



Heights say 'scram' to cram

Heights Holdings are in no doubt about the reasons why their newest brand of developments – Arcadia – is proving a success with future owners and investors.

“A key reason is because we are not trying to cram too much into these projects,” said a spokesman. “We believe we are going against the grain by taking this approach but it is working in our favour and maybe even the market’s favour.”

As you can see in the illustrations above HH are devoting very large areas – in some cases more than 50 per cent – to pools and recreational areas in Arcadia Beach Resort (main picture) and Arcadia Imperial (the two smaller pictures).

The Beach Resort and Imperial are the first and third of the Arcadia brand. The second, in Naklua, is a much smaller development.

The spokesman added: “We are not maximising the space we could

devote to units in Arcadia resorts in a bid to support a genuine resort feeling. By sacrificing unit meterage we are giving more to our customers and the high uptake is evidence this is paying off for us.

“The brand continues to gather momentum. At Arcadia Beach Resort in Thappraya Soi 9 blocks A, B and C are now more than 85 per cent sold. At block D, which was released much later which a guaranteed rental return offer, all the poolside units have been sold and the exterior is now selling fast.

Price increases

“Early investors in Arcadia Beach resort have seen price rises of between Bt100,000-200,000 which equals approximately 15 per cent.”

The spokesman said that a good range of units is still available at prices from Bt1.299m for a one-bed 25sqm unit to Bt2.549m for a 49sqm two-bed unit.

AWARDS

- Heights Holdings were in the running for two awards as this magazine went to press.
- The first ... they have been nominated for a People's Choice Award with iProperty.com.
- Secondly, they have been nominated in the class Best Developer South-East Asia in the OPP International Property Awards of Excellence 2014.

“So in Arcadia Beach Resort we are in a very good position before we go into the ground to begin piling.”

The picture is also encouraging at Arcadia Imperial, the 1,100-unit project planned for Theprasit Sois 9/17 in Jomtien where just blocks A and C were released a short time ago.

“Our attractive pre-launch offer of units from Bt1.149m has seen units fly off the ‘shelves’, said the spokesman. “Investors and lifestyle buyers alike have snapped up more than 80 units in a very short space of time.”

Because availability of city centre units in Arcadia Beach Resort is shrinking fast the company are likely to bring forward the launch of their next five building Arcadia in the area.

The spokesman would not be drawn into saying too much, but he added: “We are confident it will be the market leader for high season. The spec will set new standards for resort developments in South Pattaya.” |