



Sindhorn Residence, a leasehold luxury condo project on Lang Suan Road, was developed by Siam Sindhorn Co, a subsidiary of the Crown Property Bureau. The company targets more projects in Langsuan Village this year.

Siam Sindhorn eyes B4.5bn condo boost

Sindhorn Residence forecast to sell out

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Siam Sindhorn Co, a property arm of the Crown Property Bureau, expects 4.5 billion baht in revenue this year from luxury leasehold condo Sindhorn Residence, its first completed project in Langsuan Vil-

lage, a huge mixed-use development on Lang Suan Road.

Executive director Kajohndet Sangsuban said the company aims to sell out units at Sindhorn Residence by the end of the year, as only 50 are remaining following its launch in late 2014.

"The next projects we plan to launch will be two new condo towers to be opened for sale in the third quarter worth a combined 4 billion baht. Both, to be completed early next year, will be part of the Langsuan Village," he said.

They are Tonson Park View Residence, with 59 units sized from 85-140 square metres, and Langsuan Park View Residence, with 20 units sized from 200 sq m. Prices for both towers will not be finalised until launch.

Sindhorn Residence, with total sales value of 4.5 billion baht, is located on a 14-rai site on Lang Suan Road, comprising two buildings, one 35 storeys, the other 10, with a total of 202 units sized between 35-345 square metres. They are priced, on average, 240,000 baht per sq m under a

30-year lease contract.

Currently, it is 75% sold. Of this amount, 95% were Thai buyers and 5% foreigners, mainly Japanese business people who live in Japan. For the Thai buyers, 5% are former tenants who leased the Crown Property Bureau's land or property on Lang Suan Road.

Of the 150 units sold, nearly 100 units have been transferred to customers since early this year, with only 10 units entailing mortgage loans, said project development director Serbpong Kiattivisanchai.

He said banks are usually concerned about leasehold residential projects and will offer a credit line of only 60% of unit price for up to 15 years. But for this project, two banks, Bangkok Bank and Kasikornbank, have offered 80% for up to 20 years.

In a bid to build confidence in leasehold contracts, the company currently quotes a renewal price at 30,000 baht per sq m for the 31st to the 40th year and will announce a renewal price for the 41st to the 50th year on the 20th year of the first contract.

The company will apply the green building certification programme LEED (Leadership in Energy and Environmental Design), gold level, for Sindhorn Residence. It will be Thailand's first residential project certified by LEED.

As the company plans to take care of after-sale services and do property management for the residential project on its own, it will recruit new staff this year with around 10 people at the management level.

Langsuan Village is located on a 56-rai site on Lang Suan Road, comprising four leasehold condo projects, rental apartments, serviced apartments, an international hotel, an art museum and a walking street retail plaza, for which Siam Sindhorn will spend a total of 26 billion baht for construction.

"Three years ago we estimated project value at around 50 billion baht, including land costs, based on leasehold valuation," said Mr Kajohndet. "Today it should be higher as there is a new benchmark from a UK embassy plot priced 2.2 million baht per sq wah."

This year will be the first time since being established that Siam Sindhorn will make revenue from property development.