

SIAM REAL ESTATE

SELLERS OWNERS GUIDE

THAILAND 2022

CONTENTS

- 1. Why Siam Real Estate?***
- 2. What we do to sell your property***
- 3. Featured and Exclusive Listings***
- 4. Vendor Financing***
- 5. Property Check-up (by law firm)***
- 6. Post listing procedure***
- 7. Selling Tips***
- 8. Preparing your property for sale***
- 9. Virtual Viewings***
- 10. Selling your property from overseas***
- 11. Valuations***
- 12. Rentals***

**-Dear Owner,
Thank you for considering us to list and market your property for sale.**

WHY SIAM REAL ESTATE?

We offer more than any other broker nationwide, you have far more chance of selling/renting your property through us due to our global exposure and marketing services.

This guarantees more prospective buyers/renters and more chances of selling/renting your property.



The Key Benefits:

- Top ranked traffic property web site in Thailand
- Google and other search engines highest real estate rankings
- Google first page #3 average for all major key words
- Web site traffic over 450 enqs per month and 8,500 pages viewed daily.
- National network – Phuket, Bangkok, Hua Hin, Pattaya, Krabi, Samui, Chiang Mai, Phang Nga, Khao Lak.
- Prospect database of over 80,000 global buyers/renters
- Regular twice monthly Global Monthly Newsletter to 80,000 + live prospects
- Mobile Friendly website
- Social Media Posts – We will post your property on our Facebook, Twitter pages which reaches 8,000 + followers.
- Strong local advertising
- Owner area – login, view stats, enquiries, page views, update prices,
- Full buyer service – sales, rentals, advice, local knowledge, orientation.
- Property Videos & 360 Virtual Tours
- Property listed FREE on other major multiply listing websites in Thailand
- Listed on Global leading multiply listing websites.
- Homepage featured, homepage overlay pop up
- Exclusives promoted to network of 450+ local and international agents

“We provide a truly professional service, easing buyers concerns and taking away confusion during the buying process”

GLOBAL EXPOSURE:

It is important to understand that the majority of prospective buyers usually do not live here in Thailand. Therefore, our international marketing is critical to attracting the buyer in their home country before they arrive in Thailand.

WEB STATS: SIAMREALESTATE.COM

- Over 1,250 users' average viewing daily
- Average page views 7.48 per visit
- Average time on web site 6.5 minutes
- Google “Keywords” average #3 first pages
- Global Monthly Newsletter to 80,000 + live prospects
- Facebook/Twitter pages have 8,000 + followers.

What we do for you to sell your property

- ✓ Take listing details, photos, property video & virtual tour
- ✓ Expert valuation / Market Appraisal
- ✓ Advice on how best to sell/rent quickly
- ✓ Attractive property write-up
- ✓ Listing on Siam Real Estate website
- ✓ Listing on global multiple listing websites
- ✓ Posts on Social Media platforms; Facebook, Twitter, LinkedIn, WeChat
- ✓ Distribution to other SRE branches nationwide
- ✓ Inclusion in Newsletters to 80,000 + live prospects globally
- ✓ Exclusive listings – promotion to other brokers locally and internationally
- ✓ Buyer follow ups and personal contact prior to arrival to qualify
Buyers requirements
- ✓ Assist in negotiations between seller and buyer / lessor and lessee
- ✓ Provision of Sales Reservation Agreement
- ✓ Instant Matching – our system matches your property listing with
buyers criteria and will notify buyers that your property is for sale



FEATURED & EXCLUSIVE BENEFITS

Reach More Buyers | Achieve Higher Sale Price | Less Hassle

**Phuket Only – List Exclusively
for only 5% and receive full
exclusive listing benefits**

- Make your property listing stand out from the 1,000's of others with greater web site exposure among a select number of other featured properties
- By listing your property 'Exclusively', we take away the hassle of selling your property and will manage the sale from listing to completion.
- Exclusive listings get much greater exposure; featured on SRE homepage, social media posts, home page pop-ups, global MLS websites reaching millions of potential buyers.
- SRE have built a partnership network of local and international brokers and we will list your property for sale with all agents. Thereby removing the need for you to be in contact with multiple agents whilst increasing the number of agents who advertise your property for sale.



