

Chill Ville by the sea



Mae Phim is an idyllic part of the Thai seascape. I think I may have told you as much in past issues. When I drive down the sloping entrance and enter Beach Road it is like a weight has been lifted off me. The tension in the shoulders eases and I start to relax. It's nice!

However, the town's positive is also in some ways its negative in that because it's quiet and peaceful and is on a cape it's not really on the road to anywhere else.

Visitors do not just come across it. You have to know it's there.

For those resident this is possibly a plus. But if you are a property developer this comparative isolation has an initial downside ... how to get people to know about your town and, as a result, your products.

Getting Mae Phim to become better known - and visited - is the pleasant task facing Pasi Markkamaki who is the marketing manager for the Silversea House group of developers.

"People who take vacations here often turn into clients for our units,"

Pasi said. So Pasi is something of an ambassador for Mae Phim. "We have to promote the area first then the projects," he said.

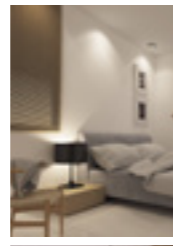
Getting the word out there can be a tiring task. For example, this year Silversea will have attended 24 exhibitions and trade shows around the world at places that include Russia, Finland, Sweden, Poland and Germany. Countries with cold winters in other words. "This year will have attended more exhibitions than ever to date."

Four exhibitions; three countries

Pasi does not go to all of them. "We get a lot of overlaps," he said. "Recently we were taking stands at four different exhibitions in three different countries over the same weekend."

He couldn't be everywhere so he chose the Russian part of the four-way task leaving his staff to cover two in Bangkok and a fellow director to visit his Swedish homeland.

Attending lots of exhibitions may sound like fun on the surface but being away from family, friends and



home on a regular basis can leave one feeling jaded.

"But it's something we must do," said Pasi. "We don't have a big influx of visitors such as somewhere like Pattaya so we must go to exhibitions and shows to get people to know about Mae Phim."

Once people do get to the town Pasi's task becomes a lot simpler. Mae Phim pretty much sells itself. During the week the pace of life is very sedate. The beaches hardly have anyone on them. The road along the beach carries very little traffic. It's Chill Ville by the sea without the icicles for its inhabitants. At the weekends things pick up a lot more because the town is popular with the Thais themselves.

"If you take the left on Highway 7 immediately after leaving the second toll booth past the airport the road brings you right down to Mae Phim," said Pasi. "In the Friday rush hour I would say that it is as quick to drive here as it is to Pattaya for those visiting from Bangkok."

Part of Mae Phim's lure for the Thais is that there is no shortage of



quiet beachfront and plenty of good and inexpensive restaurants to pick from. Of course there are bars but I did not see one that I would term as a "girlie bar". So there is none of the "wanna buy me a drink, sexy man?" hassle of some other resorts by the sea I could name.

If you were to visit Mae Phim and fall in love with the place what might Pasi try to "tempt" you with?

Grand Blue Condo

"Currently we are offering the Grand Blue Condominium which is set back just a little way from the beach," said Pasi. "We opened sales just two months ago and already we are making progress on its building."

"The piling is done, the pool foundations are in and a planned restaurant is already up to roof stage. We expect to start the main construction in January."

Any plans for a dedicated showroom? I asked.

"As soon as the building is on the second floor," he replied. "But that will be six to seven months away. Who knows, by then we may be sold

out which would make the showroom redundant (smiles). Our pre-sales are already at 30 per cent and the building only has 72 units."

The condo block will be built at the same time as a hotel with the same name alongside.

A key selling point for condo buyers is that they will have complete access to the hotel's facilities such as the pools, spa, sauna and room service. "Condo owners will also have access to a rental service for their unit," Pasi added. "Also we anticipate that visitors to the hotel's 70 rooms will take an interest in buying a unit alongside."

Units in the seven storey Grand Blue Condominium range in size from a 25sqm studio to a 140sqm penthouse. The entry level price is Bt1.52m which works out at about Bt60,000 per sqm. The penthouse will be marketed at around Bt15m.

"Most of our customers are looking for a weekend or holiday home as opposed to a big apartment to stay in permanently," said Pasi.

To say that Silversea are big in Mae Phim is something of an



If you would like to find out more about Grand Blue Condominium you can ring Pasi on 081 996 8803 or email sales@maephimproperty.com (no gaps).

understatement. Grand Blue will be their seventh project in the town while they have also constructed five housing estates with several hundred villas. A sixth project, a condo called Mosaic which is very close by is expected to be ready in March.

"The two projects are very different," said Pasi. "Grand Blue is much more of a resort in style."

Self-financing

"We are self-financing. We don't need bank money to get our projects built," said Pasi which is important for those slightly nervous of buying off-plan.

Silversea are not the only people to have "discovered" Mae Phim. "A Marriott resort opened fairly recently just down the coast and we hear also sorts of rumours involving big players - listed companies, not small family developers," said Pasi.

"We welcome them all. Let's put Mae Phim firmly on the map - that's how we feel about it."

• Elsewhere in this issue (P38) Dr Jain Corness speaks about high blood pressure. Perhaps a visit to Mae Phim might be just what the doctor ordered!

GrandBlue condominium

MAE PHIM BEACH, RAYONG

New Release

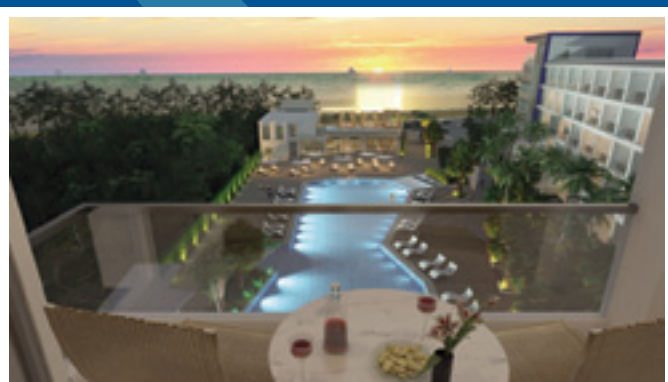
Prices from 1,521,000 Baht (Pre-sales discount available)



This low rise Condominium and Resort complex is located right on the delightful Mae Phim Beach and offers a wonderful location for a relaxing seaside getaway while chilling out in stress free surroundings on a peaceful stretch of the beach. Mae Phim Beach is located just 100 km's from Pattaya or 170 km's from Bangkok Suvarnabhumi airport.

Facilities and services available for Condominium owners:

- Oversized swimming pool
- Beach Club Relax Lounge
- Mezetto, Mediterranean Restaurant and Pool bar
- Health Spa, Sauna and Fitness facilities
- Room service from the onsite resort restaurant
- IP-telephone system, Internet, TV-channels in every unit (subscription required).
- Resort based rental management system (optional).



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