

Sansiri's endgame: offering impeccable after-sales services

The award-winning real estate developer provides a comprehensive range of post-sales resources that go far beyond those offered in the market

While many other developers focus on marketing properties, drawing buyers in with the unique strengths of each asset, Sansiri begs to differ. The Thailand-based, award-winning real estate developer prides itself on being the country's only fully-integrated property developer, providing an extensive array of after-sales resources, which include leasing and resale management, brokerage advice, and residential maintenance services.

The public limited company has over 35 years of experience learning the tricks of the trade. It has built meticulously designed luxury homes, townhouses and condominiums in Thailand, completing 102,488 residential units across 20 provinces. The firm's footprint even extends to the UK, where it has developed two hotels and a residential development in Kensington, London.

To provide the best after-sales services, Sansiri is backed by its subsidiary, Plus Property, which has an excellent track record in residential

resale, leasing and property management. Plus will always be on the ground to assess its customers' requirements and provide hassle-free solutions. It oversees more than 1,000 resale deals each year, a result of establishing thorough client relations with effective communication.

As a result of Plus, Sansiri's properties have their returns to show for. Enter its latest mega-project, T77 Community, located on an 861,113 sq ft plot in the centre of Sukhumvit 77. All of the developer's condos in T77 – Blocs Sukhumvit 77, THE BASE Sukhumvit 77, THE BASE Park West, THE BASE Park East, hasu HAUS and mori HAUS – enjoy an average 88% absorption rate over 1,393 rental stocks in total, with yields of 5% per annum.

In Thong Lo, Sansiri's two condos, Quattro and HQ by Sansiri, have enjoyed capital gains of 88% and 74%, respectively. Prices per sqm at HQ by Sansiri soared to THB243,000 in 2018, from THB140,000. At Quattro by Sansiri, prices



Sansiri's T77 Community is located on an 861,113 sq ft plot of land in the centre of Sukhumvit 77

per sqm jumped to THB248,000 in 2018, from THB132,000.

Meanwhile, the firm's flagship condo, 98 Wireless, commands rentals of THB250,000–350,000 for its two-bedroom units, reaping a 5–6% yield for its owners. It enjoys a 100% rent-out rate to business owners and management executives, who are attracted to stay in the luxury apartments in Pathumwan, the heart of Bangkok.

Despite these results, Sansiri is constantly innovating. It has rolled out its one-stop Home Service Application, an all-inclusive app that allows owners to manage their property – even during the process of acquiring one. Options include tracking the progress of a particular development purchased, and keeping tabs on payment due dates. Once owners have moved in, perks include access to smart home services such as automated lighting, voice command control, shared facility booking and entering the home using just the app!

Sansiri is also partnering with Hostmaker, an apartment management group that helps homeowners lease out their properties, from providing housekeeping and quality linen, end-to-end maintenance of all property repairs, and even

the curation of rental listings online with professional photography and copywriting to boot.

This partnership has come at an opportune time as Bangkok has clinched the title of most-visited city for the fourth consecutive year, based on a ranking by Mastercard. In fact, in 2018, the capital city hosted more than 22 million international overnight travellers, with Paris and London trailing behind with just over 19 million each. With this in mind, Hostmaker aims to maximise rental revenue for homeowners by offering premium hospitality standards – their Welcome Wizards work round the clock to greet every guest with a dedicated local welcome pack.

Besides this, Sansiri hosts a monthly webinar series to answer investors' burning questions on the Thailand economy, real estate investment opportunities, and taxes and visa regulations.

One thing is for sure – once a buyer purchases a Sansiri property, he can be sure to enjoy an exemplary after-sales experience.

If you'd like a slice of the pie, reach out to Sansiri at Singapore@sansiri.com, call (+65) 9850 1893, or visit www.sansiri.com. For more webinar details, visit Sansiri's Facebook page at [SansiriFamilySingapore](#).