- You will have a dedicated sales agent who will be your point of contact throughout the sale process.
- You will receive monthly reports detailing number of website views, enquiries and viewings.
- We list on over 100 MLS websites with a total global reach of over 200 million potential buyers.
- Free Media Package includes Professional PHOTOS, Property VIDEO, 3D-TOUR - listings with professional photos generate an average of 139% more enquiries E-Newsletters – Mailing List of 80,000 prospect buyers – Dedicated e-mail of your property only

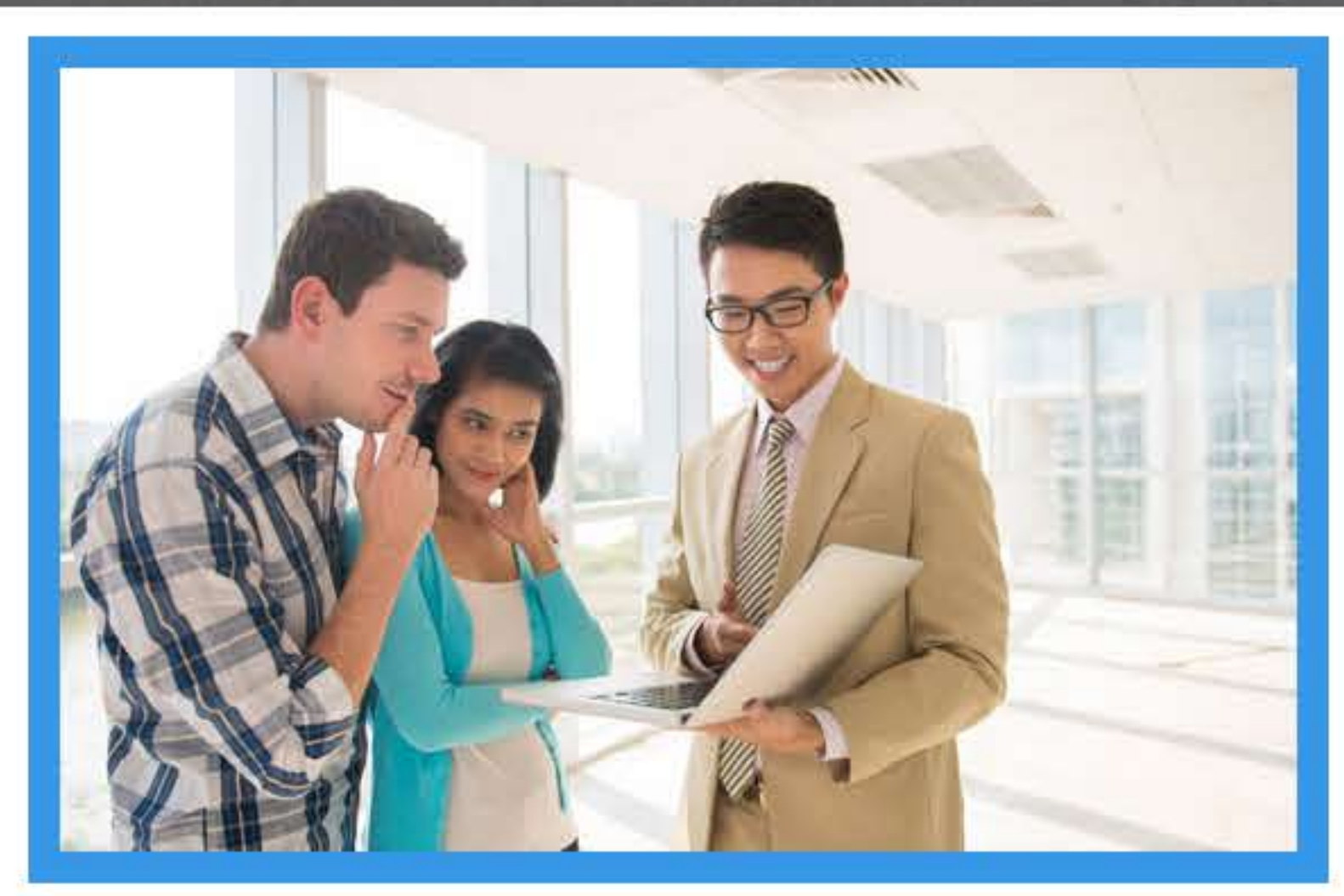
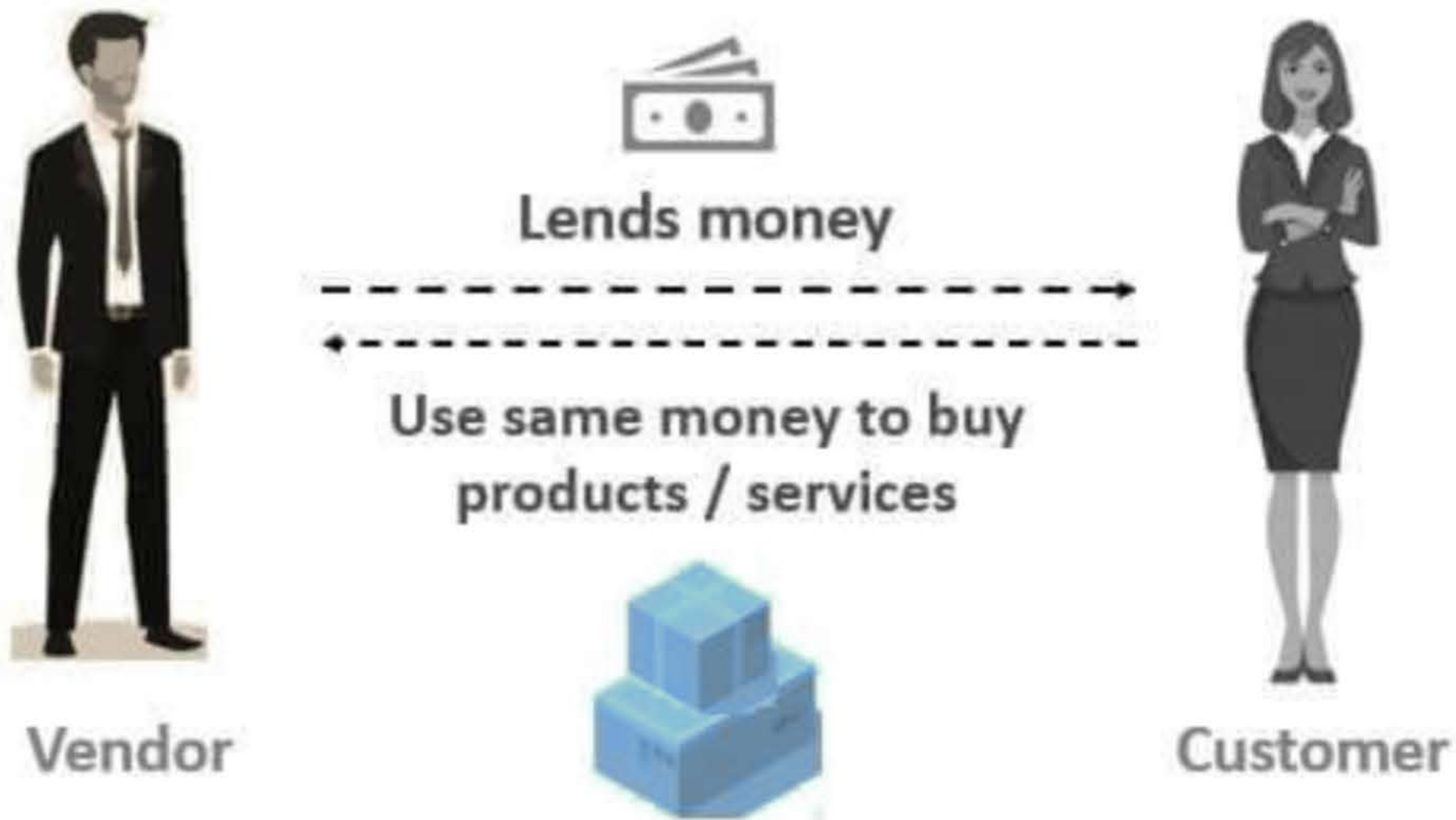


- Instant Matching – When adding or updating your property listing is automatically matched and details sent to suitable prospect buyers
- Due Diligence Check – we will check ownership documents with a licensed law firm here in Thailand to confirm everything is in order ready for a smooth sale
- By marketing your property with a single professional agent you will reach more buyers, generate more enquiry and as a result are more likely to achieve a higher sale price for your property!

