



# Siam Property Co. Ltd.

## About Hua Hin



Hua Hin is located about 200km south of Bangkok on the west coast of the Gulf of Thailand. It is the oldest and most traditional Thai resort with the attractions of a modern holiday destination with the charm of an active fishing port.

Hua Hin has been transformed from a fishing village to a royal resort during the reign of King Rama VI (1910-1925), as a getaway from the busy metropolis of Bangkok. And resulted to the construction of Hua Hin railway station, early 1920's. Then followed by the Klai Kangwon palace (Far From Worries) by King Rama VII in 1926. And remains to this day an official royal residence, which gave Hua Hin its unique identity.

Because of the King's presence, the town is surrounded by garrisons of troops including the elite parachute regiment and the Air Arm of the Royal Thai Police resulting to a very low crime rate.

A colonial style Railway Hotel was built in Hua Hin in 1923 by the State Railway Authority. In 1924, Thailand's first golf course was opened, the Royal Hua Hin Golf Course. There are now 7 courses within 30km of the town and more are under construction. Hua Hin provides the highest density of world class golf courses anywhere in Thailand. Green-fees and other costs are very reasonable, with world class maintenance and services. Its surrounding areas provide you with natural resources like parks, forest, waterfalls, and caves.

Despite being Thailand's oldest beach resort, the town has remained relatively low profile, slowly building itself as a preferred destination for laid-back holidaymakers and wealthy Thais.

The Thai government has approved the construction of a 92-kilometre motorway that will cut driving time from Bangkok to Hua Hin by one hour. The Thai Cabinet has allocated a budget of 56 billion baht (about US\$ 1.44 billion) for the motorway. A spokeswoman for the Thai Tourism Board said, "This will certainly boost domestic and international tourism to the many beach resorts along the entire peninsula, including Cha-am, Hua Hin and beyond. It is part of the huge investment in infrastructure being made by the Thai government that will go a long way towards boosting travel and tourism all around Thailand."



Corporate Address:  
Hua Hin Property Shop Co. Ltd.  
162/5 Naresdamri Road  
Hua Hin 77110, Thailand

T: 0 3253 2829  
F: 0 3253 3490

Email: [admin@siam-property.com](mailto:admin@siam-property.com)



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The main highway to the South of the country parallels the coast all the way to Surat-Thani and beyond.

A new airport is planned for construction just to the west of Hua Hin. The central location of Hua Hin makes it a hub for convenient travel within Thailand and abroad. It is anticipated that direct flights will operate between Hua Hin and Hong Kong, Singapore and other key Asian destinations.

The main centre of Hua Hin is refreshingly compact and most offices/departments that a resident is likely to use are within a short distance of each other. For example, the Immigration office, Municipal Building, post office, telephone/internet office and various bank branches can all be passed in a minutes stroll. The Land Office is a few minutes drive.

Hua Hin offers a laid back and friendly atmosphere. Good infrastructure (i.e. roads, water and sewerage in place). Clinics, hospitals, pharmacies and international school can be are available. Fine restaurants, supermarkets and delis to meet your daily needs for groceries with a large selection of overseas items. Being the royal beach resort, cabarets, discos and other night entertainments are controlled and very limited.

A traditional Thai seaside resort with a rich history. In past times, it has been the number one place for the Royal Family to spend their holidays. It is has been where the present King Rama IX chooses to spend his summers and now provides their full time residency. This makes Hua Hin a safe and very special place to be.

Hua Hin has all the modern conveniences you would expect but this does not detract from it's old fashioned and graceful charm.

*A great and convenient place for families, retirees and for people who wants a relaxing and*

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## Activities /Attractions

**Golfing** is one of the top activities in Hua Hin with 7 beautiful, well landscaped courses (one designed by Jack Nicklaus) within easy reach of the centre. This is a golfer's paradise and boasts the highest concentration of World class courses in Thailand. Two more top courses are planned at The Banyan Estate and Queen's Valley.



