Manila to setting the standard of green architecture and design in a commercial development, the firm is not afraid to break the mold.

This all starts with the vision of Anchor Land President Elizabeth Ventura. She is always willing to do something different, and oftentimes unheard of, in order to provide the best possible experience.

One example of her vision is Anchor Grandsuites. Located in the heart of Manila's Chinatown, it has become the tallest building in all Chinatowns around the world. Another example of this can be found in Old Manila and Manila Bay. Projects such as Admiral

Baysuites have embraced the area's charm and history in a way never before seen in the Philippines.

Ventura also wanted to rethink the office experience. That's why Anchor Land Corporate Center is equipped with a number of facilities designed with the modern employee in mind. These include a spa, gym, garden lounge and open deck in addition to the smartly designed offices. The unique lifestyle features have been combined with several sustainability benchmarks, such as LEED Pre-Certified GOLD.

"People will spend as much as 80 percent of their time at the workplace so we really wanted to develop a space that considered their lifestyle and well-being. It was also important to incorporate sustainability into Anchor Land Corporate Center," Ventura stated.

## CRYSTAL CHLOE ONG-CHUA INNOLAND VICE PRESIDENT FOR SALES AND MARKETING



Crystal Chloe Ong-Chua (left), Citrineland's Internal VP for Sales and Marketing, Wilson K. Granadis (center), Vice President for Sales and Marketing and Dot Property Magazine Editor in Chief Cheyenne Hollis (right)

As one of Cebu's largest local developers, Innoland and its subsidiaries want to help elevate the property market. The firm boasts an expansive office portfolio that includes TGU Tower, Calyx Centre and Link in Cebu I.T. Park. Meanwhile, its newest project, One Montage, just may be its most ambitious to date.

The three-tower commercial, office, and retail complex is an integrated, master-planned, and sustainable development that is unlike any other project in Cebu due in large part to an iconic design and green building features.

Since being founded in 2005, Innoland has been motivated to improve the quality of the local real estate market. Crystal Chloe Ong-Chua, Innoland Vice President for Sales and Marketing, has been at the forefront of the developer's efforts.

Prior to joining Innoland, Ong-Chua served as Internal VP for Sales and Marketing at Citrineland, the developer's residential-focuses subsidiary. During her time there, Citrineland won Best Developer Cebu at The Dot Property Philippines Awards 2017.

"Winning means we are doing the right thing and it inspires us to build more and build better so more Cebuanos would be able to enjoy the perks of having homes of good quality at affordable price points," Ong-Chua explains.

## ORILLOSA FAMILY KELLER WILLIAMS ORTIGAS-27C REALTY



Dianne Orillosa (left) and Gianne Orillosa (center) at The Dot Property Philippines Awards 2019

Led by Gianne Orillosa, Operating Principal; Dianne Orillosa, Team Leader; and Pam Racelis Orillosa, Market Center Administrator, Keller Williams Ortigas-27C Realty is an up-and-coming real estate brokerage that has quickly made it a name for itself.

This has been accomplished through an innovative approach to property that sees the brokerage invested in the success of its diverse client base.

"We are a young team of millennials, but we believe that the diversity in age, knowledge, and experience amplified and strengthened through Keller Williams, makes ours a truly unique market center. We are driven to succeed, but at the core, our purpose is to help, to provide opportunities, and to make a difference in the lives of others and bettering the communities that we serve. This is what we are all about. Your business is our business. Your success is our success," Gianne Orillosa explained.

Keller Williams Ortigas-27C Realty was honored as one of the Philippines Best Real Estate Agencies at The Dot Property Philippines Awards 2019. That was followed up by winning several Keller Williams awards to start 2021.



# Meet the dynamic female leaders

writing the next chapter of real estate  
in Southeast Asia





Southeast Asia is a leader when it comes to women in business. This isn't to say the situation is perfect or more work can't be done towards gender equality. However, the region is more progressive than other parts of the world.

For example, the CS Gender 3000 report from Credit Suisse found the Philippines had the highest percentage of women in management globally. Meanwhile, Malaysia, Singapore and Thailand were all in the top ten.

Additionally, the same report found that Singapore was home to the most companies led by female CEOs. Thailand had the highest percentage of female CFOs in the world. And these trends go beyond the boardroom. Women's participation as business leaders isn't simply limited to large corporations.

A 2018 study from Mastercard showed a growing number of women are becoming entrepreneurs in Southeast Asia. Research highlighted the fact Vietnam has the sixth highest percentage of women-owned businesses globally with Singapore and Thailand also ranking highly.

These numbers are promising, but more work is required to eliminate the gender and income gaps. If women were working to their full potential with equal pay and support, the global GDP would increase by USD28 trillion by 2025, according to estimates from McKinsey. While in some places this issue is portrayed as a divisive subject pitting men against women, the reality is that a world without gender equality actually hurts everyone.

The next chapter of real estate in Southeast Asia

The real estate sector has been at the forefront of gender equality in the region. Dynamic female leaders can be found at major developers, top real estate agencies and just about everywhere else in the industry. These are just a few of the dynamic female leaders writing the next chapter of real estate in Southeast Asia.



Nguyen Thi Thanh Tu  
Chairwoman, TLM Corporation  
Vietnam

Nguyen Thi Thanh Tu is truly a pioneer when it comes to real estate in Vietnam. As Chairwoman of TLM Corporation, she is at

the helm of the country's newest and most ambitious developer. The firm launched several exciting projects over the past few years, including King Bay Ecological & Integrated Township.

The strategically located development is unlike anything else currently in Vietnam. Perhaps the most unique aspect of King Bay is the feng shui phoenix terrain that is believed to bring fortune to the owners. This design has allowed TLM Real Estate Group to incorporate several unique green elements into the development while catering to the preferences of local homebuyers.

It's all part of TLM Corporation's larger vision. Thanh Tu doesn't simply want to be a real estate developer. She wants the company to work hard towards creating a better community, a better environment and a better place to live through sustainability and CSR outreach.

She believes it is important to achieve business development goals in parallel with contributing to social stability and development. This is done by making a positive impact that nurtures a community of sustainability and kindness.

Since entering the real estate sector in 2013, she has overseen numerous CSR efforts. At TLM Corporation, Thanh Tu has organized countless initiatives that helped local communities and supported various charitable causes.

TLM Corporation has launched several world-class projects that embrace sustainability and environmentally friendly design. But this is only part of the story. For Thanh Tu, it is vital for the developer to elevate local communities and create something everyone enjoys.

"Our relentless efforts in investing and developing high-class real estate projects, creating green eco-urban areas with modern facilities and meeting the increasing demands of customers is in line with the general real estate development trends of the world," Thanh Tu explains. "Our mission is to also contribute to the building of businesses associated with the development of the community and to join hands to help the disadvantaged in our society."



Leong Kit May  
Chief Executive Officer/  
Executive Director, Axis REIT  
Malaysia

Leong Kit May has accomplished a lot since joining Axis REIT in 2006. She was promoted to Chief Financial Officer in 2008 while overseeing the conversion of Axis REIT into Malaysia's first Islamic Office/Industrial REIT.

In 2011, Kit May was appointed to the Board of the Managers as an Executive Director and would eventually be named Chief Executive Officer five years later. Her journey from accountant to top job in an industry dominated by men was surprising to just about everyone, even herself.

"I never imagined myself in a male-dominated profession. I was ambitious but that's because I wanted a better quality of life for my family and parents. I only envisaged myself being an accountant or CFO after I graduated. But I would say that my accounting qualification provided me with a financial perspective in dealing with business and charted the foundation of my experiences. One thing led to another and I am blessed to be where I am today," Kit May told The Edge.

She has overseen a period of success and growth at Axis REIT with the company now boasting a diverse portfolio of 48 properties. Kit May has been instrumental in pivoting the REIT towards industrial and logistics real estate while also overseeing its entry into property development.

In addition to being one of the country's most successful REIT's, Axis also has one of Malaysia's most diverse management teams. Women currently hold eight of ten management positions at Axis REIT.



Esther An  
Chief Sustainability Officer,  
City Developments Limited  
Singapore

While sustainability is driving property development today, it was a total afterthought when Esther An first joined City Developments Limited in 1995. For more than two decades, she has been championing green building and sustainability in Singapore by embracing the UN Sustainable Development Goals (SDGs).

"In the mid-1990s, sustainability and climate change were not familiar concepts to many in this part of the world. However, greater global awareness of the impact of climate change and increasing recognition of the strategic

connection between sustainability and business performance has been the driving force for companies to be proactive rather than reactive in sustainable development. For instance, businesses can no longer ignore the impact of climate change risks on their bottom line," Esther said in an interview with Green in Future.

Her efforts have not gone unnoticed. She was honored as an SDG Pioneer for Green Infrastructure and A Low Carbon Economy by the UN Global Compact in 2018. However, her true impact as Chief Sustainability Officer can be seen throughout City Developments Limited's portfolio.

Tree House condominium in Singapore was the Guinness World Record holder for 'Largest Vertical Garden' upon completion in 2014. Of course, it looked cool. But more importantly, this feature cut heat absorption which significantly reduced the need for air conditioning.

City Developments Limited has also launched Singapore's first eco-mall, City Square Mall; Singapore's first zero energy green art gallery; and the first CarbonNeutral® development in Asia Pacific during Esther's tenure as Chief Sustainability Officer.



Grace Rachny Fong  
Executive Director, Century21 Cambodia/Vice  
President, Cambodian Valuers And Estate  
Agents Association  
Cambodia

Grace Rachny Fong has been a trailblazer in Cambodian real estate. She founded her own agency, was the first woman from Cambodia to receive a certificate of training from the National Realtor Association and has been recognized as an industry leader on several occasions.

She has overseen a major expansion of Century21 Cambodia which now has 38 branches across the country. Additionally, Grace currently serves as Vice President of the Cambodian Valuers And Estate Agents Association.

As one of only a handful of female real estate leaders in Cambodia, Grace is a positive role model. She has taken part in several talks aimed at encouraging more women to enter the industry.





# CREATIVITY AND POSITIVITY

## HELPED GUIDE CHARM MAYTHU TO SUCCESS IN THE REAL ESTATE INDUSTRY

These days, Charm May Thu is leading Your Property Finder, one of Myanmar's most successful real estate agencies. However, her journey to get here spanned countries and careers while constantly challenging herself to be the best. Through determination, creativity and positivity, Ms Charm has overcome all obstacles to become an industry leader.

Before starting her career in real estate, Ms Charm was working as a hotelier in Singapore. She freely admits that she didn't know much about property when starting out in 2006.

Before she could even get started, she would need to pass the daunting the Council of Estate Agents (CEA) examination that is required to practice real estate in Singapore.

It's estimated that less than 10 percent of the people who take the exam actually pass it, but Ms Charm worked hard, aced the test and earned her real estate salesperson license.

And while obtaining the license was the first step in her journey, Ms Charm immediately found another obstacle that would require a unique approach to solve.



Creativity and a willingness to find the positive in difficult situations have helped Ms Charm become a leading real estate agent



Ms Charm started her career in Singapore before moving back to Myanmar and starting Your Property Finder in 2014.



"Being a Burmese national and promoting real estate in a foreign land was not an easy journey. However, my will to succeed at this very career ensured I could overcome any barriers. I made my path by creatively tapping into the niche market of serving Burmese HNWI's (High Net Worth Individuals) looking to invest in Singapore properties," Charm May Thu, Founder of Your Property Finder, says. "This was the beginning of my success story where being Burmese and marketing Singapore properties was a competitive edge I could use to set myself apart."

#### BUILDING A LEGACY

Her creativity and willingness to find the positive in what could be perceived as difficult situations has served Ms Charm well over the years. After a successful stint in Singapore, she decided to move back to Myanmar and start her own agency, Your Property Finder (YPF), with a clear goal in mind.

"I returned to Myanmar in 2014 to set up YPF with the hope to bring Myanmar real estate to greater heights. It was a chance to contribute my real estate expertise and knowledge I gained in Singapore to improve the market

and train the next generation of professional realtors in Myanmar," Ms Charm tells Dot Property.

Most real estate agents wouldn't have left a comfortable job like the one Ms Charm had in Singapore, but it was actually an easy decision for her. From the moment she became a real estate agent, Ms Charm has always taken up new challenges and looked for new products to appease the investment appetite of her clients.

"I have always looked for what's next. I have set up teams in both Singapore and Myanmar and we are now selling global properties. We are partnering with many developers from around the world to host events and exhibitions. YPF has gone as far as teaming up with global residency programs," Ms Charm explains. "Even with the impact of the COVID-19 pandemic, YPF is able to adopt new means of conducting businesses using an online platform and reach out to clients through unconventional ways of doing businesses. We are creative with a capital 'C' while staying positive with a capital 'P'!"

The mindset has benefited YPF and the agency has grown significantly since 2014. One reason for this is the fact many of

Ms Charm's clients from her time in Singapore still work with her to this day.

"Before starting YPF, most of my clients in Singapore would express how they wished I would open a shop in Myanmar so that they could enjoy in the same quality real estate services there as I provided them in Singapore," Ms Charm details. "So, when I opened my agency in Myanmar, they were only too happy to support us. Of course, word goes around when you offer exceptional service and we have grown quickly."

Building a lasting relationship with clients is something Ms Charm values very highly. She strongly believes that it is important for clients to entrust YPF with their real estate-related decisions and to be comfortable in all dealings.

"Just like the wedding vows, it's 'till death do us part' when it comes to our long-lasting relationships with clients," Ms Charm notes. "YPF strives to stand out from the competition by prioritizing our client's best interest and upholding our code of ethics when conducting real estate transactions. In fact, the code of ethics is at the heart of all our business dealings."

#### A ROLE MODEL FOR THE NEXT GENERATION

Myanmar's real estate market is rapidly growing, and it will be important for the country to have well-trained, ethical property professionals serving the public. This is one of the reasons why Ms Charm returned to Myanmar in 2014. Today, she is an outstanding role model who shows women can accomplish just as much as men in the property industry.

Ms Charm may have never planned to be a real estate agent, but she is proud of her career. Similarly, she hopes young women who may have never thought about a job in the property sector may consider it.

"I can confidently say I have no regrets or doubts in my chosen career path and industry. This is definitely an exciting industry for women to be in," Ms Charm proclaims. "Some of the traits this industry requires is passion, perseverance and integrity. You need passion to love, present and identify properties. Perseverance is required to be able to understand and interpret the client's needs and concerns while assisting with the most expensive investment decisions they will ever make."

She continues, "Finally, integrity to always conduct transactions in an ethical manner is necessary as trust is not won immediately but built over time. If you are game for all that then real estate may be for you!"

Having earned a long list of awards and accolades, it would be easy for Ms Charm to rest on her laurels. However, that is not her style as she always wants what's best for her clients and the real estate industry a whole.

"I am proud that I have managed to sustain my real estate career and reputation for 14 years and counting. I have had many supporting and loyal clients who have been there with me since the beginning of my career until now. I hope to maintain all business relationships with clients and be a better realtor tomorrow as compared to today. The only thing I will never change about me is that I will always have my clients' best interest at heart," Ms Charm concludes.



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# THAILAND REALESTATE'S NEXT BIG THING

LEARN HOW  
8VILLAS IS  
LEADING THE WAY  
IN KHON KAEN



No one could have imagined just how the condominium market in Bangkok would have taken off 30 years ago. Some of Phuket's most popular real estate destinations were little more than afterthoughts less than two decades ago. The moral of the story is that property investors need to look at the bigger picture when searching for what's next.

Backed by a strong local economy, significant infrastructure investment and a lifestyle people love, Thailand real estate's next big thing is Khon Kaen and developer 8Villas is at the forefront of this movement.

One of the biggest misnomers people have about Khon Kaen, and all of Isan for that matter, is that it is rural. Over the past decade, the region has blossomed due in large part to massive economic growth of 40 percent from 2007 to 2011. In the decade since that boom, spending power has increased, and the property market has blossomed.

Both overseas and local property buyers are drawn to Khon Kaen for the same reasons. Firstly, the city has a rustic charm. The people are friendly, the surroundings are peaceful and it provides a family-oriented lifestyle that can be hard to find elsewhere.

"There is just so much warmth here. It's friendly and authentic. The pace of life is amazing. You are surrounded by the countryside. But the little conveniences, like Central Plaza and Big C, are just around the corner. You don't have to sacrifice anything," Brian, the Sales and Marketing Manager at 8Villas, explains.

