



The waterpark and fitness atrium alongside Building C.



The lagoon pool stretching back between Buildings A and B.

Rocketing sales prompt

Building A at Laguna Beach Resort Jomtien is selling so fast that already Heights Holdings have decided they should launch sales in Building B.

Building A, which was only officially launched in the third week of July, is almost sold out so

Building B is being marketed well ahead of schedule at what is HH's 10th project.

"Sales have been amazing for low season – even we have been surprised, but pleasantly so," said a spokesman. "This is probably our fastest selling project ever. We sold a large number of units

before we had the official launch, interest has been that great."

I asked what did he attribute these quick sales to, *writes Dave Buckley.*

"Three simple ingredients – the right location, right design and right price," he said. But I guess that true for any successful

project. What LBRJ has is great amenities. The whole pool area is amazing. There will be pool bars, a wave machine, water slides, waterfalls, a Jacuzzi, you name it, this project has it."

With prices now starting at just under Bt900,000 an inexpensive unit is still available.

"Building B will be outstanding," the spokesman continued. "To the front of it is the pool and to the back will be the sea. There are nine unit types covering studios through to two-bedrooms to suit all preferences. Plus the project will have unique penthouse units. Above them there will be rooftop communal areas."

The first 100 units sold in Building B will have the added attraction of free furniture.

LBRJ is HH's first in Jomtien. The 7,800 sqm project will comprise three buildings of eight floors each. There will be approximately 600 units – the final number affected by how many owners want units combined. It will have underground parking. 

launch of second building



Another view of the fitness atrium and nearby waterfalls.