

The Cornerstones of Raimon Land

Quality and Environmental Sustainability.

Raimon Land, the Bangkok based luxury condominium developer, has played an instrumental role in upgrading the Pattaya and Phuket real estate markets in terms of price, quality and design. The latest project in Pattaya is The Lofts Southshore. In Bangkok, their flagship The River is scheduled for completion by 2011.

By Joakim Persson

With six new properties completed during the past five years (Kata Gardens on Phuket, Northshore in Pattaya and the rest in Bangkok), Raimon Land is part of a gradually maturing market which has seen the emergence of estate developers with established track records and that are entirely quality-driven. These have achieved higher international standards in Thailand which has led to - on the whole - a greater confidence among buyers.

Foreign buyers accounted for 80% of condominium purchases

in Thailand's resort areas in 2007, though the most active markets have changed. Currently Raimon Land's largest buyer group - outside of Thailand - comes from Western Europe, the US and Australia. Russian and Chinese buyers are the most important growth markets for Raimon Land, which demonstrates how tourist numbers are closely linked to foreign demand for residential property. Eastern Europeans visiting Thailand rose 65% in 2006 and another 45% in 2008 to 410,000. A breakdown of total value invested shows that 4% came from Sweden in Raimon Land's developments.

In order to please the foreign buyers in Thailand's resort areas, having high or very high standards is a necessity for the new wave of developers. And in this regard Raimon Land is working relentlessly to raise the bar.

There has been reluctance on the part of Thais, but they gradually learn to trust developers more, especially now that they are seeing the significant capital gains delivered by developers with track records to investors buying off plan, according to Raimon Land.

"In Pattaya we are seeing an increase in Thai buyers, especially if they see investment potential. This is another way to encourage Thais to buy if they can see the yields they may achieve," says Director of Sales and Marketing, Henri Young.

Pattaya in particular, is undergoing a dramatic sea change to become an affluent city with the international perception and the image of the city changing. A new type of tourism is growing that includes affluent well-travelled visitors who expect more than just a beachside bungalow; fuelling a boom in the luxury property

market and significant improvements in standards overall.

Besides the significance of the economic expansion along the eastern seaboard, new luxury brands are emerging within both hospitality and real estate that attracts people with more spending power; something strongly reflected in the demand for high-end luxury residential developments.

Pattaya is certainly moving ahead as an upmarket destination for high-end developments

Raimon Land CEO Nigel Cornick believes in the potential for property investors there to achieve solid rental yields and their investments to provide solid capital gains.

"The reason for the skyrocketing rates is largely due to a very limited supply of existing high-quality condominiums and prices are set to continue to rise with no more than 1,000 to 1,200 units that have currently broken ground and will be completed over the next three years." "The 30 different nationalities who have bought into our projects also indicate that there is great demand for Pattaya from a diverse range of countries," adds the CEO.

On the whole, Raimon Land considers that it stands out from its competitors regarding several aspects.

Its thorough market research is fundamental in enabling it to identify niche areas of future demand which may be overlooked by competitors and which could be catered to by Raimon Land.

This intelligence, combined with project feasibility studies and careful planning, gives it the confidence to identify and secure specific locations for land acquisitions and the development of multi-billion Baht properties.