Secondly, the city is safe from natural disaster. There is no threat from tsunamis, earthquakes are not an issue and the flooding risk is minimal. Finally, Khon Kaen is only a 45-minute flight from Bangkok.

Khon Kaen Airport is currently undergoing extensive renovations that will allow it to handle five million passengers annually and

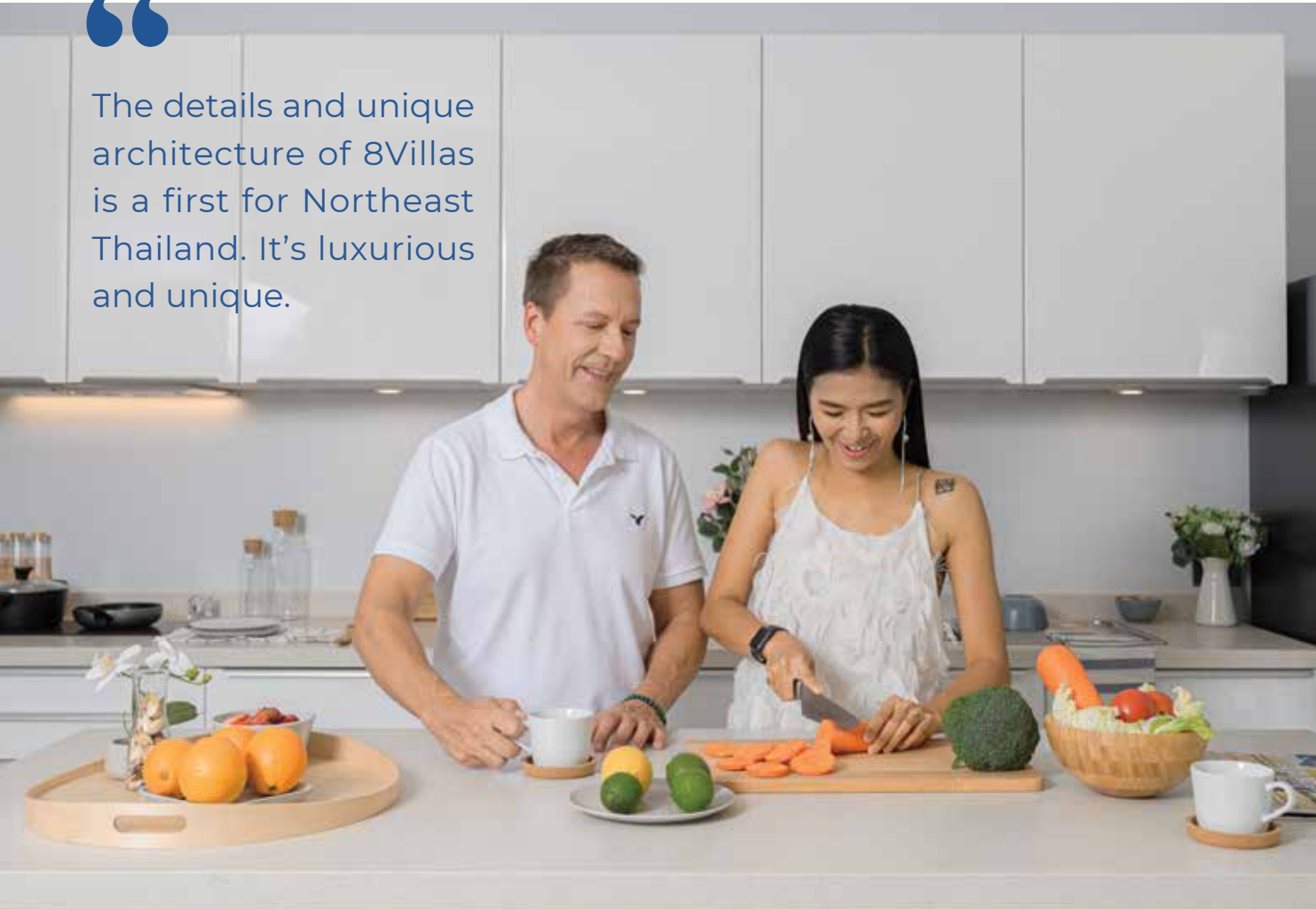
increase the number of destinations available to travelers. And this is only one of several infrastructure projects that is set to transform the region into a transport hub that serves as a key link between Southeast Asia and China.

The city is located along the second phase of the Sino-Thai high-speed railway that will eventually connect Bangkok to Kunming in China. Local officials are confident this will spur business and provide new opportunities. It will also make Khon Kaen attractive for companies looking to expand their presence in both Thailand and Asia as a whole.

Simply put, Khon Kaen offers it all. The general livability is outstanding. Its investment potential is unmatched in Thailand. According to Brian, this is the chance to get in on the ground floor of something special.

"Khon Kaen, and Isan as a whole, are brimming with potential that's begging to be tapped into," Brian states. "People who visit, love it here. It's

“The details and unique architecture of 8Villas is a first for Northeast Thailand. It's luxurious and unique.



a great place to be. A family-oriented place that has those traditional values people still care about. This combination livability and investment potential makes it truly special."

**8VILLAS BRINGS A UNIQUE VISION TO KHON KAEN REAL ESTATE.**

To understand 8Villas, it's important to know their motivation. Not only does the management boast a wealth of international real estate experience, but they have lived in Khon Kaen for years. It is the place they are proud to call home.

"We are part of the Khon Kaen community. For us, this isn't simply about building houses and selling them," Brian details. "We live in our developments. It is important to us that our projects are comfortable because we are here all the time. This is our home."

The process starts by finding a suitable location. Management looks for land that speaks to them. A place that inspires them to create. No one looks at residential development quite like 8 Villas in Khon Kaen and even Thailand as a whole.

An outstanding example of this can be found at 8Villas Riverside, the homebuilder's latest project. They saw the potential for something entirely different. A place where they could tell a story. The end result is a majestic estate that is close to the city but surrounded by peace and quiet. It is a safe neighborhood where everyone can feel comfortable and at home.

"The details and unique architecture of 8Villas is a first for Northeast Thailand. It's luxurious and unique," Brian states. "It was important for us to offer a different perspective to building in this part of Thailand. We knew the demand for luxury housing was here, but no one was doing it. Unlike other developers who acquire a plot and build a cookie cutter project that is focused on revenue, our approach provides us with the freedom to do what no one else is doing."

8Villas was the first developer in Isan to build pool villas. It is a style people love and everyone is familiar with in Thailand. However, you couldn't find many homes with a pool in Khon Kaen before the first project from 8Villas was launched. The management team looked into why it wasn't being done and worked to find a solution that made it possible.

"No one was building pool villas in Khon Kaen because residents didn't want the hassle of maintaining a pool. The solution to that was actually quite simple," Brian points out. "Pools at our residences are cared for each week. Maintenance is scheduled and carried out seamlessly. It is part of the bespoke experience 8Villas provides to ensure residents enjoy a worry-free experience."

The layout of each villa is worth mentioning as well. Indoor and outdoor spaces connect to give the homes life. Open indoor areas flow into sweeping outdoor areas. This design concept was very deliberate in order to maximize both space and privacy.





# WHY ENTREPRENEURS LOOKING FOR OPPORTUNITY IN THAILAND SHOULD CONSIDER KHON KAEN

Each home also features a number of other small but important features that make daily life convenient. Case in point, villas come equipped with indoor and outdoor kitchens that provide greater flexibility when it comes to preparing meals. This may seem minor, but those who have lived in Thailand know just how crucial it is.

### QUALITY AND COMMUNITY

There are two things you get when buying a residence at an 8Villas development that you can't find anywhere else in Khon Kaen—quality and community. The developer values both these characteristics highly and goes above and beyond to incorporate them at all projects.

"We control the entire building process ensuring the highest quality. We have a team of contractors to carry out construction. Every last detail is looked after. Even something as small as the placement of an electrical outlet is considered," Brian says. "Quality control is a big part of what we do at 8Villas. We double, triple and even quadruple check everything at all of our villas. We have engineers on staff to make sure everything is done right."

What's more, the 8Villas team is always happy to answer any questions you might have. The process is very transparent because they are invested in creating the highest quality residential experience possible. They don't want to simply sell you a house.

"This isn't a transactional relationship. Our clients become friends and family. And really, that's because 8Villas is a family business. We take care of each other and look after one another," Brian details. "We are always here to help our owners. Customers constantly phone us up. You don't get that kind of bond elsewhere."

If you visit an 8Villas project, you can't help but notice a genuine sense of community among residents. There is a family-friendly atmosphere that can be difficult to find just about anywhere in the world these days.

"It is important for us to provide both community and security. People feel safe here and they feel like their privacy is respected. However, we also go out of our way to make sure everyone feels welcome by setting up communal areas," Brian notes. "During COVID-19, this was very important. Everyone felt safe here and like they could have their own space while still seeing one another. It truly felt like we were all in this together. You don't get that in other developments."

### A SMART INVESTMENT

Khon Kaen is Thailand real estate's next big thing. Not only are land prices rising, but there is real demand in the city for high-quality residences. It's something 8Villas has seen firsthand over the years.

"Many of our buyers have purchased multiple homes, one for residence and one for rent, due to the fact houses never sit empty," Brian reports. "The 8Villa residences that are available for rent never hit the open market. Some tenants have been renting at 8 Villas since the project was first completed."

Unlike other developers that rely on guaranteed returns to attract buyers, 8Villas doesn't need such programs. For starters, renting out a home in Khon Kaen is much easier than in Bangkok or somewhere else.

"8Villas is great from a financial standpoint, regardless of if you're buying to live or buying as an investment. You're going to see returns and appreciation. And more importantly, when you want to sell, demand for your home will be there as well," Brian states.

Ultimately, Khon Kaen is liveable and investable. And the true potential of the city is only starting to be realized. If you're looking for Thailand real estate's next big thing, this is it. And with its unique vision for high-quality residences that provide a true sense of community, 8Villas is leading the way.

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**Line:** brian8villas

Finding gaps in the market and locating new opportunities in Thailand can be difficult. Especially in the food and beverage and retail sectors. Competition in Bangkok, Phuket, Pattaya and Chiang Mai was fierce prior to the COVID-19 pandemic. And now with the tourism sector at a standstill, simply surviving is a challenge for most businesses.

That being said, the situation isn't all doom and gloom. Entrepreneurs willing to look at the bigger picture will find untapped markets brimming with potential. Perhaps none are as attractive as Khon Kaen and Udon Thani in Northeast Thailand. While these cities may not be the first place you consider when launching a business, they probably should be.

"There are opportunities for entrepreneurs in Khon Kaen and Udon Thani that don't really exist elsewhere in Thailand. Businesses cannot only survive here but they can thrive because people want the cosmopolitan experience," Brian, the Sales and Marketing Manager at 8Villas, states. "They want the Bangkok-style coffee shops, restaurants and bars. They also have the money to spend. There is so much potential here and this is a region that can be truly special."

A growing middle class and expanding economy has seen purchasing power rise in Khon Kaen. Not only is there a notable expat community, but more Thais are moving from Bangkok

to Northeast Thailand. They can escape the pollution and overcrowding of the city and live a more peaceful, safer life.

While there is wealth in Khon Kaen, options for spending money remain limited. The city does have some trendy eateries, boutique shops and other businesses, but there remains significant room for more.

Entrepreneurs with an open and solid business plan should be able to find success that would be much harder to come by in Bangkok or elsewhere in the Kingdom.

Looking ahead, Brian expects Khon Kaen to keep growing. The city has the culture and values people love about Thailand and will benefit from key infrastructure projects in the coming years. There are also a number of other positives that make the city appealing.

"We have international school and international hospitals. The standard of living here is good and continuously getting better. However, it's still not an expensive place," Brian explains. "Thailand is now on people's list of places they want to getaway to once the pandemic ends. People see how well the country has handled COVID-19 and understand the safety we enjoy here."



# THE LIFESTYLE OF KHON KAEN MAKES IT AN EXCITING ALTERNATIVE TO THAILAND'S WELL-KNOWN LOCATIONS



While reports of Phuket and Pattaya being ghost towns are a bit overstated, there is no doubt the COVID-19 pandemic has turned the once vibrant destinations into more restrained locations. The allure of these once popular spots has dimmed over the past 12 months due to both a lack of activity and a rising cost of living.

The story in Khon Kaen is completely different. Less than an hour away from Bangkok by plane, the city is one of a few in Thailand not to be disrupted by COVID-19. Brian, the Sales and Marketing Manager at 8Villas, reports that restaurants and nightlife spots have remained open with a positive vibe surrounding the region.

What many people may not realize about Khon Kaen is that it is no longer some rural backwater. The

city has flourished in recent years. It is now an interesting mix of the traditional Thai culture that locals and foreigners love combined with the modern conveniences living in an urban area provides.

It has become so trendy that the Tourism Authority of Thailand (TAT) even launched a Cool Isan campaign designed to highlight just how hip this part of the Kingdom has become.

At the center of Khon Kaen is the Pullman Hotel, a place where you can relax, enjoy a traditional Thai massage, dine in one of the upscale restaurants or hang out around the pool. And from there, you're in close proximity to just about anything you could possibly want. There are hi-so eateries that wouldn't be out of place in Bangkok.

You can walk down other streets and hear live music playing as people laugh the evening away. Turn down a different corner and you'll find cafes and coffee shops where skilled baristas craft their drinks.

Perhaps one of the most unique things about Khon Kaen is the abundance of parks, green spaces and recreational areas. There is Bueng Kaen Nakhon, a large lake surrounded by a park that features a walking/jogging track, temples and several dining options. Then there is Bueng Thung Sang, another large park and lake that is also the site of Thailand's largest annual flower festival.

Khon Kaen even has an international-standard, championship golf course. Singha Park Khonkaen Golf Club

is relatively new but has become popular with almost all of those who play it. And this is simply the tip of the iceberg when it comes activates in the city.

"The tide is turning and, with Khon Kaen being the capital of Isan, which is the home to a third of Thailand's population, the city is fast becoming an alternative destination to invest or to live in," Brian explains.



## UNDERSTANDING THE DIFFERENCE BETWEEN HOTEL-BRANDED RESIDENCES AND SERVICED APARTMENTS

There has been a simultaneous boom in hotel-branded residences and serviced apartments throughout Southeast Asia. Neither are particularly new, but both are more prolific now than ever before. The most noticeable similarity between the two comes down to the name.

Both usually feature a well-known hospitality brand in their name. However, you should know about the difference between hotel-branded residences and serviced apartments as well. And whatever you do, don't mistake either one for a traditional hotel.

### WHAT DO HOTEL-BRANDED RESIDENCES OFFER?

One of the common misconceptions regarding hotel-branded residences is that they offer all the same services as you would find when staying at a property under the same brand. This isn't always true. While some hotel-branded residences offer a full range of services, others only provide those living here with minimal perks and some make them available for an extra charge.

In a lot of cases, the hotel brand doesn't actually manage the property but has simply licensed the use of their name and branding to the

developer. Of course, the hotel is involved with the design, providing feedback and ensuring it meets their standard.

Units in hotel-branded residences come fully furnished and the developments feature high-end amenities on the same level you'd find at a hotel. These include top-of-the-line fitness facilities, opulent swimming pools and impressive lobbies.

Ultimately, many hotel-branded residences are closer to traditional residential developments than actual hotels. That being said, units in these projects are almost always in high demand which adds a great deal to their value. For example, the Four Seasons Private Residences Bangkok is one of the city's most expensive developments.

### WHAT DO SERVICED APARTMENTS OFFER?

For starters, you can't buy a serviced apartment. These are operated by the hotel themselves and rented out to customers on longer-term contracts. Prices here are cheaper than traditional hotel rooms because most properties require stays of at least two weeks or longer.

Serviced apartment designs are much closer to traditional residential units than hotel rooms. Most have kitchen areas, separate bedrooms and storage spaces to feel more like a home. They also come fully furnished with everything a resident would need upon move in.

The key difference is when it comes to services. Everything from utilities to internet is included in the price. Most serviced apartments tend to provide some form of housekeeping although the regularity of this may vary. Some may even offer on-site dining or other perks as well.

### BOTH ARE GOOD OPTIONS

The difference between hotel-branded residences and serviced apartments are noticeable, but this isn't a case of one being better than the other. It is more about finding the solution that works best for you.



# GO INSIDE ASIA’S MOST EXCLUSIVE BRANDED RESIDENCES

Branded residences are nothing new in Asia. Both hospitality and design firms have been lending their brands and the seal of approval that comes with it to residential developments throughout the region. However, Asia’s most exclusive branded residences offer a lot more than just a familiar name.