If golfing is not for you then you may wish to relax on one of Hua Hin's white sandy beaches or have a go at kite surfing which is one of Hua Hin's newest sports. ( It is great fun to watch too).



## **SPA**

One of the delights of Thailand is the wide range of **Spa** facilities available to all and Hua Hin is no exception. All types of massages, facials and other dreamy treatments can be had to relax the body and mind. The world famous Chiva Som resort, voted best Spa in the World, is located on the beach at Hua Hin. Several other World class spas are in the area. Tariffs at many of the spas are so reasonable that many people find a regular visit to the Spa hard to resist. And who can blame them?

## **HOTELS**

in Hua Hin include, Hilton, Grand Hyatt, Marriot, Sophitel, Dusit and Novatel which offer 4-5 star accommodation in luxury surroundings on their beachfront locations



**Shopping** in town is plentiful and varied, ranging from high street style boutiques to street markets, all at a fraction of what you would pay back home. Several local stores and delicatessens now supply most of the treats that ex-pats may miss from home.



In February 2006, a large shopping mall, **Market Village**, opened here with a massive Tesco supermarket, a home warehouse, multiplex and bowling alley as well as a multitude of brand-name stores, restaurants and other services. There are a host of more traditional markets and stores to explore and many residents regularly visit Bangkok which ranks alongside any city in the World for provision of goods and services.

Attractions in and around Hua Hin include Klai Kangwon Palace , the King's summer residence. The impressive railway station dates back to 1911 and is one of the most unusual you will find anywhere. Kha Hin Lek viewpoint gives a bird's eye view of Hua Hin in all its glory. Khao Takiab known as Monkey Mountain , due to the monkeys that roam there, is another great spot to take in the spectacular views of this ' Paradise town'.

Cha Am, 25km north of Hua Hin, has a long white sandy beach with a promenade to stroll along, restaurants and bars to sit and soak up the atmosphere and a large outlet shopping mall selling international brands.

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For those looking to get away from the crowds and see a little more of the surrounding area read on.

Outside of Hua Hin places to see include Kaeng Krachan National Park, Thailand's largest. Stunning scenery, lush rainforest, majestic mountains, cascading waterfalls and many different types of wildlife and flora make this a popular choice for nature lovers.

Sam Roi Yot National Park (Mountain of 300 peaks) was Thailand's first Marine Park and is one of the most ecologically significant. It boasts quiet sandy beaches and towering limestone pinnacles. The park is also a haven to over 300 species of bird life and to animals that include dolphins, mongoose, slow loris and porcupine.

**Khao Kalok** is a bit of a mission to get to but well worth it. Drive to Pranburi and head towards Paknampran then take the second major turning on the right (not the Sam Roi Yot one). Follow this road for about 10km and make a right at the t-junction, follow the road round and follow the signs, it takes about 40 minutes. There is a long beach with a concentration of good restaurants at the end, also has a large rock outcrop with a hole through it that shelters part of the beach (there are always Thais hiding under it).

**Phu Noi (Sam Roi Yod)** is around 45 minutes drive away. As before drive to Pranburi, left at the lights and right at the first main turnoff. Follow the road straight for about 15km and turn left when you reach the big temple at Phu Noi. This road leads down to the beach. Not the best beach in the area but there are plenty of guesthouses and restaurants along the beach road where you can stop for a bite to eat. There are better beaches further into the National Park.

**Ao Manao (Prachuab)** Is a locals favorite spot. It takes an hour, drive to Prachuab, turn off towards the city and follow the English signs to Ao Manao, takes you through the city, over a runway and into an army base. When you see the colour of the water here you'll think you're on the Andaman. Very popular with Thais and very few westerners here, the beach is great, ideal for kids (although does get jellyfish in the season) and loads of food options. No better way to spend a Sunday afternoon.

