



"However, being a foreign-driven market developers must acknowledge that customers may require mortgages from abroad in order to invest in Thailand and that banks currently are reluctant to lend which means potential clients are less likely to enter any purchases."

Financing

"Financing is an issue that we find is very important to discuss with clients quite early. The dream of a home in the sun is there but the financial part may not have been fully understood or carefully considered. Since Thailand predominantly is a cash market, if you don't have that then one of the only other options would be payment plans offered by some developers," says Robert.

Robert and Sukanda believe, however, that the property market of Phuket will continue to expand and also continue its move into the Phang Nga and Krabi provinces. Sectors like marinas, healthcare and MICE will most likely see a continuously healthy growth. But obviously the global economic downturn is felt.

"For the upper mid- to high end the demand will continue to be on the rise in the light of location and lifestyle. The villas and condos, new or re-sale, with close proximity to the beaches with gorgeous views and within well maintained estates will continue to attract affluent individuals," says Robert.

"However, when you reach investment levels of 1-2 million US dollars, the amount spent on a third or fourth home might only represent 5-10 per cent of your total assets. When trading those types of properties clients are normally used to making



decisions," adds Robert.

"We leave the contract details to the lawyers and financial advisers who have to advise the client but in terms of the basics, we will explain the general structures of the legal framework."

As for due diligence, Home2Thailand Exclusive Real Estate play their part in ensuring that developments are sound from an early stage and keep in regular contact with the developers.

Personalised service

"Our niche is to provide very personalised services for our clients, from initial contact to often long after they have taken possession of their properties," says Sukanda

"Different types of investors have various requirements, our challenge is to understand and cater for their needs and that is what we try to accomplish. First we try to make sure we fully understand their objectives. Then we present a selection of developments at various locations, point out advantages/ possible disadvantages, and narrow down the list to the once most suitable," says Sukanda.

"Our reputation is very important to us. We want our clients to tell their friends that "these guys will carefully consider your situation and then give you honest advice and present suitable options," adds Robert

When asked to sum up their basic advice to new buyers on the market,



they put it like this:

"Always go with reputable agents and seek advice from credible legal advisers. We are not saying that everyone out there consciously intends to cheat you but as a buyer you need to fully understand the whole picture before making such a substantial investment as purchasing a property."



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