They are truly special projects that provide an unmatched living experience. From beautiful beach retreats to ultimate urban sanctuaries, Asia’s most exclusive branded residences can be found across the region. Let’s take a look at what makes them so special.



## EXPLORE ASIA’S MOST EXCLUSIVE BRANDED RESIDENCES



### The Ritz-Carlton Residences, Kuala Lumpur Kuala Lumpur, Malaysia

When it comes to luxury homes in Malaysia, the story begins and ends with The Ritz-Carlton Residences, Kuala Lumpur. The property provides so much more than a posh place to live. Residents are able to enjoy the legendary lifestyle only the Ritz-Carlton brand can provide.

As you would expect, The Ritz-Carlton Residences, Kuala Lumpur offers a superior standard of living that no other property development in the city can match. There are amazing facilities, stunning residences and, of course, the brand’s hallmark service.

But what makes The Ritz-Carlton Residences, Kuala Lumpur truly special is the fact there is no hotel onsite. This is different from other hotel branded residences where there is usually both a residential and hotel component in one building. The end result is a private property catering to those searching for unmatched exclusivity. Residents can enjoy total peace of mind knowing their space isn’t being shared with guests.



### Aman Nai Lert Bangkok Bangkok, Thailand

It would be impossible to craft a list of Asia’s most exclusive branded residences and not mention Four Seasons Private Residences Bangkok At Chao Phraya. The 73-storey residential tower is a riverside icon that provides levels of privacy and exclusivity never before seen in the Thai capital.

Four Seasons Private Residences Bangkok At Chao Phraya residents can enjoy a wide range of amenities operated and managed by Four Seasons. These include the sophisticated River Lounge and impressive rooftop Four Seasons Club. Perhaps the best trait of the entire development is the fact all units have been meticulously designed to be a corner unit meaning unobstructed panoramic river and city view for all owners.



### InterContinental Residences Hua Hin Hua Hin, Thailand

InterContinental Residences Hua Hin is the city’s last beachfront residential development. Not only is it Thailand’s first residential project under the InterContinental Hotels & Resorts brand, but it is also only one of a limited number of hotel branded residences in Hua Hin. This ensures the development is befitting of such a rare location.

Interior design at InterContinental Residences Hua Hin embraces the cultural and historical heritage of Hua Hin. The fully-furnished residences are decorated with pieces inspired by the villas of the past. Modern touches have been carefully incorporated throughout, so they do not disturb the overall style. For example, the wooden headboard features a full charging station for electronics on each side of the bed. It’s something you wouldn’t notice on first glance but will be glad to have.

There are spacious one-, two- and three-bedroom units as well as a magnificent penthouse available. Different residences boast different lifestyle benefits. Some are close to the beach, others have a private pool, a few cater specifically to families and a couple provide easy access to the facilities.



### X2 Hoi An Residences Hoi An, Vietnam

Aman Residences Niseko offers owners complete immersion in the Aman way of life while being able to enjoy one of Asia’s most wonderful retreats. The residences are part of a larger Aman property that will have a plethora of amenities focusing on health and wellness. These include an indoor and outdoor onsen, an extensive thermal spa, ski lockers and a whiskey and cigar lounge.

The 31, two-storey residences are situated on the slopes of Mount Moiwa and have been designed to take advantage of the gorgeous natural surroundings. Each one will have a calming linear aesthetic with customization available. Extensive entertaining areas, terraces and dedicated ski rooms will complement the bedrooms and a loft-like mezzanine level.





**Avadina Hills by Anantara**  
Phuket, Thailand

One of Thailand’s newest developments also promises to be one of Asia’s most exclusive branded residences. Of course, you’d expect nothing less from a project located along Phuket’s exclusive ‘Millionaire’s Mile’. Avadina Hills by Anantara sits on a hill overlooking Layan Beach, adjacent to the 5-star Anantara Layan Phuket Resort.

There are only 11 pool villas available ensuring unmatched exclusivity. Each one has a minimalist design with floor-to-ceiling glass windows, granite floors and teak ceilings that create a natural indoor-outdoor flow and maximize panoramic views of the Andaman Sea. Villas range from four to ten bedrooms and each one is equipped with a white-stone infinity pool and a spacious sundeck. In addition to all this, there are two lower floors that come unfitted to allow for customization.



**Casa Marina Premium**  
Binh Dinh, Vietnam

Casa Marina Premium is a collection of villas and apartments operated by the popular Radisson hotel brands. It is part of BCG Land’s Casa Marina Resort, an up-and-coming tourism development in Vietnam. Located in Binh Dinh, Casa Maria Premium takes inspiration from natural beauty found all around the development and the region’s unique cultural heritage.

The residences at Casa Marina Premium are spread across the surrounding green forest. Each villa possesses a stunning sea view that provides a peaceful living experience not found elsewhere in Vietnam. Design throughout the resort utilizes feng shui principles while modern elements ensure unmatched convenience. All of this is complemented by management from the world-class Radisson hotel brand.



**Y008**  
Kuala Lumpur, Malaysia

Y008 is backed by prestigious design house Y00 who are partnering with two of the world’s most prominent designers - Steve Leung and Kelly Hoppen. The two-tower residences are part of 8 Conlay, one of the most exciting mixed-use developments in the region.

Tower B of Y008 features interiors from Hoppen who has created two exclusive concepts which will only be found here. Meanwhile, Leung has crafted interiors that combine a modern outlook with distinctively Asian accents for Tower A. The amenities of Y008 have everything from a multi-tiered park in the sky to ample recreational space all designed to meet the needs of modern residents. Finally, Kempinski, a 6-star hotelier, has been selected to manage the residences.



**Pullman Residences**  
Singapore

Steps away from Singapore’s Orchard Road is Pullman Residences, an impressive, freehold development mixing stylish design with unmatched convenience. The 30-storey tower features louvered, vertical panels that raise up towards the sky as well as an uncompromising façade that signifies strength.

Each residence is equipped with a spacious balcony offering views of the city as well as modern kitchens fitted with premium and sophisticated fixtures. Service at Pullman Residences is second to none with concierge, doorman and club lounge ambassadors on hand to look after the everyday needs of residents. Additionally, a wide range of personalized services have been made available.



**The Residences at The Westin Manila Sonata Place**  
Metro Manila, the Philippines

The Residences at The Westin Manila Sonata Place is the first Westin-branded residences in Southeast Asia. It was among the first branded residences to be launched in the Philippines and promised an experience unlike anything currently available in the country. That starts with the Westin experience. Everything from the brand’s famed Heavenly® Beds to the signature services of the RunWESTIN™ concierge will be offered.

The property stands 50-storeys tall and contains a total of 344 private abodes with one- to three-bedroom units and penthouses all available. Located in the lifestyle hub of Ortigas Center, residents will have easy access to shopping malls with Robinsons Galleria, Shangri-La Mall and SM Megamall all nearby.



**Anantara Desaru Coast Residences**  
Desaru, Malaysia

Desaru has become a go-to weekend getaway location for residents of Singapore and Johor Bahru. It offers beautiful beaches, low-density living and plenty of recreational opportunities. What’s more, it’s only 30-minutes away from Singapore by ferry. Anantara Desaru Coast Residences boast a unique blend of luxury beachfront living and family-friendly activities that allows it stands out when compared to other residential villas in Malaysia.

The project is managed and serviced year-round by the adjacent Anantara Desaru Coast Resort & Villas which provides award-winning services. There are 20 three- and four-bedroom pool villas in total. These residences are set upon an expansive sanctuary with some offering direct access to the pristine South Sea beach.



**Four Seasons Private Residences Bangkok At Chao Phraya**  
Bangkok, Thailand

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**Aman Residences Niseko**  
Niseko, Japan

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**AFTER OVERCOMING  
COVID-19,  
TOURISM-FOCUSED REAL  
ESTATE IN VIETNAM SET  
FOR BIGGER AND BETTER  
THINGS**



The robust property market in Vietnam found itself brought to a standstill in the first half of 2020 because of COVID-19. This turned out to be a minor bump in the road, however. A strong government response to the pandemic meant the country's economy began to recover in a matter of months with tourism at the forefront.

"Many measures to stimulate domestic tourism were implemented and tourism rapidly flourished, proving to be the fastest booming and recovering industry with the epidemic under control," Ms Bui Thi Thanh Huong, Vice Chairwoman and CEO of Sun Group, reports. "Therefore, the real estate market, especially the tourism real estate market, once again started to attract the interest of investors, especially in areas such as Phu Quoc, Quang Ninh and Sa Pa."

Research from the Vietnam Real Estate Brokerage Association found that the total supply of tourism real estate products reached nearly 74,000 units with an absorption rate of 43.4 percent in the third quarter, an increase of 2.9 times compared to the previous three months. Additionally, real estate prices also increased during this time. While tourism-focused real estate in other parts of Southeast Asia struggled, the segment in Vietnam was flourishing.

"As a result of the pandemic, many people realized the value of having a second home that could be a safe place to 'shelter' when there is risk and epidemic. This explains why the real estate market on Phu Quoc, the island

city which did not have any COVID-19 cases last year, attracted investors during that time," Ms Huong says.

She continues, "the Vietnamese real estate market by the end of 2020 had become more exciting thanks to the buzz surrounding the major announcement of Phu Quoc officially becoming the first 'island city' in Vietnam. The bright future of this island, the potential for sustainable value addition and the potential for business in tourism services all combine to make real estate in Phu Quoc very attractive."

Looking ahead to 2021, many experts have predicted good things for tourism-focused real estate in Vietnam. The country has begun to import and administer the COVID-19 vaccine which means it is only a matter of time before international visitors can return. Other factors, such as land scarcity in Hanoi and Ho Chi Minh City, will also benefit the market moving forward.

"We believe that the tourism real estate segment will continue to add many potential values for development through 2021 and subsequent years," Ms Huong states. "Besides, land use in major markets, such as Hanoi and Ho Chi Minh City, is almost full, which is another reason for the rise of tourism potential in destinations such as Sa Pa, Quang Ninh and Phu Quoc. Real estate prices in 2021 are likely to continue to increase in localities with good growth potential."

**UNLOCKING THE FULL POTENTIAL OF TOURISM IN VIETNAM**

Prior to the COVID-19 pandemic, tourism in Vietnam was taking off. It was one of the 10 fastest growing tourism countries in the world, recording an average growth rate of 22 percent for three consecutive years. There were 18 million international visitors along with 85 million domestic tourists in 2019 with initial projections for 2020 surpassing those totals.

Of course, we know that didn't happen. However, most officials insist it is only a matter of time before the country surpasses those figures. Even more interesting is the fact that growth during the past few years may have not fully revealed the true potential of the sector. Ms Huong believes the country's tourism industry is only starting to scratch the surface of what it's capable of.

"Compared with other countries in the region and around the world, Vietnam not only has advantages in natural resources but also in terms of its political and social stability. Moreover, in recent years, with the participation of major investors, including Sun Group, Vietnam's tourism infrastructure has seen major investment in large scale and high-class developments that have expanded opportunities for tourism," Ms Huong states. "The room for Vietnam's tourism development is still very large; many fields remain open, yet to be adequately explored."

Developments such as JW Marriott Phu Quoc Emerald Bay are making Phu Quoc a must visit tourist destination



Vice Chairwoman and CEO of Sun Group, Vietnam's leading tourism developer  
Ms Bui Thi Thanh Huong



Sun World Ba Na Hills won the People's Choice Award for Project of the Year at the Dot Property Southeast Asia Awards 2020

Ms Huong readily admits that Vietnam needs to overcome several weaknesses in order to be competitive with other countries in Southeast Asia. Introducing visa exemptions; prioritizing marketing and branding for Vietnam tourism; ensuring sustainable tourism development and improving the quality of Vietnam's tourism infrastructure are just a few things the country needs to work on.

**A LEADER IN TOURISM-FOCUSED REAL ESTATE**

Sun Group was the first developer in Vietnam to recognize both the potential and need for tourism-focused real estate in Vietnam. Today, the developer is seen as the leader in the high-end tourism real estate segment having a portfolio of projects known and loved globally.

And while 2020 was one of the developer's most challenging years on record, it still launched several projects that were in-demand from buyers.

"As a pioneering investor for the high-end tourism real estate segment in Vietnam, we are always adhering to the philosophy of building high class and distinctive projects. Sun Group's real estate products have been welcomed and appreciated by investors over the years," Ms Huong reports. "We are very proud that real estate products launched to the market in 2020, a difficult year, still recorded a positive absorption, such as the Sun Grand City Feria project in Bai Chay (Ha Long - Quang Ninh), Sun



Sun Group has launched residential projects in Phu Quoc and Ha Long Bay under its Premier Village Resorts brand

Onsen Village Limited Edition in Quang Hanh (Cam Pha - Quang Ninh) or Sun Plaza Cau May project in Sa Pa."

Last year also saw Sun Group's Sun World Ba Na Hills presented with several awards, including Asia's Leading Theme Park 2020 and World's Leading Cable Car Ride 2020, at the World Travel Awards.

"We had a deep desire to elevate the name Vietnam in the eyes of the world with timeless works and projects. The fact that Sun World Ba Na Hills increasingly affirms its position on the regional tourist map and across the world has partly realized that aspiration," Ms Huong explains.

It wasn't just the industry celebrating Sun Group's accomplishments. Sun World Ba Na Hills won the People's Choice Award for Project of the Year Southeast Asia at the Dot Property Southeast Asia Awards 2020. Ms Huong notes that the honor was both a surprise and a source of immense pride for Sun Group.

"We are delighted that the first entertainment product in the Sun World system of Sun Group has been recognized by many international organizations with various prestigious awards, including Dot Property Vietnam Awards 2020 and Dot Property Southeast Asia Awards 2020. This proves that the development orientation of Sun Group is on the right path," Ms Huong concludes.





## THE GOOD LIFE: NICHADATHANI CURATES A FAMILY-FOCUSED LIVING EXPERIENCE IN BANGKOK

The Nichada Thani community has grown in suburban Bangkok for more than 30 years now. Today, it spans nearly 400 acres with 50 sub-communities while retaining the charming qualities that first drew people to it all those years ago. Residents adore the high-quality housing options and convenient facilities, but it is Nichada Thani lifestyle that has attracted executive-level expats and Thais over the years.

Taking a stroll through the masterplanned, gated community allows you to experience the lifestyle firsthand. The tree-lined streets and walkways lead you to parks, community facilities, schools and a community church. All around are smiling families enjoying the peaceful surroundings as birds chirp in the background.

The dense spaces of Bangkok may be a constant flurry of activity, but time slows down once you enter Nichada Thani. And this is exactly what Nichada Group, the company behind the community, envisioned all those years ago. They always emphasized meticulous community planning that calls for at least 30 percent of the estate to be comprised of green areas with a centerpiece, man-made lake serving as the signature feature.





“Nichada Thani is a passion project founded by my parents and partners over 30 years ago; stemming from my father’s love for construction and my mother’s love for management. Together, they’ve envisioned a carefree suburban environment enveloped with lush nature and low fences indicating entrustment in security, but also equipped with full functioning facilities right within the gates,” Khun Nichada Changrew, CEO at Nichada Thani Group, details.

By understanding that families have different housing needs, Nichada Group carefully launched diverse residential styles throughout the community, the majority of which they have built and developed. Everything from condominiums to mansions with private pools can be found within the gates of Nichada Thani.

“We have a perfect size home for singles, single-parent families, nuclear families or extended

families,” Khun Nichada explains. “All homes share the same ideology; open floor plans with spacious areas in which owners or renters can enjoy the flexibility to redesign their own home functioning sections or the expansive open space already provided.”

Of course, the comfortable homes, suburban neighborhood and rich natural environment don’t tell the entire story of Nichada Thani. It is the people and service behind the community that fosters a lifestyle people have come to know and love for more than three decades.

**The flourishing community of Nichada Thani**

Suburban living is as much about the people as it is the space. The community is a place where you share memories and create

moments with family and friends. For Nichada Thani, fostering this environment was incredibly important and the developer does this a number of different ways.

“Nichada Thani is renowned for the special events we organize for our residents. Before the emergence of COVID-19, we routinely held many heartwarming events where the whole community joined together. An example of this is Halloween, one of the biggest events at Nichada Thani. The whole community joined in on trick or treating with recreational activities for children,” Khun Nichada details.