VENDOR FINANCING

Offer Buyers extended payment terms over 1 to 3 years to increase the chances of selling your property. See here further details on Vendor Finance Terms

Vendor Financing



BENEFITS:

- Increase chances of selling your property
- Enables buyers to purchase earlier
- Security for buyer and seller
- Buyer default: seller retains down payment and title

PROPERTY CHECK UP (BY LAWYERS)

In our experience 15% of sales will fail, delay, or end up in higher closing fees than necessary due to sellers being unaware of the sale process, the documents required and the options available to them.

Before a buyer is found it is strongly advisable to ensure 'your house is in order'. We recommend all owners check the following through a certified lawyer in Thailand;

- That you have all the correct and up to date ownership documents to sell your property
- An estimate of the transfer taxes payable upon sale
- An explanation of the selling options available to you: can you sell the property leasehold or freehold, can sell the property with the land-owning company.
- Whether or not you need to be physically present to complete a sale or you can give power of attorney to your lawyer now whilst you are here.



ADVANTAGES

- Faster and smoother sale completion
- Peace of mind for seller when entering into an agreement
- Vastly reduce chance of losing a sale
- Reduce completion costs / transaction taxes
- Estimate of transaction costs / taxes
- No issue of repatriating funds / offshore payment

POST LISTING PROCEDURE

- ✓ Email advising uploaded copy with link to web site and reference number
- ✓ Enquiry email every time someone clicks on your property advising you that X has shown an interest with prospects name keeping you informed.
- ✓ Email response to prospect buyer with full details of your property asking visit date and offering to show property.
- ✓ Newsletter – Monthly newsletter to 80,000 global prospects
- ✓ Owner Login Area - You can login to update your profile and view statistics such as enquiries, viewings, and property page views



A screenshot of the Siam Real Estate website homepage. The header includes the logo "SIAM REAL ESTATE" and "THAILAND PROPERTY". Below the header, there is a navigation bar with "WELCOME TO SIAM REAL ESTATE" and "THAILANDS NUMBER 1 PROPERTY SITE SINCE 2003". A search bar is prominently displayed with the text "Start your search: Choose Locations, Province, City or Town - You Can Add Multiple Locations". Below the search bar, there are several featured property listings, including "RADISSON PHUKET MAI KHAO BEACH" with a "VIEW PROPERTY" button. The page also features a "6% RETURN" badge and a "3Yrs GUARANTEE" badge.



SELLING TIPS: ESTABLISHING A PRICE

Consider what you paid for the property, how long you have lived there, local comparable property prices, any improvements added, present condition of the property, ask about the current property climate, and arm yourself with the facts. Do not over price the property thinking you can wait and are not in a hurry to sell as this has the opposite effect. The buyer sees it has been on the market for six months and asks what's wrong with it?!

QUALIFYING THE BUYER

A major part of our job is ensuring that you have a genuine buyer and actually have the funds available. Many times private sales end in disaster and wasted effort due to misunderstanding between the parties and the buyers' ignorance of the buying process. This is where we earn our fee.

