

# Heights Holdings – business as usual



## Who says low season means low sales?

**H**eights Holdings are reporting more and more demand for their condo units and have just had the most successful April since they started operations in Pattaya.

“It’s business as usual for us here at Heights,” said a HH spokesman. “As far as sales go we have not seen any ‘low season’ tail-off. In fact, the opposite is true.”

HH currently have six projects on their books, four of which are actually under construction.

The four are Club Royal and Laguna Heights at Wong-Amat and Park Royal 2 and 3 at Pratumnak.

By the end of this month new show units should be open for viewing at the Laguna Heights and Club Royal projects.

“We take the construction of our show units very

seriously,” said the spokesman. “We want to give potential customers a taste of the genuine living experience in our projects.”

### Nine-storey showroom

So seriously do Heights take this that they have constructed a nine-storey high showroom for their W Tower project which is due to start building later this year in Wong-Amat. This is so buyers can get a real feel for the views they will be able to enjoy there.

“We believe that this is the highest showroom in Thailand,” added the spokesman. “Siting it on the ground just wouldn’t have given the same impression.”

Even though they have half a dozen “live” projects in hand HH are not resting on their laurels. “We are constantly looking at new opportunities and sites and have other

projects in the pipeline ready to unveil just as soon as we hit our sales targets on current projects,” said the spokesman. “If we stand still, we will go backwards.”

He went on to discuss the changing demographics and tastes of their customers.

“We are finding that more and more of our customers are middle class Thais,” he said. “We still sell lots to foreigners (farangs) but low currency exchange rates mean that customers from the Euro zone and the UK are not seeing Thai property is as big a bargain as used to be the case.

### Stable currency

“That said, having a stable currency here is attractive to potential investors.”

Stronger Asian currencies and increased tourism from countries such as China, India and Korea means that interest

in Thai property is increasing closer to home.

“We are definitely seeing a change,” said the spokesman. “But for us this means we simply have more buyers which is a great position to be in. There is an increasing demand for prestigious projects with high added value.

### Setting new standards

“We believe that the quality of our build and the effort that goes into making everything just right is setting new standards here an unprecedented milestone.

“For the foreseeable future we will continue to focus on high-end projects pitched at a reasonable price.”

The spokesman was also pleased to announce that HH have reached a partnership agreement with the Modernform company to supply furniture for all their projects. “We are very happy about this,” he added. “They offer good quality at sensible prices.”

Some examples of Modernform furniture in the W Tower show unit can be seen alongside at the foot of these pages. Ω