And that is just the tip of the iceberg. From organizing events and markets to keeping residents informed via a monthly newsletter, Nichada Thani is always looking for ways to keep everyone happy and engaged.

These efforts are supported by

the expansive facilities available at Nichada Thani, none more notable than the International School Bangkok (ISB). The school actually moved from their original location in downtown Bangkok to the Changwattana area first. Understanding the need for nearby housing that appealed to families, Nichada Group arrived shortly thereafter starting with the 125-rai lake and approximately 100-rai plot of land.

Over the years the school and residential communities have been joined by a number of retail spaces and fitness and recreation facilities which has only added to the sense of community at Nichada Thani.

There are restaurants and coffee shops where time can be spent conversating with friends. Daily life is made easy thanks to the international supermarket, pharmacy and other shops found around the community.

A health clinic and dentist are here as well along with spas and salons. Whatever you need is seemingly right around the corner. And when you do need to leave, it’s easy to get to anywhere else in Bangkok. Nichada Thani boasts convenient access to the Sri Rat expressway and BTS. Meanwhile, a wide range of shopping, dining and entertainment options, including Central Plaza Changwattana, can be found a few minutes away.

What is truly unique about Nichada Thani is that the management team lives inside the development as well. They are not simply talking about community and lifestyle; they are there every day experiencing it.

“Our passion is to provide service to fulfill every aspect of our residents’ daily needs. We believe in our own community because we also live here and have tested out any products and services,” Khun Nichada notes. “We put our

heart and soul into all our projects and that is most important to us because if we want to offer an optimal Nichada Thani lifestyle to our residents, we need to test and live it with our own lifestyle and consistently improve upon it whenever we receive any feedback.”

**An award-winning lifestyle**

The effort and dedication into cultivating this lifestyle were rewarded at the Dot Property Southeast Asia Awards 2020. Nichada Group was named Best Lifestyle Developer (Housing), an honor validating its vision to create a family-focused living experience.

“We are deeply honored to be recognized as the Best Lifestyle Developer (Housing). Amongst all of the prestigious awards presented on the night, this particular one really brings out

happy tears from our team,” Khun Nichada proclaims. “Nichada Group’s mission since conception has always been to build a ‘lifestyle’ or a ‘way of life’ for our residents rather than just producing structures for sale or rent. It is also especially humbling to receive this award amongst other prominent developments and developers. This truly inspires our team to strive for even greater heights with greater standards.”

Khun Nichada believes success at the Dot Property Southeast Asia Awards 2020 wouldn’t have been possible without family. It is what inspired Khun Nichada’s parents when they first launched the community and what motivates the entire team to this day.

“With family-oriented influence, my parents first founded and named Nichada Thani after me. The name Nichada means an independent girl with unique characters; in many ways Nichada Thani stayed

true to its name,” Khun Nichada states. “The Nichada Group is ultimately a family business in which our teams and residents at Nichada Thani are like family members whom we strive to share this balanced, peaceful and family-oriented way of life.”

She concludes, “As we pave our own roads as an independent and unique community, we would love to invite readers to join our family and experience ‘The Nichada Lifestyle.’”

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# CASA MARINA PREMIUM IS ONE OF VIETNAM'S MOST IMPRESSIVE TOURISM DEVELOPMENTS



Demand for tourism-focused residential developments in Vietnam has increased during the past few years. Investors are keen to tap into a growing tourism market while also having a holiday home in one of the country's picturesque destinations. In this segment, Casa Marina Premium from BCG Land just might be the most impressive development to hit the market.

The ambitious project won Best Resort Villa and Tourism Development at the Dot Property Vietnam Awards 2020. Casa Marina Premium contains a mixture of villas and apartments that will be operated by the popular Radisson hotel brand. It is part of BCG Land's Casa Marina Resort which has been an extremely successful project to date. Occupancy rates throughout the first phase are routinely at 100 percent during weekends and more than 70 percent during the week.

Casa Marina Premium can be found in Binh Dinh, a land of martial arts and culture that is also known for beautiful scenery and picturesque beaches. The region is an emerging destination that remains relatively pristine with unique natural features, such as rugged mountains and blue waters, attracting visitors.

Developer BCG Land was inspired by both this natural beauty and the region's unique cultural heritage when designing Casa Maria Premium. The end result was a masterpiece that is truly worthy of such a wonderful location. The mountainous resort boasts villas facing the sea and each one offers a spectacular view of Quy Nhon Bay.

There are more than 160 villas at Casa Maria Premium with the residences spread across the surrounding green forest. Each villa possesses

a stunning sea view that provides a peaceful living experience not found elsewhere in Vietnam. Design throughout the resort utilizes feng shui principles while modern elements ensure unmatched convenience.

However, the resort offers villa owners more than simply a wonderful experience. It is an outstanding investment as well.

In addition to being able to stay at the property 15 nights per year, a guaranteed rental return has also been put in place by the developer. The end result is a smart investment where you can enjoy the best life has to offer.

Construction of Casa Maria Premium started in October of 2020 with villas to be handed over in 2022 or 2023.



## ABOUT BCG LAND

BCG Land develops its projects with the noble aim of elevating the country's property market while simultaneously building sustainable values that can be carried on by future generations. The firm looks for ways to incorporate renewable energy and environmentally friendly materials at all of its projects while minimizing the impact on ecosystems. BCG Land was named Best Sustainable Developer at the Dot Property Vietnam Awards 2020.

**For more information**  
<https://casamarinapremium.com>





## WITH AUSTRALIAN PROPERTY MARKET RECOVERING, CROWN GROUP BELIEVES SUSTAINABILITY OF WELLBEING SETS IT APART

Australia's response to the COVID-19 pandemic has been lauded across the world and shows it is truly a global leader. The country is officially out of recession, recording GDP growth of 3.3 percent in the fourth quarter. And while the Australian property market is experiencing its own recovery, leading developers, such as Crown Group, have switched their focus from sales to wellbeing.





The “New Normal” required an examination of how we live. Iwan Sunito, Chairman & Group CEO, Crown Group, noted that the pandemic forced people to spend far more time in their homes, which has created a more urgent need to design them to better encourage a sense of calm, relaxation and productivity.

“People who live in well-designed homes that offer plenty of living and working space, access to gardens and fresh air, as well as facilities such as play areas, fitness facilities and music rooms, have had an easier time adjusting to this new lifestyle,” Iwan says. “The pandemic must force a rethink of house and apartment design so that all residents are able to feel secure, relaxed and socially connected when they are at home. This ultimately will lead to better physical and mental health around the world. It’s not just about sustainable buildings but a sustainable lifestyle.”

Sustainability of wellbeing isn’t simply a buzzword or marketing concept for Crown Group. It is part of the developer’s DNA. Well before any of us had ever heard of the “New Normal”, Crown Group was crafting residential projects in Australia that provided residents with a sanctuary where their wellbeing was paramount.

“Crown Group had always designed its apartments with its signature resort-style facilities, to provide a relaxing and healthy environment for its residents. We are pleased with how well this approach suits the needs of the post-pandemic world,” Iwan explains. “Even long after this pandemic is over, people will be working more from home, so these are needs that will endure. People will need more common areas for co-working and socializing in a safe space. And they will need nature around them. Residential developers will in turn need to accommodate the changing preferences of consumers.”

Nowhere is this more evident than at Waterfall by Crown Group in Sydney. Every detail of the project has been curated to ensure an optimal living experience. An example of this is the development’s waterfall. Not only is it the tallest such feature constructed in Australia, but it creates soothing water sounds. It’s all part of the developer’s commitment to sustainability of wellbeing.

“Waterfall by Crown Group has become an ideal model for biophilic design, with corridors that are open to the elements to let fresh air in as well as balconies at each apartment. There is ample outdoor space for residents to

relax including 2600 square meters of tropical gardens with 5000 plants in the vertical green walls alone,” Iwan details.

One of the homebuilder’s upcoming launches in 2021 will be equally as impressive. Artis is Crown Group’s first project in Melbourne and is part of an ambitious a AUD3 billion (USD2.27 billion) development pipeline. Located in Melbourne’s prestigious Southbank, Artis boasts design by internationally renowned Koichi Takada Architects and uninterrupted city views.

“The landmark building will change the face of Southbank with its beautiful white ribbon-effect façade that reflects the movement of art in motion. Artis will host luxurious one-, two- and three-bedroom apartments and penthouses,” Iwan points out. “Residents will have access to Crown Group’s signature resort-style facilities, which include a beautiful rooftop lounge with garden and children’s play area, level one gym and spectacular indoor pool and jacuzzi. A community arts space and café will provide a space for local artists to exhibit.”

**Australian property market recovers but needs to do more for overseas buyers**

The doom and gloom predictions for the Australian property market in 2020 have given way to more optimistic outlooks. Iwan cites Melbourne property prices increasing by 0.3 percent in December and Sydney median property values rising 2.2 percent in 2020 as reasons to be confident. Of course, more work is needed for the real estate market to return to normal.

“We really want borders to open so that international students and their parents can return to Australia. With the advent of the vaccine, this may be sooner than we think,” Iwan says.

This happening would benefit the Australian property market by making it easier for overseas investors. The country has always appealed to buyers in Asia for numerous reasons, but untapped potential remains. Iwan believes demand from international real estate buyers could grow in the future with a little help from the government.

“For overseas investment, Asia drives the greatest demand. We are appealing to the government to lower the stamp duty for foreign buyers to make Australia a more attractive destination,” Iwan notes. “Australia has always had the advantage for Asian buyers of proximity and time zone convenience, making it far more attractive for sending children to university or for retirement, as you can easily communicate and visit people back at home.”

Through sustainability of wellbeing, Crown Group projects will appeal to both international and local clients. This demand is one reason why the developer has carried on with its plans as opposed to taking a more cautious approach.

“The traditional narrative has questioned whether it is wise to launch a new residential project in the midst of a pandemic, but we see it differently. We are excited to grow our footprint now, as there will be pent up demand for well-designed projects. While there is such focus on renewed wellness, projects designed with these fundamental pillars will continue to draw interest,” Iwan concludes.





**LOMBOK'S FUTURE  
REMAINS BRIGHT**  
AS MORE PEOPLE LOOK  
TO ENJOY ITS UNRIVALED  
ISLAND LIFESTYLE



Villa Strata is close to the famous  
Tanjung Aan Beach in Lombok



Anyone who has ever visited Lombok speaks glowingly of the island's pristine beaches, laidback lifestyle and unspoiled beauty. Prior to the COVID-19 pandemic, it was the property investment and holiday destination for those in the know. And in the world of the "New Normal", the appeal of Lombok will only grow.

"Lombok was made for social distancing. Lombok is still a place where you can find a long white sand beach all to yourself, and you certainly will not be entering a crowded office here. And there is no need to live within the confines of a small apartment, think a spacious villa for you and your family," Tom Merrett, Founder of Reef Property Lombok, explains.

Merrett notes that 2020 was altogether a positive year for the Lombok property market, but one trend in particular sticks out. The pandemic has sped up acceptance of flexible and remote working and this has had an immediate impact on the local real estate market.

"We have seen increased demand from buyers looking for land and villas that are suitable for second homes. Suddenly, Lombok is not seen as just a place for a 'holiday home' but a location for a true second home for overseas purchasers to use for leisure and work," Merrett states.

The relaxed lifestyle is what first drew Merrett to Indonesia in the first place. The real estate industry veteran had a successful career in Australia with Colliers International and Savills before eventually settling in Lombok and starting his agency, Reef Property Lombok.

"I had been a regular visitor to Lombok for 15 years and decided to set up Reef Property Lombok in 2016 to fill a gap in the market for professional real estate advice," Lombok says. "My background is in Commercial Property so I felt I could bring a more wholistic approach to providing advice to both pure investors as well as more lifestyle-orientated purchasers."

A LOOK AT LOMBOK

Bali has long been the premier property and holiday destination in Indonesia having built a global reputation. However, the government has worked to promote Lombok over the past decade while carrying out work on key infrastructure projects.

Of course, promoting Lombok wasn't all that difficult. The seemingly an endless supply of white sand beaches featuring sparkling, bluish green waters made it anyone who saw photos

of the island want to visit. Perhaps the only thing stopping more people from going there prior to 2011 was the journey.

However, the opening of Lombok International Airport almost a decade ago proved to be the shot in the arm the island needed. These days there are now direct connections to Singapore, Perth and Kuala Lumpur from Lombok. There are also numerous flights between Bali and Lombok. This journey takes roughly 30 minutes and numerous carriers serve the route while those coming from further afield will need to transit through Bali.

Getting there now is easier said than done and travel restrictions remain the biggest challenge for Lombok this year. While expats from Europe have returned, other key markets for the island remain closed.

"Limited travel from Hong Kong and Singapore may have some impact on the property market here. While we have seen plenty of buyers entering Indonesia in recent months largely from Europe, expat buyers from Asia are traditionally strong markets for Lombok," Merrett reports. "Although once those buyers from do start to come back, I think we will see an immediate rise in pricing due to the pent-up demand."

A BRIGHT FUTURE

Lombok may not have been immune from the COVID-19 pandemic but the market has already recovered. This may be surprising on the surface. However, it actually makes a lot of sense when you think about it.

"I must admit I thought the travel restrictions would slow transactions, and they did briefly, but as we come to the end of the year it clearly has been a record year of sales for us at Reef Property. From July we saw the market roar back into life especially with buyers from Europe travelling more freely," Merrett says.

He continues, "People seem to be coming to the realization that if you do not need to spend all your time in a big city. Why not spend your time somewhere that is not only far more affordable, but also offers an upgrade in your lifestyle?"

Investing in Lombok now, regardless of your reason, also presents a unique opportunity as the island transforms into one of Southeast Asia's leading property and holiday destinations. Seeing the Lombok market mature is one of the things Merrett is most excited about.



The acceptance of flexible and remote working has had an immediate impact on the Lombok real estate market

"Lombok is evolving from a place that was dominated by land speculation to a location where people are developing high end villas and boutique rental accommodation. Seeing high quality construction projects underway has been the biggest change recently and I am excited to see the results of some of these impressive designs," Merrett points out. "These higher-end projects are also leading to the opening of new restaurants, beach clubs and retail in and around the Kuta area in South Lombok. The dining scene has changed dramatically in the last couple of years and we are excited about what 2021 will bring."

Another exciting change are the improvements the government is making as it relates to foreign investment. For overseas buyers, investing in Indonesian property has never been easier.

"The simplifying of foreign company (PT PMA) set up laws and legal processes makes it much easier and quicker for foreign buyers to put in place the necessary legal frameworks to invest in Indonesian property," Merrett states. "Further streamlining of these systems, which are expected, will have a significant effect on increasing foreign investment into Lombok and Indonesia in general."

A TRUE GEM

For those who choose to buy real estate in Lombok, they are getting much more than a property. This your chance to live in an island paradise and enjoy a lifestyle you probably dream about. It's something Merrett experiences on a daily basis and recommends to just about everyone.

"Lombok for me is the perfect balance of that dream remote island lifestyle while still being totally accessible. I can go for a jog 20 minutes from my house and feel I am in the middle of nowhere and return to town for dinner with friends in a top-quality restaurant," Merrett details. "I would recommend Lombok to all active and fun-loving people. Lombok is particularly popular with young couples and families who love the outdoors; kids absolutely love it here."

There is more to buying a Lombok property than the lifestyle. From a financial perspective, it also makes a lot of sense. An undersupplied market seeing growing demand means investors will be well positioned to see strong returns and capital appreciation.

"In terms of the property market I would recommend it to people seeking a relaxed lifestyle,

good value and a high yielding investment," Merrett notes. "Lombok has an undersupply of villas, so if you have accommodation here you are set to benefit from the strong rental income for the foreseeable future and likely some strong capital gain."

For more information on Reef Property Lombok, visit: reefpropertylombok.com



The Reef Property Lombok team consists of Tom Merrett (right) and Lucy Elliott (left)



The amazing view from Villa Strata, one of Lombok's most striking residences



# WHAT'S A LUXURY SURF VILLA?

## GO INSIDE ONE OF LOMBOK'S MOST UNIQUE DEVELOPMENTS



A luxury surf villa sounds awesome. And a luxury surf villa in Lombok, Indonesia's ultimate paradise? Well, in the 1980s they would describe that as totally tubular. Jokes and old-timey surfer lingo aside, Selong Selo Luxury Surf Resort is offering an experience and investment opportunity unlike anything currently available in Southeast Asia.