PRICE PARITY

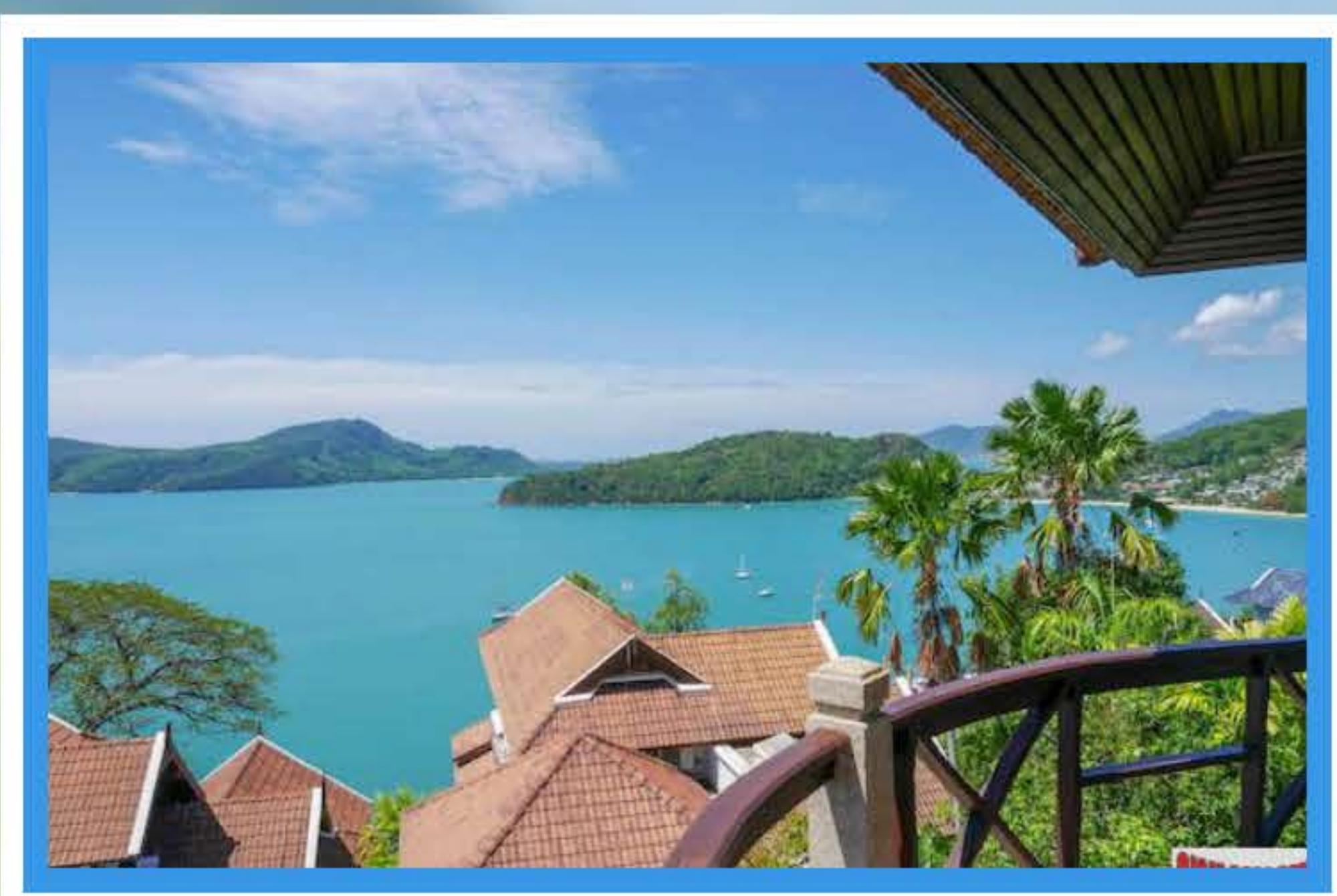
If you are not exclusively listing with our company then ensuring that other brokers offer the same price is essential. Otherwise we and you can look as if we are cheating the buyer.

NEGOTIATING

The key to remember here is not to get wrapped up in any games. If you keep your goals in focus at all times, you will be better able to respond to offers. You will have three choices when an offer comes in. You can accept the offer, reject the offer or make a counter offer. In the end it is what the buyer will pay regardless of your price.

SHARING COSTS

In Thailand it is customary for the seller and buyer to share the transfer costs 50/50 but this is negotiable.



BUYERS PAYMENT

Let us know at the beginning where and how you wish to be paid, as many buyers wish to receive payment offshore or outside Thailand and the buyer needs to know up front to avoid unnecessary bank and interest charges.

PROFESSIONAL PHOTOS

In today's modern world professional Real Estate Photography is more essential than ever before when marketing any type of property for sale. With 90% of buyers beginning their searches online and listings with professional photos generating an average of 139% more clicks than those without. These figures explain why it is so important to have great quality photos when selling a property.

