

Town & Country Property

Waxes Eloquent on Pattaya's Potential

Cees Cuijpers, (pronounced Case) the MD of Town & Country Property, is rightfully proud of their three developments: the Meadows, the Residence and Whispering Palms. A significant difference between these properties and many of the others in town is that they are virtually all built and they are being sold without great fanfare. Another salient fact about these three properties is that they are all situated in prime locations; the Meadows is at the end of Soi Nern Plubwarn, the Residence is in Tephrahit Soi 17 and Whispering Palms is in Mabprachan. It seems after Cees pioneered development, others followed suit, once they became aware of the respective advantages of those locations, that is.

ties) in the 1st quarter of 2009. The estate is 70% sold, 99% to foreigners. The houses are trendy, quality-built and offer high standards of comfort and conveniences. They have a wide range of appliances and built-ins and the estate features a residents' lounge, communal pool and gym. Like all Town & Country's developments, they offer good value for money and include a

professional, on-site management team; a significant and key difference between Town & Country's projects and others. The team is service minded and looks after security, gardening, pools, and provides handymen and even a shuttle service and taxis downtown. The team is on hand at all times to provide any kind of assistance and even takes care of rental management should it be required. It really gives owners and tenants reassurance that all their needs are so well taken care of.

The Meadows is a gated 'family style' estate of 46 family homes starting from THB 4.25 Million for a

3-bedroom modern City-Villa to just over THB 8 Million for stunning detached pool-villa. The Meadows will be completing its last and final phase (6 proper-



Another radical difference between Town & Country's developments and some Thai developed housing estates is that if the estate started off with garden frontage, it will never be built over after the estate is finished and hideous shop houses erected in place of the garden frontage. Cees gives his firm promise on that point.

The Residence (Pictured here) is a resort style condo already complete, over 70% sold, with all the remaining apartments ready to move in. There is a choice of 4 types: studio, 1, 2 or 3 bedroom units, all finished to a high standard and offering freehold or rental options. The amenities



include a 500m2 swimming pool, with jacuzzi isle, sun-lounge deck, fully-equipped fitness centre and 24/7 security. In a unique position, it has the advantage of being in close proximity to the beach; local restaurants and convenient stores but not suffering one of the disadvantages of too close proximity, especially at weekends when the entire world and his wife seem to jam Jomtien Beach Road from one end to the other. Situated on a slope, it affords fine perspectives and you can see as far as Bang Saray on a fine day. When the project started, the surrounding infrastructure wasn't feasible yet, but now it's finished the infrastructure has kept pace, with the result that many other develop-

Whispering Palms



ers have moved into the same growth-area to benefit from what Town & Country started. Cees regards the Residence as very good value for money, the apartments starting at Bt 2.88 million.

Whispering Palms (Pictured below) near Lake Mabprachan is Town & Country's contribution to the executive market, being very close to the new motorway and therefore very accessible for the Eastern Seaboard's industrial estates, where many of the inhabitants work, and also the ISR for the children. Located in a serene, natural environment.





a top-class development - European luxury kitchens with quality appliances, electric gates etc. As a guideline, the show house is priced at Bt 13.75m inclusive of all furniture and decor.

Cees is rather fond of taking ultra-light flights over Pattaya prospecting the potential. He's on the lookout for out of the way land plots, which may reap a high return sometime in the future, but he says

Whispering Palms is a gated estate situated on 11 rai (17,600m²) and it is planned to contain 20 houses in all; all featuring privacy and high security. Eight luxury residences have already been built, seven of which have already been sold, with a variety of options open for the remaining plots, including a choice of 3, 4 or 5 bedrooms. Each of the currently 3-4 bedroom villas has a private pool, lush landscaped garden, automatic sliding gates, remote controlled carport shutter doors and a fully-equipped security alarm system. The dwellings already built are uniquely designed and equipped with the best materials and fittings you would expect in

they are few and far between. Much of the apparently vacant plots are in fact owned by Chinese-Thai land bankers like Lengkee, Rattanakorn, Prochatkaew and the Chavalittamrong family (developer of the Cove) and they are reluctant to sell, preferring to sit on the plots until the time is right. Many of these plots (and projects) are in East Pattaya plus Mabprachan Reservoir, an area Cees sees great potential in. He maintains 80% of Pattaya's populace lives in this area to the east of Sukhumvit Road, where most of the villages are situated. He often takes clients there who are astounded by the Chiang Mai-type feel it has just being 10 minutes from downtown Pattaya. These are clients who initially want locations close to the sea, but as he rightly tells them, virtually everywhere in Pattaya is only 15 minutes from the sea anyway, so they should look for other attractions, like the peace and tranquillity of the countryside to the east. Obviously the close proximity to the new Motorway network will boost a rapid further growth here; most likely the most productive area next.



Cees also sees the potential of properties to the south, the 'sleepers' as he calls them, i.e. the condos like Kritsada, STS and Sunset Height to name a few, which still have most of their foreign quotas available as now they're mainly owned by families from Bangkok, who only use them at weekends. The only problem is that they are (sill-) too far away from the centre of action for most people, not being well served by taxis or possessing convenient 7-11s. Cees sees them gaining popularity when the Bang Saray/Na-Jomtien area becomes more developed and supermarkets like Tesco-Lotus move into this area. New projects in this area like Dor-Shada, Spinnaker, Portofino, Baan Talay, The Beaches, GlenAsia's developments will certainly help this outskirts to be further developed quickly.

Whilst not entirely agreeing with Raimon Land's CEO, Nigel Cornick's prediction that before too long there will be a continuous ribbon development, one large conurbation, from Bangkok to Pattaya, he sees



a great deal of potential development born predominantly further to the south like Baan Amphur and Bang Saray and some to the north, Naklua way. Bangkok is still a long way to go.

Cees has been here since 1997 and has seen Thailand go through many trials and tribulations. He's not overly perturbed by either the current political problems or the economic crisis and considers Pattaya has great potential, which will continue well into the future.