While there are plenty of outstanding surf spots across the region, there aren't many developments taking advantage of this. What's more, surfing is one of the fastest growing sports in the world. This group is diverse with surfing-focused vacations and a transition to a more high-end customer already taking place.

Natural beauty, white sand beaches and lots of big waves make Lombok's southern coast an ideal destination for surfers. Before travel restrictions brought on by the COVID-19 pandemic, Lombok was being frequented by surfers from across the globe. This will very likely be the case once things return the normal.

Singapore-based developer Selo Group has tapped into this growing market with Selong Selo Luxury Surf Resort. Located next to the developer's Selong Selo Resort, this collection of 20 exclusive luxury surf villas have been carefully designed for surfing enthusiasts.

### Here's what a luxury surf villa in Lombok looks like

Each luxury surf villa inside Selong Selo Luxury Surf Resort captures the spirit of Southern California with designs inspired by upscale Malibu beach homes. Situated on a hillside overlooking the ocean, each residence maximizes the amazing views with bedrooms and common areas facing the water.

Studio, one or two-bedroom villas are available at Selong Selo Luxury Surf Resort with every residence having its own private plunge pool. They all feature open plan layouts with floor-to-ceiling windows throughout. There is also a large deck with plenty of room to store your surfboard after a day riding the waves.

Villas come with a curated furniture package that adds a touch of luxury. Meanwhile, a number of other bespoke features at the resort allows you to focus on fun. These include full housekeeping services, rental management and a full suite of amenities.

Like all projects from Selo Group, Selong Selo Luxury Surf Resort is being developed with eco-sustainability at the forefront. The entire development will be built under the firm's "zero waste" construction process and utilize the best in green technology.

Owners are free to use their luxury surf villa as a full time residence or as a holiday home that is rented out when not in use.

**For more information:**  
[selogroup.co/luxury-surf-villas](https://selogroup.co/luxury-surf-villas)

# dotproperty

## THAILAND REAL ESTATE OUTLOOK

# 2021

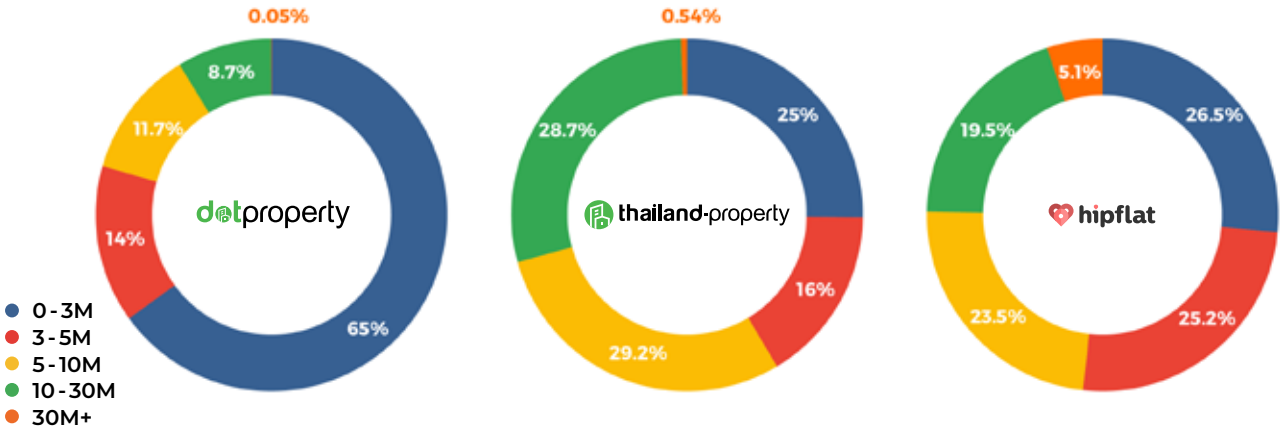


# BANGKOK CONDO DEMAND SLIDES DOWN SUKHUMVIT

## TOP 10 POPULAR PROVINCES FOR SALE

dotproperty	thailand-property	hipflat
1. Bangkok	1. Chonburi	1. Bangkok
2. Chonburi	2. Bangkok	2. Chonburi
3. Nonthaburi	3. Phuket	3. Samut Prakan
4. Chiang Mai	4. Chiang Mai	4. Prachuap Khiri Khan
5. Samut Prakan	5. Prachuap Khiri Khan	5. Nonthaburi
6. Phuket	6. Surat Thani	6. Phuket
7. Pathum Thani	7. Samut Prakan	7. Chiang Mai
8. Prachuap Khiri Khan	8. Nonthaburi	8. Pathum Thani
9. Rayong	9. Rayong	9. Phetchaburi
10. Khon Kaen	10. Krabi	10. Rayong

## POPULAR PRICE RANGE FOR CONDOS FOR SALE IN BANGKOK



Condo demand in Bangkok moved away from the city's Central Business Districts and towards Sukhumvit's trendy neighborhoods last year, research from Dot Property shows. Those searching for real estate were most interested in condo units around the Thong Lor, Ekkamai, Phra Khanong and On Nut BTS stations with demand coming from both international and domestic buyers.

This stretch along Sukhumvit received the most enquiries on both Thailand Property, the company's English-language website, and Dot Property Thailand, the Thai-language portal, in 2020. And while international and domestic property seekers were interested in the same Bangkok location, there was a notable difference in what they were after.

### OVERSEAS BUYERS EYE HIGH-END RESIDENCES

On Thailand Property, luxury units priced between THB10 million and THB29.9 million received the most enquiries in 2020. This was followed by condo units in the THB5 to THB9.9 million price bracket. This highlights an interesting trend as it relates to foreign buyers active in Bangkok.

Their numbers may be less than in previous years; however, those that are buying are looking for upscale residences. In the past, there had been significant demand for condo units priced at THB3-5 million, but experts believed these were speculators. Those currently in the market for high-end condo units are more likely to be either end users or long-term investors given the capital required for their purchase.

New luxury projects in Bangkok's most in demand locations include The Esse Sukhumvit 36 from Singha Estate and Ideo Q Sukhumvit 36 from Ananda Development. Prices start at more than THB10 million at each development. AP is another developer very active in this part of Bangkok having launched four condominium projects under its Rhythm brand here in recent years. Most units in these developments are priced at THB5 million or above.

### DOMESTIC DEMAND DRIVEN BY AFFORDABLE CONDO SEGMENT

While domestic property seekers were also most interested in condo units around the Thong Lor, Ekkamai, Phra Khanong and On Nut BTS stations, they were searching for affordable units under THB3 million.

Projects in this price range tend to be low-rise developments, such as Niche Mono Sukhumvit 50 from Sena Development and The Base Sukhumvit 50 from Sansiri, or high-rise condominiums a little further away from BTS stations, like Aspire Rama 4 from AP.

### STUDIO AND 1-BEDROOM UNITS THE PREFERRED OPTION

The most sought after unit type in Bangkok among international and domestic buyers remains studio and 1-bedroom residences.



Grand Bangkok Boulevard Srinakarin was one of SC Asset's recent housing launches

## TAKING A PRACTICAL APPROACH TO 2021 IN ORDER TO REALIZE LONG-TERM SUCCESS

SC Asset Chief Executive  
Khun Nuttaphong Kunakornwong



SC Asset understands the unique situation the Thailand property market currently finds itself in. Instead of pressing ahead with ambitious plans or retreating entirely, the developer has opted for a steady approach in 2021. The key is focusing on what works in the short-term and being ready to expand once the situation improves.

"We will focus on no-loss in business and keeping sufficient cash on hand," SC Asset Chief Executive Nuttaphong Kunakornwong told the Bangkok Post "We will be ready to grow again when the crisis ends. The key is a reopening of each country so people can travel again. We expect a full recovery in mid-2022 to early 2023."

Of course, the developer can't afford to sit idly waiting for the situation to improve. The Thailand-based homebuilder was proactive

in navigating these difficult times and even managed to set sales records last year.

"In the second quarter, we set a new record high in sales, largely driven by single detached houses. During a crisis, homebuyers looked for a house as shelter, rather than a dwelling," Khun Nuttaphong explained. "For large units, homebuyers usually make four visits and took a few months before making a decision. But during the pandemic, they made fewer visits and decided in one week."

The developer recorded an eight percent increase in housing pre-sales during the third quarter of 2020 when compared to the same period the previous year. Additionally, total revenue for SC Asset during the first nine months of last year increased by 26 percent year-on-year.

SC Asset will continue this practical approach of focusing on real demand, especially in the low-rise housing segment. The developer's ultimate goal is to make it through this year in a position of strength as the economy starts its recovery.

"We want to maintain revenue of THB17-19 billion per year in 2021-22. To achieve that goal, it plans to focus on low-rise housing development and maintain recurring income from rental office space," Khun Nuttaphong stated. "We need to have enough investment capital to buy new plots of land and expand business when the property market picks up again. With this strategy, we will be ready for a return, as the company projects revenue of more than THB20 billion in 2023."





Rising land prices and other factors may see developers launch luxury projects in new locations

## UNDERSTANDING THE IMPACT LOCATION WILL HAVE ON BANGKOK LUXURY CONDOMINIUMS

The Bangkok luxury condominium market recorded significant growth during the past decade. Competition in the sector has been fierce as established developers were joined by newcomers, such as Singha Estate. This has led to greater innovation as homebuilders needed to find new ways to meet the discerning needs of upscale property buyers.

However, innovation hasn't simply come in the form of new technologies or more impressive facilities. Developers had to rethink the impact location can have on luxury projects. This was something not lost on Singha Estate.

"Each location comes with a different uniqueness. For the condominium sector, when we

choose a location, it must be within walking distance of public transportation, such as the BTS or MRT," Khun Sirikiat Vadabukkana, Singha Estate Vice President of Sales and Marketing (Residential Development Division), stated. "Also, the location must provide our buyers a convenient lifestyle."

Singha Estate has launched luxury condominium developments in traditional Bangkok luxury hotspots, including Thong Lor and Asoke, as well as non-traditional areas such as in soi Rangnam next to Santiparp Park. Regardless of location, the company aims to develop best-in-class luxury projects that are unique.

Looking to 2021 and beyond, Khun Sirikiat believes the Bangkok luxury condominium

market will remain concentrated in traditionally popular areas, but land prices and other factors may see some developers explore new locations.

"People like to experience new things. Each location has its own uniqueness. Luxury projects have infiltrated many areas in Bangkok, but mostly along the BTS Green Line between Thong-Lo and Siam Station, and Chaophraya river," Khun Sirikiat said. "I believe in the next few years the luxury condominium market in Bangkok will mainly remain in the current area but with new thinking in terms of development."



Singha Estate Vice President of Sales and Marketing (Residential Development Division)  
Khun Sirikiat Vadabukkana

## THE "NEW NORMAL" IS CHANGING EXPAT PROPERTY PREFERENCES



It remains to be seen just how the COVID-19 pandemic impacted the number of expats living in Bangkok last year. Some returned to their home countries while others decided to stay. One thing is for certain, the Bangkok expat real estate market was affected and work needs to be done to stimulate demand from this group in 2021.

"With the pandemic and associated travel restrictions, the number of expats traveling to Thailand has tremendously decreased. Once the virus is under control, any policies to lessen restrictions and incentivize foreign investment would definitely prove to be beneficial to Thailand's economy," Khun Nichada Changrew, CEO at Nichada Thani Group said. "The Thai government's recently launched Elite Card, which allows expats to gain access to longer visas, is certainly an excellent starting point."

The Bangkok expat market has traditionally centered around CBD areas. This preference could be changing in 2021 as the "New Normal" and widespread adoption of work from home are likely to influence decision making. International buyers may eschew high-rise condominiums in Bangkok's city center in favor of low-density housing in suburban locations.

"I am therefore optimistic about 2021 and believe that Thailand and its local property market will prevail, attracting expats and foreign investments. However, the location and type of residence of choice may shift from high-rise, town-central, busy and crowded residences, which are difficult for the "New Normal" social distancing lifestyle, to gated communities equipped with full-functioning facilities and low-rise spacious houses, which can add convenience to working from home," Nichada explained.

Nichada Thani is one of the most popular residential communities for executive expat families living in Thailand. Demand has traditionally been strongest from the American buyers, but the developer is now seeing more diverse interest.

"We are seeing demand from over 60 other foreign nationalities, predominantly Europeans. In the last five years, the Asian community has continuously grown with a large Korean community followed by a number of Chinese and Japanese families. A property search trend reveals piquing interest from India, Indonesia, Turkey, Argentina and Egypt," Khun Nichada noted.



Nichada Thani CEO  
Khun Nichada Changrew



# CREATING SYNERGY BETWEEN THE BANGKOK LUXURY REAL ESTATE MARKET AND OVERSEAS BUYERS

Raimon Land launched its newest luxury condominium, The Estelle, in 2020



Chief Executive Officer, Raimon Land  
Khun Korn Narongdej

Raimon Land is a leading luxury residential developer with a portfolio of high-end condominiums spread across Bangkok. The developer has worked closely with overseas buyers throughout the years with foreign quota at most of its condo projects near capacity. In 2021, the homebuilder is looking for new ways to improve synergy between the two.

It was the first developer in Thailand to join the Elite Flexible One program created by Thai Privilege Card. The scheme, which is backed by the Tourism Authority of Thailand (TAT), grants foreign business owners and investors who purchase real estate properties valued at THB10 million or more with a five-year Privilege Entry Visa.

"This collaboration is an important business opportunity to expand our

international customer base," Khun Korn Narongdej, Raimon Land Chief Executive Officer, said. He added the company is rolling out a marketing strategy this year that will help it attract affluent Thai and international customers. An emphasis has been placed on potential buyers from China, Hong Kong, Singapore and Europe.

Units at The Lofts, The River and The Diplomat 39 are available as part of the scheme. In addition to the visa, property buyers will also be eligible for several other Thai Privilege Card benefits.

Raimon Land believes signs of recovery will commence in 2021. However, it also understands the need for greater synergy between the Bangkok luxury real estate market and overseas buyers. Khun Korn noted that while international investors are still interested in high-end Bangkok real

estate due to attractive property prices and a high return on investment, that is no longer enough.

Prior to this program being rolled out, there was no clear and direct access to a Thai visa through real estate investment. Mechanisms were in place, but there was a disconnect between buying a property and obtaining the visa. This newly created arrangement establishes much needed synergy between the Bangkok luxury real estate market and overseas buyers moving forward.

Estimates from TAT show at least 100 business owners and investors are expected to take part in the scheme. That scenario would generate more than THB1 billion in Bangkok luxury condominium sales this year.

Botanica Luxury believes the property market will pick up as soon as tourists are able to return to Phuket



## WHAT'S IN STORE FOR THE PHUKET PROPERTY MARKET IN 2021?



Botanica Luxury CEO  
Khun Attasit Intarachooti

The Phuket property market was hit hard by the COVID-19 pandemic. With 30 million fewer tourists arriving to Thailand in 2020, the key driver of the island's real estate sector vanished almost overnight. Despite this, developer Botanica Luxury is confident it's a matter of when and not if these buyers return.

"We firmly believe clients who have been waiting for Thailand to reopen are going to return quickly. The market will gradually return to normal within six months to a year," Khun Attasit Intarachooti, Botanica Luxury CEO, noted.

"We do not expect fast sales as we saw in the past, but we do expect people to come down to Phuket as they search for an investment and holiday home."

Botanica did see more buyers from Bangkok last year and the developer expects this trend to continue in 2021. One reason for this is the increased adoption of work from home that has provided Bangkokians with the ability to move away from the city. Meanwhile, increased awareness of wellbeing has made villas and other low-density developments more appealing.

"The idea of work from home has made people realize that we actually can work from anywhere with an internet connection, so you might not need to stay in the capital like Bangkok anymore. This benefits places like Phuket," Khun Attasit pointed out. "I also believe that COVID-19 has affected how people choose their residences. Many clients are now looking for low-rise residential or on the single houses."

The Phuket property market may face more challenges in 2021. However, Khun Attasit noted that Thailand's response

to the COVID-19 pandemic may actually help the real estate sector in the long term.

"The fact that Thailand reacted quite fast to the situation has also helped improve the country's perception in the eyes of overseas clients. Customers believe that Thailand is a safe play to both live and invest," Khun Attasit concluded.





## Keys to real estate marketing in 2021

No one could have imagined the challenges the real estate sector would face in 2020 at this time last year. The COVID-19 pandemic brought with it lockdown, social distancing and travel restrictions, things no one was really prepared for. Real estate marketing was one of the areas most impacted by this.