INCENTIVES

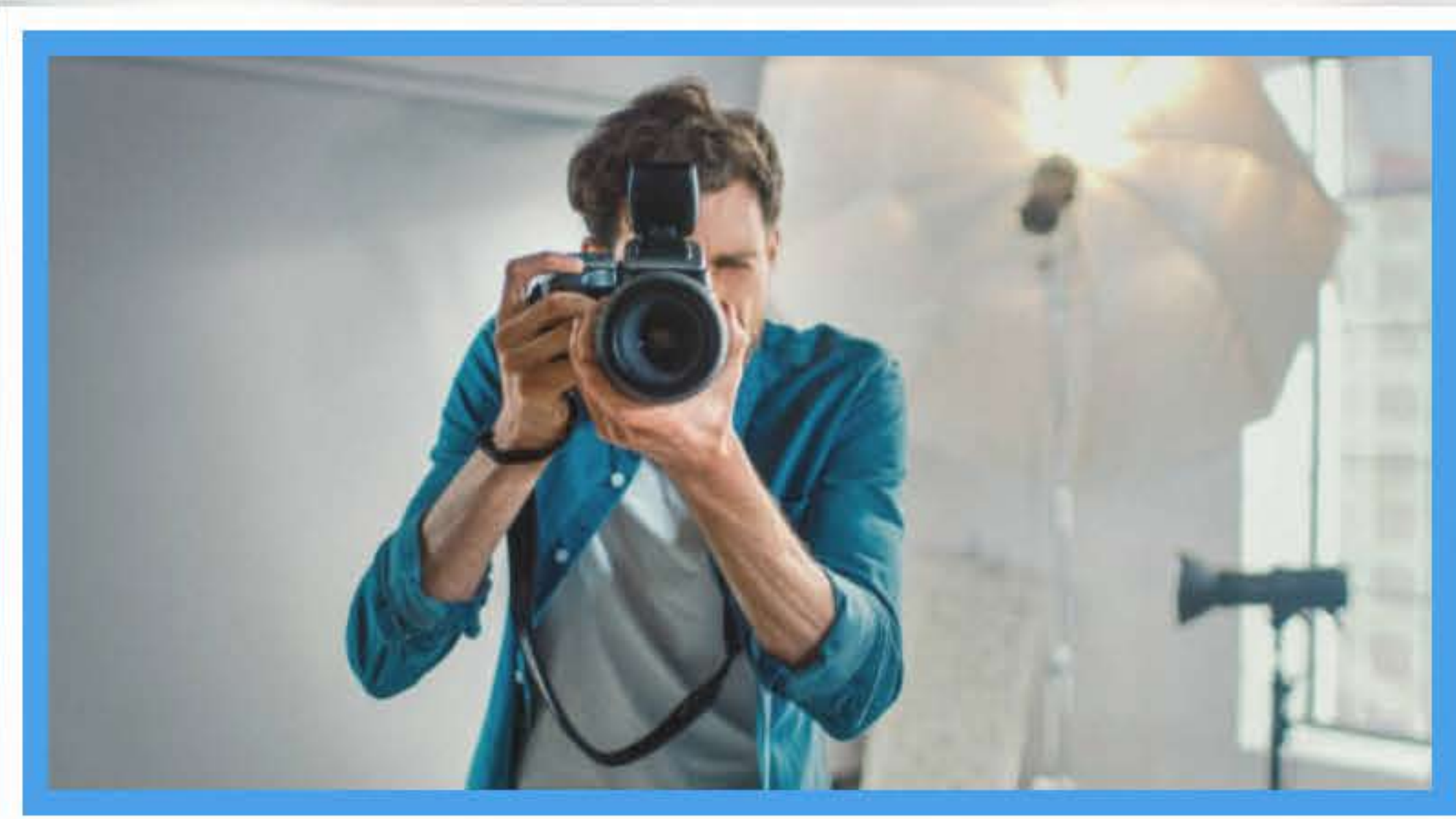
To set your property aside from others, it is a good idea to offer some enticement such as furniture included, price reductions, vendor finance terms, this can make the difference on the buyer's decision.

RESERVATION DEPOSIT

When the buyer makes an offer acceptable to the seller, usually a non-refundable reservation deposit is taken (10% of sale price), or as agreed by the seller and buyer. This is held by the broker in an escrow account until such time as contracts are exchanged. The reservation agreement allows the buyer 21 to 45 days to review and agree the contracts and complete due diligence.

FROM OFFER TO CLOSE

It is normal once a reservation deposit has been secured for the process to take one to two months to final payment. During this period the buyer's lawyer will do due diligence and review the Sales and Purchase contract. Once this is completed and contracts signed, a visit to the land office to exchange title deed and buyer's final payment is the final stage.



