



# New Level of Service and Best Practices

In 2007, Swedish visitors were number one among foreign visitor to the Royal resort town of Hua Hin. During that year, the international real estate agency Engel & Völkers (E&V) from Germany set up their office.

*By Joakim Persson*

**D**uangjai Kraus and her German husband together with Managing Partner Bruce Davison established the local franchise of the global real estate agency, based on the expectation that Hua Hin would become one of the most promising resort home markets in Asia and seeing its popularity continuing to grow as a prestigious address for second home investment.

Their aim: enabling prospective clients to talk to a truly skilled and established real estate company, and bringing a new level of professional service to Hua Hin. And clearly, the high-end real estate specialist could fill a gap in the market.

"A lot of people come to Hua Hin or indeed to Thailand and they very much get bitten by the Asian lifestyle bug, they see how great the lifestyle here is and subsequently some visitors make impulse purchase decisions to buy. They say: 'We'll buy', but have very little understanding of the complexities of purchasing here in Thailand, how it differs from their homeland in terms of freehold versus leasehold, buying off plan versus resale etc. For those clients we ensure to guide them through all of that process and ensure that they are fully advised," says Bruce.

"Clients turn to E&V where they'll be able to sit with a professional company, with someone who goes through all the different stages and work on their behalf, and not just wanting the sale. That's a very big difference, and