Take the billboard, for example. These have long been one of the most widely used and effective real estate marketing tools for developers and agencies. While expensive, billboards ensured the greatest number of potential customers saw what you were advertising.

However, this tool became ineffective almost overnight. With people working from home and no tourists arriving to Thailand, no one was going to see billboards. Simply put, what worked in the past may no longer work today or in the future.

Looking ahead to this year, innovation in real estate marketing is required to navigate the challenging climate. Dot Property is at the forefront of these efforts having helped numerous developers and real estate agencies reach both domestic and overseas buyers. Here is how Southeast Asia's leading online real estate marketplace is innovating real estate marketing.



## Rethinking the sales event

While there was no shortage of sales in 2020, the Dot Property Black Friday Sale was the premier real estate sales event last year. With Thailand emerging from lockdown in June, Dot Property wanted to tap into pent up demand by connecting buyers and sellers at a unique, online-only event. While this was a new concept, the company was confident it would be a welcome innovation that solved several key challenges.

The results of the Dot Property Black Friday Sale proved that to be true. A significant number of real estate transactions occurred, and a record number of people visited the Dot Property Thailand website. Several participants were able to sell multiple units during the event.

"The Dot Property Black Friday Sale was a unique event that really captured the attention of real estate buyers. Our team was blown away by the response we received for The Cloud Thonglor Petchburi. We managed to sell nearly THB12 million worth of condo units in the project during the sale. That can be attributed in large part to the comprehensive marketing efforts and reach of Dot Property who knows exactly where the demand for Thailand property is coming at all times." Chao Zhong, Project Director of The Cloud Thonglor Phetchaburi, stated.

By differentiating itself from other sales events, the Dot Property Black Friday Sale captured demand from real buyers. The company managed to accomplish this by working with developers to promote exclusive discounts that were only made available during the event.



## Building credibility, gaining recognition

While real estate awards are nothing new, winning today is more important now than ever before. That's because many firms in the industry claim to be the best and market themselves as such. Being an award winner goes beyond empty words to prove you are at the top of the field. The end result is increased trust in the eyes of the public and greater respect in the industry as a whole.

Large homebuilders that have been in business for decades, boutique firms wanting to provide specialization and new developers with passion and vision all benefit. It's the same story for real estate agencies, property consultancies and other companies in the real estate sector. Victory provides an instant boost in credibility while at the same time elevating your brand.

The Dot Property Awards returns for its sixth year in 2021. Last year, the series hosted four in-person presentation ceremonies including the Dot Property Thailand Awards 2020 and Dot Property Southeast Asia Awards 2020 Charity Gala in Bangkok. A number of new innovations were introduced as the event continues to grow.

Among these were the launching of 'On Screen', the broadcasting of the events on Facebook Live, the creation of several new awards and the introduction of Habitat for Humanity as the awards' official charity partner.

A full slate of Dot Property Awards events are planned for 2021. Nominations are currently open. For more information, please visit: [www.thailand-property.com/events](http://www.thailand-property.com/events)



## Connecting developers and agents

Dot Property is a leader in connecting developers and real estate agents. However, the COVID-19 outbreak required innovation to allow this to happen. Previously, the company had organized numerous Agent Days where 30+ leading professionals would visit a showroom or project and speak with a developer directly.

Obviously, this wasn't possible with restrictions in place. Dot Property launched virtual Agent Days along with bespoke one-on-one meetings to facilitate connections between developers and real estate agents. These proved to be a popular alternative, especially among overseas firms wanting to tap into the local market but unable to travel to Thailand.

## Stronger together

No other online real estate marketplace is committed to the success of clients like Dot Property. In order to reach greater heights together, the company will continue to find innovative ways to improve real estate marketing in 2021.





# INNOVATIVE DOT PROPERTY SOUTHEAST ASIA AWARDS 2020

HONORS REGION'S BEST REAL ESTATE  
WHILE SUPPORTING A GREAT CAUSE





The Dot Property Southeast Asia Awards 2020 celebrated 48 winners, hosted two events simultaneously and provided one unforgettable experience unlike anything the region has seen. More than 300 guests attended the Dot Property Southeast Asia Awards 2020 Charity Gala at Four Seasons Bangkok while another 100 joined the Dot Property Southeast Asia Awards 2020 Winners' Dinner at The Reverie Saigon in Ho Chi Minh City.

With travel restrictions preventing everyone from being in a single location, an innovative approach was required for this year's celebration. Winners from across the region were honored at both events while live broadcasts meant everyone was connected.

In Bangkok, the Dot Property Southeast Asia Awards 2020 Charity Gala was one of the very first events to be held at the brand new Four Seasons Bangkok. Guests were treated to a firework show over the Chao Phraya River as part of a full slate of activities. The night was extra special for Thai developer SC Asset who took home Developer of the Year 2020.

In Ho Chi Minh City, a poignant talkshow hosted by Nguyen Ngoc Dung, Chief Innovation Officer at VISTI Institute of Science, Technology and Innovation, discussed the impact innovation has had on the real estate sector. The celebration was capped off with the announcement that Sun World Ba Na Hills from Sun Group was voted as Southeast Asia People's Choice Award for Project of the Year 2020.

Proceeds from the Dot Property Southeast Asia Awards 2020 Charity Gala went to Habitat for Humanity, the event's official charity partner. A lucky draw led by Habitat for Humanity Brand Ambassador and former Miss Universe Thailand, Khun Aniporn Chalermburanawong (Natt), brought in a significant influx of donations during the event.

For winners, a victory at the Dot Property Southeast Asia Awards 2020 allowed them to end one of the most challenging years with something to be proud of. Among this year's winners in the developer categories were Cat Tuong Group (Vietnam), KSK Land (Malaysia) and Paramount Land (Indonesia).

## DEVELOPER OF THE YEAR 2020

- **SC Asset**

## DOT PROPERTY SOUTHEAST ASIA AWARDS 2020 DEVELOPER WINNERS:

- **Best Leisure Developer**  
Sun Group
- **Breakthrough Developer**  
Cat Tuong Group
- **Best Developer (Resort Condominiums)**  
Sisaran
- **Best Residential Developer**  
Hung Thinh Land
- **Best Mixed-Use Developer**  
KSK Land
- **Best Township Developer**  
Paramount Land
- **Best Lifestyle Developer (Housing)**  
Nichada Thani
- **Best Developer (Boutique Resorts)**  
Wealth Asset Group
- **Best Boutique Developer (Townhome)**  
Premium Place Group
- **Best Sustainable Developer**  
Capital House

The project winners at this year's Dot Property Southeast Asia Awards each stand out in their own unique way. There are developments such as The Estelle Phrom Phong (Thailand) and The Pearl Hoi An (Vietnam) that feature unmatched designs and quality. Meanwhile, Merdeka 118 (Malaysia), winner of Most Iconic Landmark Development, literally stands out due to its height.

## PEOPLE'S CHOICE AWARD FOR PROJECT OF THE YEAR SOUTHEAST ASIA

- **Sun World Ba Na Hills from Sun Group**

## DOT PROPERTY SOUTHEAST ASIA AWARDS 2020 RESIDENTIAL PROJECT WINNERS:

- **Best Luxury Condominium**  
The Estelle Phrom Phong
- **Best Luxury Villa Development Landscape Design**  
Pirom at Vineyard
- **Best Affordable Development (Hi Rise)**  
Modiz Sukhumvit 50
- **Best Luxury Villa Development**  
Botanica Luxury Villas
- **Best Lifestyle Condominium**  
Eco Resort
- **Best Innovative Investment Product**  
The Rhine Condominium
- **Best Boutique Condotel (Rental Program)**  
The Rhine Condominium
- **Best Lifestyle Condotel/Residences**  
Sunshine Beach Condominium
- **Best Condotel Development (Low Rise)**  
Wyndham Garden Irin Bangsaray Pattaya
- **Best Landed Development**  
Cat Tuong Western Pearl
- **Best Bespoke Villa Development**  
Project Terrace Exotica
- **Best Affordable Condominium (Low Rise)**  
Andaman Riveria Condominium
- **Best Residential Lifestyle Design**  
8 Conlay
- **Best Luxury Condo Architecture Design**  
The Matrix One
- **Best Luxury Condominium Recreational Design**  
THE ESSE Sukhumvit 36
- **Best Villa Development Sustainable Design**  
Riverhouse Phuket
- **Best Luxury Villa Development (Architectural Design)**  
Anchan Hills
- **Best Condominium Recreational Design**  
Diamond Inya Palace





DOT PROPERTY SOUTHEAST ASIA AWARDS 2020 MIXED-USE, HOSPITALITY AND COMMERCIAL PROJECT WINNERS:

- **Most Iconic Landmark Development**  
Merdeka 118
- **Best Beachfront Luxury Hotel & Resort**  
The Pearl Hoi An
- **Best Tourism and Resort Development**  
Wyndham Lynn Times Thanh Thuy
- **Best Luxury Serviced Apartments**  
The Double View Mansions, Bali
- **Best High Rise Development**  
Thamrin Nine
- **Best Transit Oriented Development**  
The Glenz @ Glenmarie

The Dot Property Southeast Asia Awards 2020 also celebrated real estate agencies, property consultancies, property management companies, contractors and technology. DKRA Vietnam followed up its success at the Dot Property Vietnam Awards 2020 with two more awards. Country Garden was presented with the Special Recognition Award for Property Management Services.

DOT PROPERTY SOUTHEAST ASIA 2020 SPECIAL RECOGNITION AWARDS:

- **Special Recognition Award for Property Management Service**  
Country Garden Services
- **Best Innovation and Technology**  
Hoozing PropTech Company
- **Best Innovative Contractor**  
Smart Construction Group

SOUTHEAST ASIA'S BEST PROPERTY CONSULTANCY FIRMS 2020

- **DKRA Vietnam**

SOUTHEAST ASIA'S BEST REAL ESTATE AGENCIES 2020:

- **Dat Xanh Mien Bac**
- **DKRA Vietnam**
- **Remax Executive Homes Bangkok**
- **Bridge Estate (Thailand)**
- **Rahim & Co International**
- **Cushman & Wakefield Indonesia**
- **CBRE Cambodia**
- **The Great Haus**



"We want to congratulate all of this year's winners for their hard work during what has been an extraordinarily challenging year. Their innovative spirit and ability to overcome adversity was an inspiration for us to carry on and find a way to host the Dot Property Southeast Asia Awards 2020 despite the fact we couldn't all be together in one place," Adam Sutcliffe, Dot Property Director, Events and International Markets, says. "Next year brings us renewed optimism and we are hopeful the Dot Property Southeast Asia Awards 2021 allows the region's best to come together once more."

The Dot Property Southeast Asia Awards 2020 would like to thank Berkeley Group, the official sponsor of this year's awards; Savills Thailand, the awards consultant for Thailand; Four Seasons Bangkok, the official venue partner in Thailand; and Mercedes Huay Kwang, the Dot Property Southeast Asia Awards 2020 Charity Gala official transportation provider.

We would also like to express gratitude to Mr. Martin Koerner, Chairman, EuroCham's Tourism & Hospitality Sector Committee; Mr. Eric Baumgartner, Managing Director, Dôme Hospitality; and Mr. Eric Monteil, Founder Managing Director, Art Consulting Asia, the official awards consultants for Vietnam.

The Dot Property Southeast Asia Awards recognize the best in regional real estate by honoring the leading developers, projects and companies that contribute to the sector. More than 400 Dot Property Awards have been presented since the program was launched in 2016 with previous events having been hosted in Bangkok, Ho Chi Minh City and Metro Manila.





# THAILAND'S SC ASSET OVERCOMES CHALLENGES TO WIN DEVELOPER OF THE YEAR 2020



No developer has managed to overcome the challenges 2020 presented quite like SC Asset. The Thailand-based homebuilder was proactive in navigating these difficult times and even managed to set sales records in the process. An outstanding 12 months was capped off by winning Developer of the Year 2020 at the Dot Property Southeast Asia Awards 2020 at the Dot Property Thailand Awards 2020, is affirmation of its credentials.

SC Asset proved to be resilient in the face of adversity and their innovative approach showed it was a leader in Southeast Asia. Winning Developer of the Year 2020 at the Dot Property Southeast Asia Awards 2020, in addition to Developer of the Year 2020 at the Dot Property Thailand Awards 2020, is affirmation of its credentials.

## SC ASSET BUILDS THE BEST

SC Asset found success by shifting its focus away from the condominium market and towards the Thailand housing segment where local demand remained strong. The move paid huge dividends as the developer recorded historic pre-sales for its housing projects in the first three quarters of 2020. In total, SC Asset actually saw pre-sales figures raise eight percent year-on-year.

But this is only one of the company's record-setting achievements in 2020. Total revenue for SC Asset during the first nine months of last year increased by an astonishing 26 percent year-on-year.

In order to meet the growing demand for detached housing in Thailand, SC Asset crafted modern estates tailored to the needs of modern residents. A prime example of this quality work can be found at developments under its Grand Bangkok Boulevard luxury housing brand.

These developments are equipped with a number of unique innovations that are designed to make life better for everyone. For example, the developer has applied a number of multi-generational family features in each residence to ensure they are suitable for people of all ages.

On the bottom floor of houses in Grand Bangkok Boulevard Sukhumvit, a housing estate in suburban Bangkok, is a special bedroom that caters to the elderly. Innovations include soft flooring that is easy on the joints and bathroom safety features.

Beyond that, these homes contain everything the modern family would want. There is ample parking with space for at least four cars, an important feature in the city. Each house also boasts a Thai kitchen and maid room in addition to all of the other areas you'd expect.

The work of SC Asset in 2020 was second to none. The developer's historic pre-sales figures and revenue growth is a testament to that fact and ensured it was the Developer of the Year 2020 in Southeast Asia.



# SUN GROUP BUILDS ITS LEGACY BY WINNING TWO AWARDS

**People's Choice Award for Project of the Year Southeast Asia**

**Best Leisure Developer**

Sun Group is behind some of Vietnam's most popular resort and tourism projects, all of which have captured the hearts and minds of tourists both locally and from around the world. The developer has been a key supporter of the country's growing tourism real estate market and its quality work was recognized by the public in 2020.

Sun World Ba Na Hills won the People's Choice Award for Project of the Year Southeast Asia at the Dot Property Southeast Asia Awards 2020. This was in addition to winning Vietnam People's Choice Award for Project of the Year 2020 earlier in the year.

Located just outside of Da Nang, Sun World Ba Na Hills is the most significant resort and recreational complex in Vietnam. The development's mountainside location transformed the entire region and has made it global attraction. Sun World Ba Na Hills is most well-known for The Golden Bridge which TIME Magazine named as one of its top 10 best destinations of the world in 2018.

This was not the only accolade for Sun Group as the developer also won also won Best Leisure Developer at the Dot Property Southeast Asia Awards 2020. The achievements are historic for Sun Group and help cement the firm's legacy as one of Southeast Asia's most innovative developers.



SOUTHEAST ASIA’S BEST DEVELOPERS FIND  
SUCCESS ACROSS ALL SEGMENTS

Instead of retreating, the best developers in Southeast Asia found new ways to succeed this year. Whether through innovation, leveraging their strengths or a willingness to think outside the box, these Dot Property Southeast Asia Awards 2020 winners helped carry the real estate market forward.

**Breakthrough Developer**  
Cat Tuong Group

Cat Tuong Group recorded a historic year as it continues its journey to become a leading homebuilder. Its projects across multiple segments of the real estate market have received praise. In the residential sector, developments like Cat Tuong Western Pearl brought new levels of quality to the market. Cat Tuong Group is also recognized as a leader when it comes to green developments in the industrial segment.

**Best Developer (Resort Condominiums)**  
Sisaran

While some developers take a diverse approach to real estate, Sisaran believes in focusing on one thing and being the absolute best at it. The developer only builds resort condominiums in Bang Saray, a seaside destination with pristine beaches along Thailand’s Eastern Seaboard. Projects such as Econdo Bang Saray feature sleek, environmentally friendly design with units specially created to reduce the negative impact residents have on the environment.

**Best Residential Developer**  
Hung Thinh Land

Hung Thinh Land boasts an outstanding portfolio of residential developments that showcase the firm’s skill in creating one-of-a-kind spaces that people want to call home. The developer is committed to providing clients with prestigious residences that offer real value through modern innovations and convenience. This has allowed Hung Thinh Land to become a pioneer in residential developments.

