



At the same time – “in the spirit of encouraging transparent and interactive dialogue” - Raimon Land also shares much of its research findings with its customers and the public (research publications can be downloaded freely at raimonland.com).

Its reports provide regular and comprehensive analysis of macro-economic indicators, current market values, new unit launches, cumulative supply and take-up rates etc.

For instance, its latest Condominium Focus report established that condominiums have become the fastest growing segment in the residential property market. Looking at supply and demand for the resort areas there are very few unsold units in resort developments that are nearing or have reached completion.

Also, the developer aims to apply innovative thinking to all aspects of the business from architectural design and home management systems to financing techniques and customer relations. The company works with leading concept designers, and with Thailand’s best architects they are able to then turn these visionary ideas and exceptional designs into reality. The Thai developer also endeavours to set new standards in the quality of living for our customers through various innovations.

Finally, Raimon Land prides itself on its integrity. “What you see in the

showroom is what we will deliver to you - and within the timeframe we have indicated. We are careful to use high quality construction materials. And we aim to sell at prices which leave room for capital appreciation. Needless to say, this approach establishes a high degree of trust between Raimon Land and its customers - and is the main reason why a growing percentage of our buyers are repeat customers.”

A noteworthy detail – on a market hardly known for regarding environmental concerns and energy-efficiency as essentials – is also how energy efficiency and environmental management have become core themes in recent years for Raimon Land.

“Buyers are ever more demanding, and we continually seek new levels to which we can accommodate them. By focusing on environmental and energy conservation from the preliminary design stages, we can ensure them that the final product meets or exceeds the most stringent environmental standards while not largely affecting the immediate area we are building on,” says CEO Nigel Cornick.

For example they use solar panels and water-cooled air conditioning systems at The River, and at Northpoint all units have double-glazed windows enhancing the efficiency of air conditioning.

For the quality developer the support of ‘green’ systems has become a mainstay on all its projects and is part of a noble cause.

“We see it as our moral duty to act in a socially and environmentally responsible way as well as actively contributing to key humanitarian and environmental causes.”

Initiatives such as use of water recycling, water efficient bathroom fittings, high-quality aluminium window systems with tinted laminated glass and other ‘energy aware’ designs appropriate for Thailand’s tropical climate have set new standards for luxury condominiums in the Kingdom.

The developer’s concern for the environment and community is further evidenced by its many corporate social responsibility projects aimed at this very issue, including the recently dedicated water treatment plant at Pongsaket School near Pattaya.

In its effort to offset all of its carbon emissions, Raimon Land has also partnered with the Plant A Tree Today (PATT) Foundation to establish a nursery at the UNESCO-listed World Heritage Site, Khao Yai National Park.

Further on the topic of best practices, Nigel Cornick points out that those who purchase early often see the value of their investment climb considerably before the project is even finished. However they should also know there are certain risks when