**Ban Krut** is a small coastal town around 45 minutes drive south of Prachuab. It is sign posted off the main highway and takes a further 20 minutes or so to get to the beach. There are a number of resorts along the long stretch of golden beach and the area is very popular with Thais, especially at the weekends and holidays. Probably too far to go for a day out but it makes a great little break for a night away by the beach.

**Bang Saphan** is an unspoiled beach retreat, only 2 hours drive south of Hua Hin, where you can explore crystal clear waters to discover tropical fish and colourful coral reefs and then relax on the pristine shores to soak up the sun. There are plans to introduce day trips by rail to Bang Saphan direct from Hua Hin. Further south, Chumpon and Kohs Tao, Samui and Phangnan are popular getaway destinations.



Also from Hua Hin you are able to take short trips to the world famous "Bridge over the River Kwai" and the traditional Thai Floating Market, not forgetting the host of attractions Bangkok offers the visitor only a few hours away.





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## Restaurants/Nightlife/Social Life

With every major cuisine covered in Hua Hin you are bound to find something to satisfy your taste buds. From street stalls to 5 star restaurants, from mild to spicy, traditional to contemporary, there is somewhere for you to enjoy the tastes of Thailand. Many of the top end hotels offer culinary theme nights and visiting master chefs on a regular basis. The seafood in Hua Hin is particularly famous.

There are numerous bars in central Hua Hin located within the area of a city block. This means that there is ample variety available but their existence is not disruptive to the residents of Hua Hin. All bars have a wide choice of drinks available for you to quench your thirst. As social centres many bars offer popular activities including quizzes, pool and darts to name a few. For those who may wish to boogie the night away there are 4 nightclubs within Hua Hin but the one that seems to attract the ex-pats is at the Hilton.

Many social activities are offered in and around Hua Hin throughout the year. It could be a jazz festival, golf tournament, art exhibition, a dance show or any number of other things at a given time. The large influx of ex-pats into the area recently is energizing the social and business life of Hua Hin as people seek to add value to life here at all levels.

## Amenities

There are international standard hospitals and clinics with English speaking doctors and provision is expanding. Dentists use the latest technology at a fraction of the price back home and there are Schools and Universities of that cater for all age groups.



There are a variety of banks which have experience in any transaction the ex-pat is likely to need. Many of them are upgrading their branches and are installing additional ATMs and appointing staff who speak foreign languages.





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## SIAM-PROPERTY, HUA HIN, THAILAND

Managing Director Glenn Thomson, a relocated Briton, and his team of advisors at Siam Property pride themselves on providing absolutely first class service to their clients. Being expatriates ourselves, we are uniquely placed to have an on-site understanding of the local market while at the same time being fully aware of the concerns of the UK investor. This dedication to customer care and expert knowledge has propelled Siam Property to become the foremost Estate Agent in Hua Hin. We are located in spacious offices in the central tourist area, diagonally opposite the Hilton hotel.

If you are looking for a house, a condominium or land, for investment, business, residence or retirement, "look no more". Hua Hin and its surrounding area is the place for you in Thailand and Siam Property is the company to help you realise your goal.

We know our community and the real estate market and provide you with knowledgeable, creative solutions to all your needs. We represent most of the developments in Hua Hin and we pride ourselves on having good relationships with all of them. This allows us to meet customers requirements in their property search. Siam Property has been given exclusive contracts to market developments on the strength of our extensive knowledge, experience and professional ethics. The Banyan Estate, a forthcoming prestigious project combining luxurious residences with a 27 hole Championship golf course, is one example of a prominent company that has placed its trust in Siam Property.

We offer a complete range of services to property buyers. From start to finish they need make only 1 stop at Siam Property to resolve any property related issue. Due diligence, company formations, work permits and visa issues are some of the legal services we offer. Other services include house and pool construction, interior design, property rentals and management, a travel agency and business brokerage. With our extensive knowledge of the local area and Thai laws, we provide our clients with comprehensive information and advice and enable them to make a wise investment with complete confidence.