**Best Township Developer**  
Paramount Land

Paramount Land strives to provide housing that meets the needs of residents while also building communities that foster a loving experience. With more young families in Indonesia searching for their first home, the company has been committed to crafting designs and products to meet their unique wants. Gading Serpong, an independent city with its own comprehensive infrastructure, continues to lead the way when it comes to townships in Southeast Asia.

**Best Boutique Developer (Townhome)**  
Premium Place Group

Premium Place Group has been at the forefront of townhome development in Thailand for more than a decade. It’s unrivaled knowledge in this area has allowed it to become a standard bearer for boutique townhome development. Premium Place Group uses its experience and understanding of the market to launch bespoke developments in popular locations that meet the needs of homebuyers.

**Best Sustainable Developer**  
Capital House

Capital House has a unique development strategy that focuses on sustainability at multiple levels. Ultimately, the developer wants to ensure balance and harmony between sustainable human resource development, environmental protection and social responsibility. Capital House focuses on bringing international-standard green buildings with reasonable prices to the market that boast both smart design solutions and modern technology.

CELEBRATING THE MOST LUXURIOUS  
DEVELOPMENTS IN SOUTHEAST ASIA

Southeast Asia is a global leader when it comes to luxury developments. From condominiums to hotels, 5-stars don’t do these winners justice. The Dot Property Southeast Asia Awards 2020 saw some of the region’s most notable luxury projects honored.

**Best Luxury Condominium**  
The Estelle Phrom Phong

The Estelle Phrom Phong has turned a lot of heads since first launching. Developer Raimon Land promised a place that would be a sanctuary of luxury and the high-rise condominium has certainly delivered on that lofty promise. Residences have been painstakingly designed to ensure a peaceful experience that offers the absolute best. Fine marble can be found throughout each unit along with high-end fittings, furnishings and appliances. A select number of penthouses feature private elevators for an extra touch of privacy. The amazing residences are accentuated by luxurious amenities unmatched in the region.

**Best Luxury Villa Development**  
Botanica Luxury Villas

The first thing you notice about Botanica Luxury Villas is the bespoke design and large usable areas that range from 265 to 700 square meters. Each villa at Botanica Luxury Villas centers around a natural stone-tiled swimming pool that serves as the pièce de résistance to the free-flowing floorplan. The vaulted, teak wood ceilings create an elegant and authentic look throughout the villas while the concertina glass doors and transom windows above the doors add light and a positive feeling to the main area of the home.

**Best Beachfront Luxury Hotel & Resort**  
The Pearl Hoi An

Just like its namesake, The Pearl Hoi An is a precious gem. The luxurious beachfront hotel and resort features beautiful sweeping designs that take full advantage of its pristine location. Nature can be found throughout The Pearl Hoi An as lush green spaces make their way around the property. Meanwhile, the resort’s high-end amenities and numerous recreational opportunities provide a world-class experience for guests.

**Best Luxury Serviced Apartments**  
The Double View Mansions, Bali

The elegantly designed apartments of The Double View Mansions, Bali provide those staying here with beautiful vistas of the Balinese rice fields or the Indian Ocean. The luxurious views are matched by the sublime residences which feature high-quality finishings and designs that capture the natural beauty of Bali. It is all tied together with a wide range of services and amenities.



The Estelle Phrom Phong



Botanica Luxury Villas



The Pearl Hoi An



The Double View Mansions, Bali



SOUTHEAST ASIA’S BEST DEVELOPMENTS  
GO ABOVE AND BEYOND

The best developments in Southeast Asia all go above and beyond expectations in their own way. From expansive housing estates with unique features to exciting resort destination rethinking experiences, the Dot Property Southeast Asia Awards 2020 saw a diverse selection of projects honored. The one thing they all had in common was being the best at what they did.

Best Tourism and Resort Development  
Wyndham Lynn Times Thanh Thuy

Ambitious and stunning, Wyndham Lynn Times Thanh Thuy will soon be a must visit destination for tourists. The 5-star resort features a hot mineral park and a row of Japanese-style adjoining shops for a one-of-a-kind experience. Meanwhile, the hotel will boast more than 2,000 rooms across a pair of 33-story towers. Wyndham Lynn Times Thanh Thuy will also have a number of other resort amenities for guest to enjoy.

Best Lifestyle Condominium  
Eco Resort

Developer Sisaran Group has emphasized lifestyle at Eco Resort. Living spaces provide a sanctuary that evokes tranquility with luxurious touches, such as spa-style bathrooms and integrated smart systems. Meanwhile, amenities provide places to enjoy life in whatever manner those living here see fit. Regardless of if residents are looking for fun, relaxation or fitness, Eco Resort offers the lifestyle to meet their desires.

Best Landed Development  
Cat Tuong Western Pearl

Cat Tuong Western Pearl is an 80-hectare, landed development in Vietnam that aims to bring all the elements one needs for a happy life together in a single place. Everything from lifestyle space and commercial centers to schools and hospitals can be found within the development. What’s more, 55 percent of the land at Cat Tuong Western Pearl has been set aside for parks and green spaces ensuring peaceful, low-density living.



Wyndham Lynn Times Thanh Thuy



Eco Resort



Cat Tuong Western Pearl



Pirom at Vineyard



The Matrix One



THE ESSE Sukhumvit 36



Anchan Hills

GO INSIDE SOME OF THE MOST  
IMPRESSIVE DESIGNS IN SOUTHEAST ASIA

There are many types of designs in the real estate sector. Architecture, interior and landscape are among the most well known, but even fields like recreational design have become more important in recent years. The Dot Property Southeast Asia Awards 2020 saw some of the region’s most impressive designs honored. Let’s check them out.

Best Luxury Villa Development  
Landscape Design  
Pirom at Vineyard

Pirom at Vineyard is a paradise of unspoiled land nestled in Khao Yai’s gorgeous hillside two hours away from Bangkok. Half of the spacious development has been dedicated to common areas and gardens ensuring a connection between land and architecture. Harvard Graduate School of Design alum Wannaporn Pui Phronprapha of P Landscape planned Pirom at Vineyard in a way that allows for privacy and undisturbed views of nature for every residence.

Best Luxury Condo Architecture Design  
The Matrix One

With its sleek design and prime location, The Matrix One has quickly become one of the most in-demand residential developments in Hanoi. The project has created a new living standard by fully converging modern conveniences with classy living values. The stunning architecture design incorporates the best in luxury elements to create a world class condominium.

Best Luxury Condominium  
Recreational Design  
THE ESSE Sukhumvit 36

No residential development has the scope of recreational facilities that THE ESSE Sukhumvit 36 has. The project has gone well beyond the standard range of amenities to craft a place where residents can live their best life. There are diverse gardens throughout the condominium that intertwine with other spaces. That’s in addition to the Sky Theatre, golf simulator and other facilities on-site. What’s more, the design of these has been implemented to guarantee privacy for residents.

Best Luxury Villa Development  
(Architectural Design)  
Anchan Hills

Anchan Hills is a villa development in Phuket unlike any other. The project utilizes a modern Balinese style that allows for a luxurious living experience. The architectural design creates a harmony between the internal and external spaces that embraces the island’s tropical charm. Two of the main features of each villa are the special wooden roof design and green slate walls. These two elements allow for a natural appearance that provides a relaxing ambiance to each villa.



THAILAND PROJECTS TAKE CENTER STAGE AT DOT PROPERTY SOUTHEAST ASIA AWARDS 2020

Thailand continues to lead Southeast Asia's real estate industry and 2020 was no exception. Throughout the Kingdom, projects of all sizes are turning heads and attracting buyers. Here are four developments that took home honors at the Dot Property Southeast Asia Awards 2020.

Best Condotel Development (Low Rise)  
Wyndham Garden Irin Bangsaray Pattaya

From an outstanding design to being backed by a world-class hotel brand, Wyndham Garden Irin Bangsaray Pattaya from Irin Property is setting the standard for condotel projects at the regional level. Wyndham Garden Irin Bangsaray Pattaya is close to the Bang Saray Beach along Thailand's Eastern Seaboard, an up-and-coming destination. The property's rooftop amenities make it the perfect place to watch sunsets over the Gulf of Thailand while each unit features a modern luxury style that caters to the unique needs of travelers.

Best Affordable Development (Hi Rise)  
Modiz Sukhumvit 50

Modiz Sukhumvit 50 offers residents the modern, hi-rise lifestyle people love at an affordable price point. There is an expansive amenities deck, automatic parking and a long list of upscale amenities. Each unit has been fitted with a number of cutting-edge features including a built-in audio system and control panel. Despite all this, developer AssetWise made sure Modiz Sukhumvit 50 remained affordable ensuring the good life could be enjoyed by anyone.

Best Affordable Condominium (Low Rise)  
Andaman Riviera Condominium

Andaman Riviera Condominium is an exciting residential development in Phuket providing excellent value for money. It boasts spacious units featuring modern designs that appeal to all types of property buyers. Andaman Riviera Condominium has all the amenities you would expect to find at a resort condominium project as well. All of this is available at a very reasonable price.

Best Villa Development Sustainable Design  
Riverhouse Phuket

Featuring an ambitious design equipped with numerous environmentally friendly touches, Riverhouse Phuket has elevated sustainability in Southeast Asia. For starters, each unit comes with integrated solar panel systems that are all connected to a single grid that maximizes efficiency, a first for a residential development in Thailand. Other innovations at Riverhouse Phuket include a unique dehumidifier system that keeps residences free of fungus and smells without needing to use air conditioning.



Wyndham Garden Irin Bangsaray Pattaya



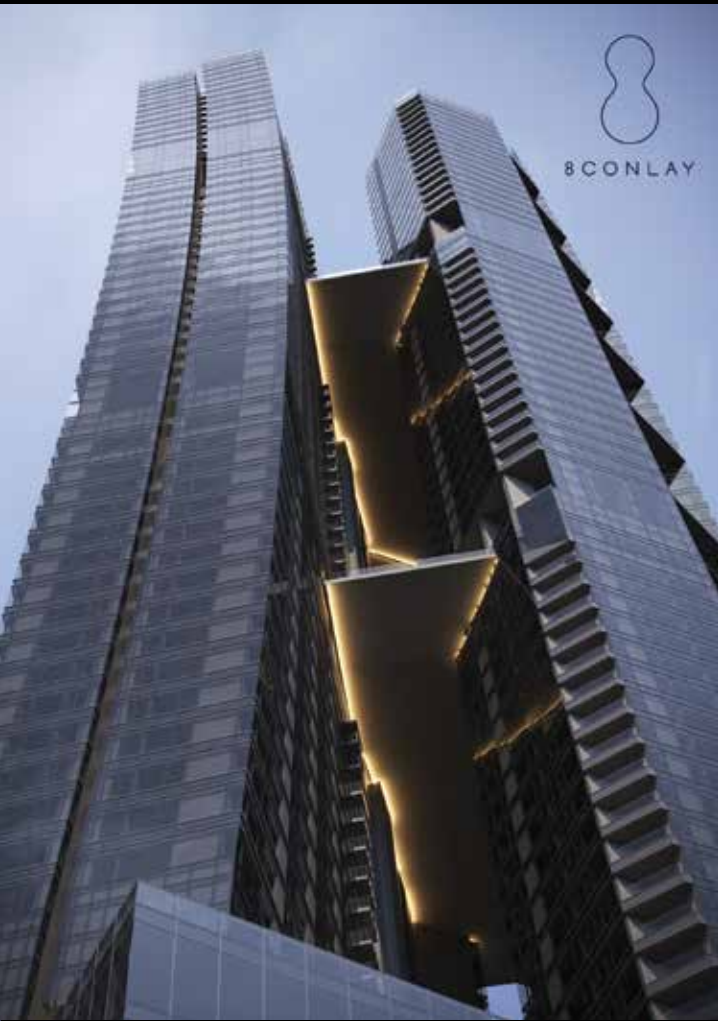
Modiz Sukhumvit 50



Andaman Riviera Condominium



Riverhouse Phuket



KSK LAND  
REIMAGINES  
THE LIFESTYLE  
EXPERIENCE

Best Mixed-Use Developer

Best Residential Lifestyle Design  
8 Conlay

As a lifestyle developer, KSK Land prioritizes the experience. Having a lot of features or being convenient isn't enough. The developer believes mixed-use developments need to be places where people can live, work, play and create memories.

In order to accomplish this, KSK Land focuses on curating the best possible design and craftsmanship at its projects. From there, the firm seeks to collaborate with brands and designers who understand lifestyle. That's why it partners with Kempinski Hotels on hospitality elements and TROP Studio for landscape design.

These ideals come to life at 8 Conlay, winner of Best Residential Lifestyle Design at the Dot Property Southeast Asia Awards 2020. The project isn't simply a place to call home, enjoy an overnight stay or shop, it's an experience set amidst the urban backdrop of Kuala Lumpur.

8 Conlay is an exciting amalgamation of life's possibilities when everything comes together. The three-tower, mixed-used development features the first and only Kempinski Hotel in Malaysia as well as YOO8, one of Southeast Asia's most exclusive branded residences. The residential component will span two towers with each one being entrusted to YOO and a world class designer.

Tower B features interiors designed by Kelly Hoppen in conjunction with prestigious design house YOO. Hoppen has created two exclusive concepts which will only be found here. Steve Leung and YOO have been tabbed for Tower A and their vision is for interiors that combine a modern outlook with distinctively Asian accents.

Meanwhile, 6-star hotelier Kempinski will manage the residences ensuring living here provides a lifestyle experience not found elsewhere in the region. The amenities of YOO8 add to this with everything from a multi-tiered park in the sky to ample recreational space all designed to meet the needs of modern residents.

The three towers of 8 Conlay are tied together by a retail center that will provide cultural and artistic experiences along with a collection of fine shops and F&B venues that will be selected with the intelligent, contemporary shopper in mind.

KSK Land's work on 8 Conlay saw the firm honored as Best Mixed-Use Developer at the Dot Property Southeast Asia Awards 2020. The two victories are proof that it has not only reimagined the lifestyle experience, but taken it to another level.



# LIVE YOUR BEST LIFE BY INVESTING IN SUNSHINE BEACH, PHUKET'S ULTIMATE BEACHFRONT DEVELOPMENT



## Best Lifestyle Condotel/Residences Sunshine Beach Condominium

The developers behind Sunshine Beach took a different approach to creating a project in Phuket. Instead of focusing on a specific feature or concept, T.H. Group, a joint venture between Hong Kong Safe Gold Group, Golden Invest Group and AUTA Group from Australia, wanted to curate a lifestyle. A place where dreams of luxury island living could be a reality.

In order to accomplish this lofty goal, the team behind Sunshine Beach needed the perfect combination of location, amenities and design along with options for both investors and those wanting a long-term home.

It was no easy feat, but T.H. Group was able to find a way to ensure Sunshine Beach offered the best lifestyle. And now the developer

has the credentials to back up its claims. Sunshine Beach won Best Lifestyle Condotel/Residences at the Dot Property Southeast Asia Awards 2020. You probably want to know more about this award-winning lifestyle, so let's find out how you can live your best life in Phuket.

## A POSTCARD WORTHY LOCATION

Location is the most important thing when it comes to real estate and Sunshine Beach boasts one of the best spots in all of Phuket. Situated along Bang Tao Beach, the beautiful blue waters of the Andaman Sea are literally at your doorstep. But there is a lot of cool stuff in this part of Phuket you should take note of.

For starters, the beautiful Layan Beach and Dream Beach Club are a short walk away. Should you be in the mood for a little shopping, both Boat Avenue and Porto De Phuket can be reached in less than ten minutes by car. Meanwhile, Laguna Phuket, and its endless array of entertainment activities, are a stone's throw away. No matter what you want to do in life, it is easily accessible from Sunshine Beach.

## THE PLACE TO BE

One of the great things about Sunshine Beach is the fact it has been equipped with a everything you could possibly need to enjoy life. Most impressive of all is the staggering 2,500 square meter swimming pool which runs past every building in the development. Simply put, you'll never have to worry about the pool being crowded.

Another notable feature of Sunshine Beach is the Aquarium Restaurant which will offer one of the most unique dining experiences in Phuket. A great deal of care has gone into the design of the other amenities at Sunshine Beach to make sure they meet the exacting needs of even the most discerning visitors. Everything from the on-site spa to the fitness center will be of the highest quality.

## A RESIDENCE FOR EVERYONE

Regardless of if you are an investor seeking outstanding yields and a holiday home to use each year or are searching for your own personal paradise in Phuket, Sunshine Beach has a residence for you. For those after the former, the hotel part of the development has been setup with your needs in mind.

