

HH keep giving more!

Heights Holdings, as one of the market leaders in residential real estate on Thailand's Eastern Seaboard, are constantly seeking ways to upgrade and improve their product offering.

In a highly competitive market with shrinking product differentiation and low barriers to entry, this continued innovation is crucial to stay 'ahead of the game', they feel.

A spokesman told us: "In today's market we believe that improvements to condominium

facilities, as well as improved build quality, will become more and more common even at the lower end of the market.

"As well as improved amenities, customers are seeking higher build quality including European-standard kitchens, steel core entrance doors and ISO-9000 aluminum balcony and window frames even in the Bt1-1.5m price range."

This is a positive trend from the consumers' viewpoint and for the Pattaya real estate

Heights Holdings are focused on providing clients with the best possible investment

market as a whole, since it will ensure developers are 'kept on their toes' and continue to evolve and improve their product set.

The spokesman added: "HH are very happy with our current policy of continuing to 'give more' for our clients. In Laguna

Bay the recent building redesign has allowed for upgraded facilities – such as an 18m long rooftop infinity pool, rooftop gymnasium and changing room and 10 x 16m tropical atrium – as well as unit upgrades for residents. The impact has been very significant with the

building now 80 per cent sold out having very recently started construction.

"Feedback from customers who are experiencing a rise in the value of their investment has been overwhelmingly positive. We have clients who made resales recently in our Park Royal 3 development on Pratumnak Soi 6 and Club Royal in Naklua Soi 12. They have made RoIs (returns on investment) in excess of 20 per cent in one year or less."

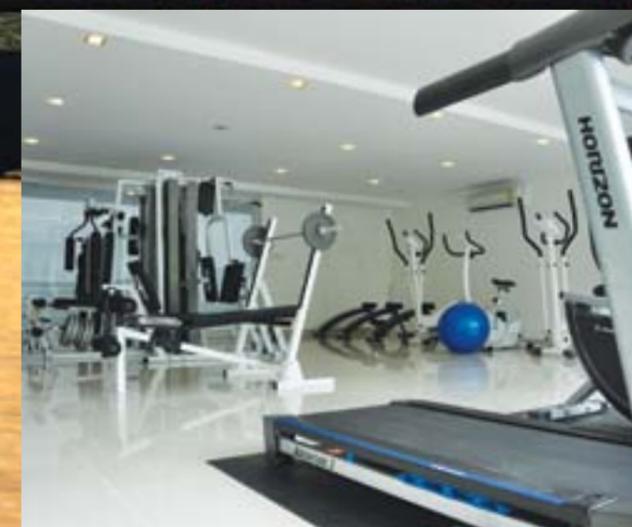
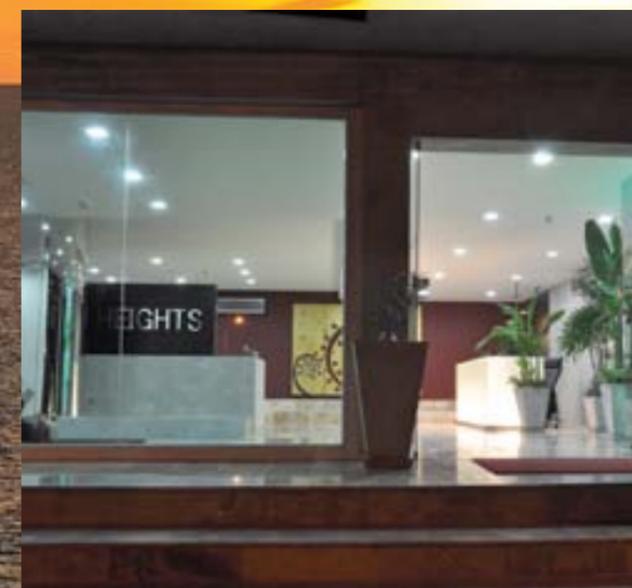
The outlook continues to be

bright for HH, with Park Royal 2, Park Royal 3 and Club Royal Building A all approaching completion over the next few months. As stated before Laguna Bay has recently commenced construction while the start date for the W Tower has been brought forward to April.

A spokesman concluded: "Look out for our new 36-page magazine released in the final week of last month, showcasing our entire portfolio of projects in the Pratumnak and Wong-Amat areas." 



HH continue to make rapid progress on Club Royal Building A on Naklua Soi 12 with all interior walls approaching completion.



Amenities at Heights Holdings' Laguna Heights on Naklua Soi 16 include the 8th floor rooftop infinity pool (main image), a luxury reception area with concierge services (right, middle) as well as a state-of-the-art fitness and gymnasium suite (right, bottom).