Glenn says, "I am committed to provide an environment where I can showcase developers building projects and individual private property sales to our clients in a thoroughly professional way. Property purchasers will be able to relax in a child friendly, spacious environment where customer service will be paramount. A full consultative appraisal of the individuals property requirements will be undertaken. This will be followed by viewings of suitable properties accompanied by an English speaking, trained advisor fully conversant with all aspects of the purchase process. It is my role to promote the virtues of owning property in a beautiful area such as Hua Hin and the quality lifestyle it affords."

Previously Glenn was in Hong Kong where he has spent the last 3 yrs performing Senior Management roles (Senior VP, NAV Global) within the Financial Services and Property arenas. In all, Glenn has now served 18yrs within Financial services, mostly in the UK, starting as an Independent Financial Adviser, through Sales Management, Business Consulting and Business Development for Blue Chip Financial Institutions. Glenn was able to specialize in advising real estate companies in setting up financial services operations and has been involved in setting up Recruitment companies, Financial Networks and IT services.

Glenn will also be introducing an International financial planning arm to the business, specializing in property and business purchase financing, investment advice and insurance such as private medical. Glenn will be introducing the service once he has become appropriately licensed under the Thailand Securities and Financial Services Authority.

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## SERVICES

If you are looking for a house or condominium, for investment, business, residence or retirement, "look no more" Hua Hin and its surrounding area is the place for you.

Land ownership restrictions for foreigners in Thailand make the process complicated, but there are several well tested ways for a foreigner to secure their investment. With our extensive knowledge of the local area and Thai laws, we can provide you with information and advice to making a wise investment.

Siam Property offers a complete range of services with the best possible real estate solutions. We know our community and the real estate market, and provide you with knowledgeable, creative solutions to all your needs. We assist you into finding the right property and land, negotiations, signing contracts, obtaining legal advice, property management services, finding a school and any necessary information to making your life easier and comfortable. *(please see list below for more detailed services)*

***We can find your "Place in the Sun"...***

## PROFESSIONAL SERVICES

- ◆ Property Sales(Residential/Commercial)
- ◆ Land Registry Service
- ◆ Business Brokers
- ◆ Due Dilligence and Business Valuation
- ◆ Construction
  - Planning/Architectural Designs
  - Building and Renovation
  - Swimming Pool Construction
  - Landscaping
  - Kitchen Designs
  - Interior Designs/Furnitures/  
Appliances
- ◆ Property Management
- ◆ Rentals (competitive accommodation)
  - Yearly
  - Monthly
- ◆ Legal Services
  - Company formations
  - Work Permit Application
  - Audit/Annual Balance Sheet
  - Income Tax application
- ◆ Travel Agency



## Developers/ Businesses Considering Investment in Hua Hin

### Why Thailand?

#### **Advantages of Investment in Thailand**

**Ranking as the world's fourth most attractive nation for foreign investment in a survey by the UN Commission for Trade and Development in 2004, Thailand is a perfect destination for investment. Here are the country's top ten advantages:**

### Gateway to Asia

Thailand enjoys a strategic location right at the heart of Asia – home to what is regarded today as the largest growing economic market. It serves as a gateway to Southeast Asia and the Greater Mekong sub-region, where newly emerging markets offer great business potential. From Thailand, it is convenient to trade with China, India and the rest of Asia.

### Hub of ASEAN

Aside from its excellent location, Thailand has the reputation of being one of the founding members of the ASEAN. Being the center of economic cooperation between ASEAN member nations, Thailand has trade access with this continuously growing market, with products from Thailand easily capable of reaching the region's 500 million people.

### Social and political stability

Thailand enjoys uninterrupted social and political stability. The country's form of government – constitutional monarchy – allows democratic processes and reforms. The Prime Minister, Thaksin Shinawatra, was the first in history to be elected to a second term of office.

The Thai people's peace-loving nature, high reverence for the Thai Monarchy, and devotion to the teachings of Buddhism help to balance the political system.