The hotel residences have been thoughtfully designed to meet the requirements of modern travelers. What's more, they are backed by investment programs tailored to different goals. There are multiple programs to choose from so you can find one that works best for you.

On the other hand, the residential component of Sunshine Beach focuses on those who want to spend months or even the entire year in Phuket. The luxurious homes come equipped with everything daily life calls for, including modern kitchens and spacious living areas.

No matter your lifestyle, Sunshine Beach has a solution for you, and it is the only development in Phuket with that type of flexibility.

## LIVE YOUR BEST LIFE AT SUNSHINE BEACH

Sunshine Beach won Best Lifestyle Condotel/Residences at the Dot Property Southeast Asia Awards 2020 because it is a place where unit owners can truly live the life they want. There are the world class amenities and beautiful designs that perfectly capture the upscale lifestyle. And of course, the magnificent location along the beach is an ideal backdrop.

However, it is the flexible ownership options that ensures no other development compares to Sunshine Beach. Owning a residence here isn't simply a dream come true. It is YOUR dream come true. And it doesn't get any better than living your best life on the beach in Phuket.





# WEALTH ASSET GROUP SPARES NO EXPENSE IN CREATING OUTSTANDING PROJECTS AND MEANINGFUL INVESTMENTS



**Best Developer (Boutique Resorts)**

**Best Boutique Condotel (Rental Program)**

The Rhine Condominium

**Best Innovative Investment Product**

The Rhine Condominium



Wealth Asset Group has elevated the standard of Pattaya real estate in the past year. This much is evident by collecting three awards at the Dot Property Southeast Asia Awards 2020 including Best Developer (Boutique Resorts). The developer has shown the ability and vision required to go beyond luxury living in Pattaya with the end result being projects that are unrivaled in terms of design, liveability or investment potential.

The Rhine Condominium has turned a lot of heads in Pattaya due to its 'more than luxury' philosophy. Developer Wealth Asset Group wanted to go beyond the upscale condo experience to offer property buyers a truly special residence. No expense was spared in the firm's pursuit of residential perfection.

"The uniqueness and success of The Rhine Condominium comes down to our determination to offer a quality product," Khun Ao Varinnicha Tangraintong CEO Wealth Asset Group, explains. "That includes our mock-up room, investment program with guaranteed returns and our concept that is more than luxury. This is beyond a residence."

Located in Pratumnak, a lot of effort was also put into ensuring The Rhine Condominium was a place that everyone could enjoy. From the stunning residences with luxurious finishes to the wide array of facilities, the project is a modern sanctuary for those staying here.

"Every time people visit a property like a condominium, it's not always relaxing," Khun Ao says. "Our concept focuses on the full range of facilities that bring enjoyment for all families and generations."

A great deal of consideration was also put into creating the project's investment program. Unit owners are promised a rental guarantee of eight percent annually during the first five years in addition to being able to stay at the condominium for up to 27 days each year. A 110 percent buyback option is available as well.

"Regarding the investment program at The Rhine Condominium, this is not a new concept, but ours is a superior offer to others," Khun Ao proclaims. "We always think that customers deserve a straightforward revenue scheme providing excellent returns, so that is what we have done with our program."

It's safe to say the project is different from any other condominium on the market and Khun Ao reports that sales have been brisk with buyers attracted to project's overall quality. While many residential developments in Pattaya promise the luxury residential experience, the launch of The Rhine Condominium has gone beyond those promises to elevate the entire property market.

Speaking of the Pattaya property market, The Rhine Condominium is well positioned to take advantage of the region's future growth.

The city hasn't been immune to the COVID-19 pandemic with tourism having declined significantly, but CBRE recently released a report highlighting the Eastern Seaboard's long-term potential.

"Pattaya is a continuously-growing city that keeps developing, including EEC and areas expected to help elevate this part of Thailand. Pattaya is close to Bangkok, and the city has both Thai and foreign tourists," Khun Ao says. "During current situation, Thai tourists still visit Pattaya. But the city's tourism sector still has a lot of room for growth."

## WEALTH ASSET GROUP BUILDS A FOUNDATION FOR SUCCESS

For Khun Ao, the launch of The Rhine Condominium is the culmination of a lot of hard work over the years. She has learned the ins-and-outs of the real estate industry firsthand, gaining valuable experiences along the way.

"I have been in the real estate industry for about ten years. Even as a minor agent, I planned to become a developer, but my dad taught me that it is necessary to learn every step completely before starting any business. So, I worked for a contractor in sales. And I worked as a senior marketing and sales manager of various companies, some which weren't successful," Khun Ao recounts. She continues, "Even when I

worked for those companies that weren't successful, I was still able to learn what errors can happen in business. My previous experiences taught me how to work and achieve success. The key is minimizing errors and making each project perfect."

Despite being a relatively young developer, Wealth Asset Group is primed for long-term success. The firm has THB50 million in registered capital with no bank debts. Additionally, Khun Ao has put a strong team in place to ensure the company can reach its ambitions and offer clients the best.

"We plan to be the best, but this is the goal of everyone. The key achievement we hope to accomplish is to become a public company. From design and aftersales service to products and quality, we want to make sure our clients are getting the best," Khun Ao explains. "We believe that being sincere and honest with our customers will help take us to the top."



# COUNTRY GARDEN SERVICES

## RECOGNIZED FOR REVOLUTIONIZING PROPERTY MANAGEMENT IN THAILAND



When Country Garden Services was presented with the Special Recognition Award for Property Management Service at the Dot Property Southeast Asia Awards 2020, it was proof that the company's innovative approach was a success.

It was the latest honor for Country Garden Services which has long been China's leading property management company. In addition to winning countless awards over the years, the business is currently the highest market value property management stock listed on the Hong Kong stock market.

With nearly 30 years of experience and serving more than 10 million customers, Country Garden Services focuses only on property management. This makes it different than most other companies where property management is just one part of larger operations. The firm currently has 39 overseas projects in its portfolio, including several notable developments in Thailand.

By offering an industry leading, technology-based integrated service that combines local expertise with internationally recognized quality, Country Garden Services empowers developers and residents with the most comprehensive property management currently available.

Simply put, Country Garden Services is the best when it comes to property management and it has the accolades to support this fact.

### A BETTER STANDARD FOR PROPERTY MANAGEMENT IN THAILAND

When Country Garden Services entered Thailand, they did so wanting to offer developers a better solution than what was currently available. This starts with comprehensive assistance that covers everything from co-marketing and sales help to on-site management and the implementation of value-add services.

Everything starts with the Phoenix Butler that provides premium services and an extraordinary user experience on a daily basis. It directly connects to the major sectors of a development and becomes a user-friendly platform for owners.

Phoenix Butler is supported with an industry-leading AI system and real-time interaction between people, devices and data that ensures unmatched convenience. Security, cleaning, gardening and maintenance are all looked after in one place, backed by cutting-edge technology.

The end result is investor confidence through property services, value-added maintenance and value preservation. Meanwhile, developers can enjoy peace of mind knowing their project is being looked after by an award-winning property management service company.

### TAILORED FOR YOU

Unlike other property management companies that use rigid, one-size-fits-all solutions, Country Garden Services works with developers to create bespoke plans tailored to each individual project. What's more, the company conducts research before making its proposal to ensure what is being offered best matches your unique needs.

No property management services company in Thailand goes to these lengths to ensure developer satisfaction and that is a key reason Country Garden Services won the Special Recognition Award for Property Management Service at the Dot Property Southeast Asia Awards 2020.

To learn more about how Country Garden Services can help you, please contact:

# INTRODUCING SOUTHEAST ASIA'S

## BEST REAL ESTATE AGENCIES, PROPERTY CONSULTANCIES, CONTRACTORS AND TECHNOLOGY



Hoozing PropTech Company



Smart Construction Group (SCG)



DKRA Vietnam



Dat Xanh Mien Bac



DKRA Vietnam



Remax Executive Homes Bangkok



Bridge Estate (Thailand)

The Dot Property Southeast Asia Awards 2020 celebrated real estate agencies, property consultancies, contractors and technology for their outstanding efforts this year.

### DOT PROPERTY SOUTHEAST ASIA 2020 SPECIAL RECOGNITION AWARDS

#### Best Innovation and Technology Hoozing PropTech Company

Hoozing is creating a transparent real estate market by promoting easy and fast transactions through the use of innovative technology designed by a team of industry experts. Through its mobile app, Hoozing promotes accurate, transparent, efficient and professional real estate sales.

#### Best Innovative Contractor Smart Construction Group (SCG)

Smart Construction Group (SCG) is now a top contractor of high-rise and super high-rise construction. The firm focuses on advanced construction techniques based on the latest smart technologies to create a competitive advantage.

### SOUTHEAST ASIA'S BEST PROPERTY CONSULTANCY FIRMS 2020

#### DKRA Vietnam

DKRA Vietnam is a leader in property consultancy by providing international-quality service with local knowledge. The firm was also named as one of Vietnam's Best Property Consultancy Firms 2020 at the Dot Property Vietnam Awards 2020.

### SOUTHEAST ASIA'S BEST REAL ESTATE AGENCIES 2020:

A total of eight real estate agencies from five countries were named as Southeast Asia's Best Real Estate Agencies 2020. This year's class of winners was celebrated for their commitment to customer service and desire to elevate the standard of client relations in Southeast Asia.

- Dat Xanh Mien Bac
- DKRA Vietnam
- Remax Executive Homes Bangkok
- Bridge Estate (Thailand)
- Rahim & Co International
- Cushman & Wakefield Indonesia
- CBRE Cambodia
- The Great Haus





**Khun Jirapol Rujivipat (right)**  
Mercedes-Benz Primus Autohaus  
Managing Director  
**Adam Sutcliffe (left)**  
Director, Events and International  
Markets at Dot Property

## MERCEDES-BENZ PRIMUS AUTOHAUS VIP TRANSPORTATION PROVIDER

### FOR THE DOT PROPERTY SOUTHEAST ASIA AWARDS 2020 CHARITY GALA

Mercedes-Benz Primus Autohaus served as the VIP Transportation Provider for the Dot Property Southeast Asia Awards 2020 Charity Gala in Bangkok. It was the perfect marriage of beauty and luxury as a fleet of Mercedes-Benz S Class automobiles brought select guests to Four Seasons Bangkok for what promises to be an evening unlike any other.

Mercedes-Benz Primus Autohaus provided door-to-door, VIP transport service to select guests in Bangkok. They experienced the Mercedes-Benz difference for themselves, enjoying the unsurpassed innovations and comfort the S Class offers.

Founded in 2018, Mercedes-Benz Primus Autohaus is an official Mercedes-Benz dealer and service provider. The company's showroom is one of only 15 in the world to be designed in conjunction with Daimler and Graft, a global design agency from Germany. The end result is a sleek, modern facility with a customer-centric focus.

"It is an honor to have Mercedes-Benz Primus Autohaus as the VIP Transportation Provider for the Dot Property Southeast Asia Awards 2020 Charity Gala. Much like our award winners, Mercedes-Benz Primus Autohaus is known as being the best in its field. From the moment VIP guests are picked up in an S Class to the evening's grand finale, they will be treated to an experience unlike any other at the Dot Property Southeast Asia Awards 2020 Charity Gala," Adam Sutcliffe, Director, Events and International Markets at Dot Property, said.

The Dot Property Southeast Asia Awards 2020 celebrated the region's best real estate developers, agencies and companies that contribute to the industry in a stylish and innovative fashion. Proceeds from the Charity Gala in Bangkok went to Habitat for Humanity, the official charity partner of the Dot Property Southeast Asia Awards 2020.

**For more information about Mercedes-Benz Primus Autohaus,** please visit: [www.benzprimus.com](http://www.benzprimus.com)

## SALA PHUKET PROVIDES WORLD CLASS GRAND PRIZE

### FOR THE DOT PROPERTY SOUTHEAST ASIA AWARDS CHARITY GALA 2020 LUCKY DRAW



Habitat for Humanity Brand Ambassador  
and former Miss Universe Thailand,  
**Khun Aniporn Chalermburanawong (right),**  
celebrates lucky draw grand prize winner  
**Khun Danupop Chivatanasontorn (left),**  
Partner at Wealth Asset Group

The Dot Property Southeast Asia Awards 2020 Charity Gala lucky draw was truly a win-win situation. All proceeds went to Habitat for Humanity, the event's official charity partner, while those entering had a chance to win a stay at one of Thailand's most exclusive resorts, SALA Phuket.

Hundreds of donations were received with Habitat for Humanity Brand Ambassador and former Miss Universe Thailand, Khun Aniporn Chalermburanawong (Natt) choosing the lucky winner of a three-day, two-night stay at SALA Phuket. The amazing grand prize was won by Khun Danupop Chivatanasontorn, Partner at Wealth Asset Group.

#### A PRIZE UNLIKE ANY OTHER

SALA Phuket is one of Phuket's most popular 5-star resorts. Its chic collection of pool villas and suites that overlook the Andaman Sea have made it famous with tourists from across the globe.

The resort is also home to an impressive range of amenities that ensures guests have an unsurpassed experience. There are two large swimming pools that face the beach, the fantastic SALA Spa and a fitness center that offers bespoke wellness activities. The end result is recreation and relaxation coming together in paradise.

Additionally, Dining at SALA Phuket is an unforgettable experience. SALA Restaurant is a fixture on Thailand Tatler's Thailand's Best Restaurants list and has won several other awards. The SALA Signature Seafood Platter is not to be missed while the restaurant has a number of other specialties. Those not wanting to leave their comfortable accommodations can choose from several options including floating breakfast and a Chill & Grill barbecue.

Dot Property would like to thank SALA Phuket for generously donating the grand prize for the Dot Property Southeast Asia Awards Charity Gala 2020 lucky draw.

**For more information about SALA Phuket:**  
[www.salahospitality.com/phuket](http://www.salahospitality.com/phuket)



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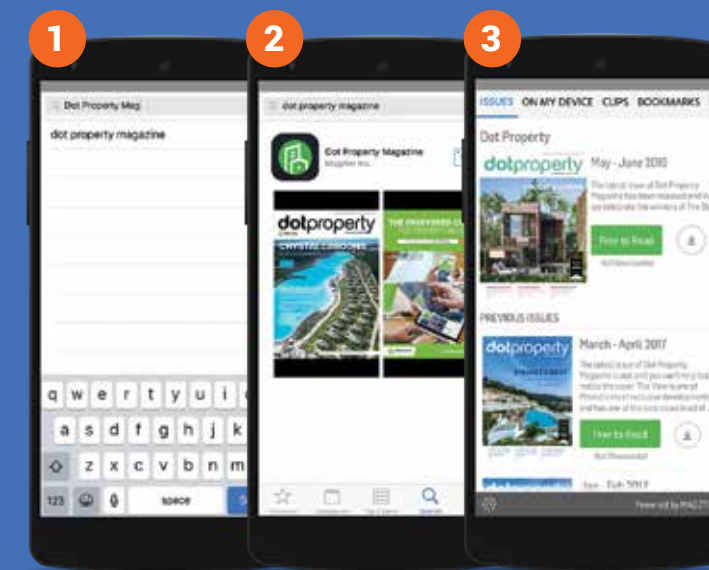
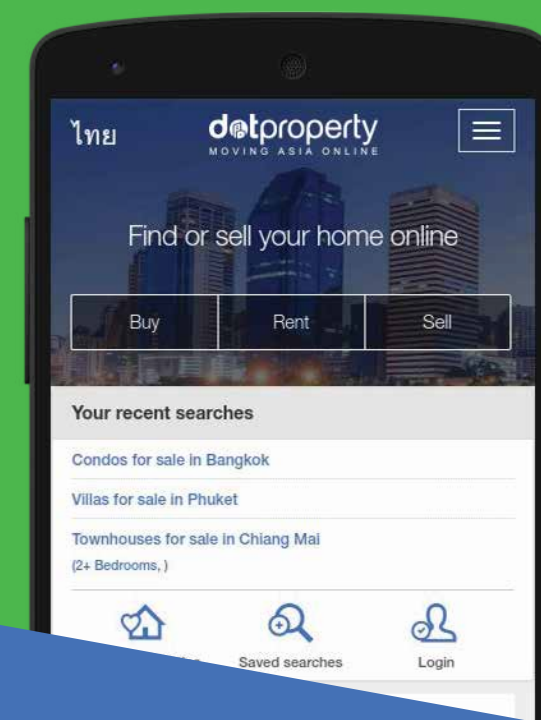
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