**"We need to make sure that when we put a big investment in any country, it will be a stable situation that we can rely on the rules and the way that business is done. And we have felt that confidence in Thailand."**

**David Levy, Chairman and Managing Director, ExxonMobil Limited**





## **Growing economy**

Economically, this country of 64 million people is characterized by steady growth, reaching an impressive GDP of 6.7% in 2003 and averaging 5.6% over the past 4 years – second only to China. Abundant natural resources and the availability of skillful workers help sustain economic confidence, resulting in the rapid growth of the country's industrial production.

## **Sufficient infrastructure**

Thailand has good infrastructure ready for foreign investors. Improved and modernized transportation facilities, as well as upgraded communications and IT networks, ensure optimum business and living conditions. State-of-the-art industrial estates boast sophisticated facilities and superior services.

Thailand is widely acknowledged as having the most extensive road transportation network of more than 250,000 kilometers, more than 40% of which are international standard highways that provide links to every province.

## **Policy of Promoting Foreign Development and Investment**

The country's well-defined investment policies focus on liberalization and encourage free trade. Foreign investments, especially those that aim to promote skills enhancement, technology and innovation are highly encouraged by the government. The 2004 survey of the UN commission for Trade and Development named Thailand the world's fourth most attractive nation for foreign direct investment.

"Overall, the investment market in Thailand will pick up," said Mr. Sompong Wanapha, Secretary General of Thailand Board of Investment.

## **Government support and incentives**

The Thai government has established resources to support and assist investors. Through the Board of Investment, the government offers a range of tax incentives, support services and import duty concessions available to an extensive list of businesses. Other government organizations, like the Department of Export Promotion and international chambers of commerce, provide invaluable support and a host of other important services.

"There are lots of strengths in Thailand. The top three, I would say, are supporting industries strengths, quality labor and social and economic stability. I should not forget the strong support of the Thai government, which is also very important."

Ryoichi Sasaki, President, Toyota Motor Thailand Co., Ltd.

## **Long established and newly emerging industries**

With strong economic development and strong support industries, the country's industrial production has grown and diversified rapidly both in the long established and newly emerging industries



## Friendly and rich culture



Thailand has gained a well-known reputation throughout the world as a basket of diverse cultures- a veritable mixture of the exotic flavors of the East complemented with the friendliness of its people. With such a rich culture, it is easy for Thailand to welcome the foreigner investor to its shores.

*"The top three attributes that clearly differentiate Thailand from many other countries in the region and throughout the world are: government support, the work ethic and attitude of the people and the skilled resource pool."* Brent Lee Bargmann, Vice President, Seagate Technology (Thailand) Ltd.

## Education and healthcare services



The government has recognized the need to promote the development of international schools, both to permit the offspring of foreign investors to obtain international-standard education and to facilitate Thai students to prepare for tertiary education abroad. Accordingly, there are numerous schools that follow the American, British and Japanese educational system, and students from these schools are accepted at some of the world's finest universities. Thailand's educational standards are accepted by many international examining bodies, while its universities are outstanding in many fields. A great number of international schools and colleges offer world-class education. In terms of healthcare, the country has developed a good reputation globally, due to its internationally qualified doctors and medical staff, and modern facilities and equipment.



## Investing In and Around Hua Hin—Property Profile of Hua Hin

Unlike other areas of Thailand, notably Phuket, price appreciation and demand have been strong in recent years and there is no reason to believe that prices will not continue their upward trend.

The property portfolio in Hua Hin is growing steadily. All types are available including developments, condominiums, and stand alone houses at all price levels, both new and ready built.

Developers are coming into the area as a response to profitable business conditions in recent times. Hua Hin attracts a high worth demographic willing and able to pay for a quality product.

There has been a movement towards provision of high quality “lifestyle” communities such as the upcoming, highly anticipated Banyan Estate and 27 hole Golf Course which has received pre-sale orders of 25% before the upcoming official launch in May 2007. These very popular developments combine the finest quality, luxury residences with amenities and facilities of the highest standards.

There has been a rise in demand for Thai/Bali style houses with western features and functionalities from the more typical Western style houses. Buyers wish to immerse themselves fully into the tropical lifestyle by purchasing homes that reflect this. Ultra modern homes are also proving to be popular especially when combined with excellent locations.

### **Thai/Bali style developments that sold out quickly in the exclusive homes market (7 – 20M Baht) are:**



White Lotus 1 (15 homes)  
White Lotus 2 (35 homes)  
Sanuk (21 homes)  
The Heights 1 (35 homes)  
The Heights 2 (52 homes)  
Sira Sira (18 homes)  
Ban Hua Hin (22 homes)  
Hunsa (17 homes + 16 lowrise Condo units)  
Banyan Estate Hua Hin (100 homes so far)

### **Western style developments that sold out quickly in the exclusive homes market (7 – 20M Baht) are:**

Stuart Park Homes 1 (16 homes)  
Stuart Park Homes 2 (47 homes)  
Siam Development (20 homes)  
Orchid Homes 1 (14 homes)  
Orchid Homes 2 (20 homes)  
Coconut Gardens 1 (18 homes)  
Coconut Gardens 2 (22 homes)





## New Condominium developments that have seen huge demand are:



|                      |             |
|----------------------|-------------|
| The Boathouse        | (70% sold)  |
| Santi Pura           | (100% sold) |
| Blue Mountain        | (60% sold)  |
| Sheraton Blue Lagoon | (100% sold) |

Land and Properties on the high standard golf courses in Hua Hin have become sought after with land/plot prices increasing almost on a monthly basis. People have the opportunity to construct individual houses to amazing designs and standards taking advantage of the still relatively low building costs. The Golf courses offer their own contractors or choices can be made

from several reputable, reliable and experienced private construction companies Thai or Western run and owned.

## Golf Courses with land/homes:



|                   |                     |
|-------------------|---------------------|
| Palm Hills        | (95% of plots sold) |
| Springfield       | (80% of plots sold) |
| Black Mountain    | (Sales in 2007)     |
| Lake View         | (To be announced)   |
| The Banyan Estate | (as before)         |

Palm Hills also currently offers 4 styles of homes that can be built to order, Mojave, Lanai, Inspired, Palm Vista and Palm Springs offering ultra modern concept homes that have proved to be highly popular.

The newly Black Mountain will also be offering some 300 spectacular homes overlooking the 36 Hole golf course set close to the mountain and offering far reaching views of the tropical landscape. Springfield Golf Course has sold out its condominiums. Their construction company offers a choice of homes or buyers can purchase individual plots and build their own using the buyers choice of building contractor.

Home purchasers in Hua Hin are arriving from all European countries in particular the UK and Scandinavia. Around the globe, purchasers from Hong Kong, China, The USA and Australia have arrived in numbers along with ex-pat communities from Spain, around Asia and the Middle East all looking to make Thailand and in particular Hua Hin their choice for their exotic second home or permanent residence. There is a trend for the entrepreneurial buyers to semi-retire making Hua Hin their home whilst still conducting successful businesses abroad.

Developers are seeing high take up rates and fast stock turnover with the right specifications. The previously relatively poor local building standards has made it easier for the professional to showcase their higher standards.

Low labour costs, relatively low costs of doing business and the abundance of knowledgeable and reliable service sources ease the investment process for the newcomer.





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Many buyers are now enjoying the advantages of choosing their homes off-plan. They recognise the benefit of the flexibility this offers and the financial advantage. Buyers feel in control and the developer is rewarded with steady cash flow.

The West side of the Gulf of Siam, encompassing Hua Hin and Cha Am area, and stretching to all areas of this coast as far south as Surat Thani is earmarked by inside observers as the region retaining the most potential for investor rewards. A most significant area of tourism that will be explored is the long-stay project, which shows great potential, and Hua Hin, with its relatively low cost of living, rich culture and high quality services is well situated to develop this market.

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