PHOTOS PREPARING YOUR PROPERTY FOR SALE



1. It should always be available at short notice for viewings. If inconvenient leave a key with the broker.



2. Don't be at home when the broker visits with the buyer, otherwise they will feel they are intruding won't be able to visualise living there. If you are asked to show them around, ensure you leave them after in privacy to talk together and look around.



3. First Impressions – Buyers arrival and first view is often the most important, so make sure the exterior and interior of the property are clean, tidy and well maintained.



4. Room Airing - Rooms not used regularly should be aired to take away any smells.



5. Pets - Lock them away prior to any visit as they are a distraction. Also remove pet food bowls and smells.

6. Lighting - turn on all interior lights even in daytime as this makes everything appear bigger and more appealing.



7. Paint work - A lick of paint can work wonders and it pays to refresh the look of the property prior to resale as well as mending any cracks and putting the property in the same condition as when it was new.



8. Rubbish - remove bathroom and kitchen rubbish to avoid lingering smells.

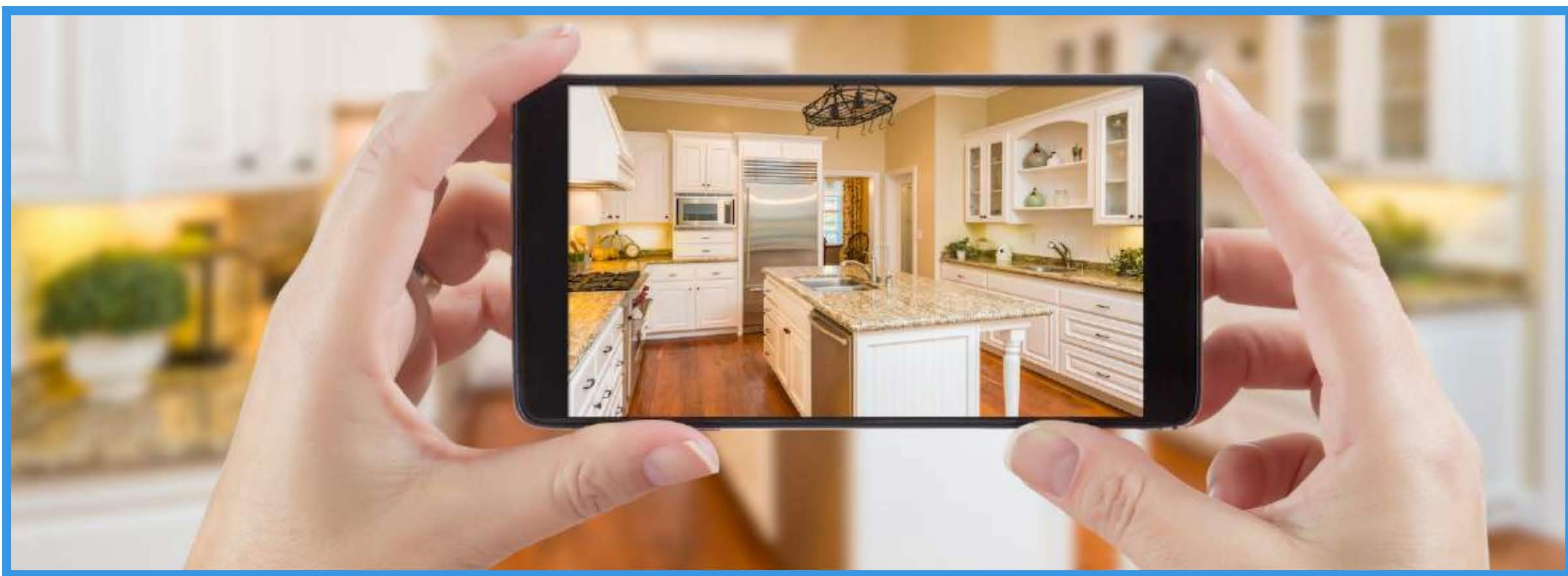


9. Plants - Greenery livens up a room and some well-placed plants can be beneficial.



VIRTUAL VIEWINGS

Siam Real Estate (SRE) now has Virtual Viewings. Allowing buyers to view a property from anywhere in the world. Buyers can schedule a date and time to view the property and we will initiate a video call with them. SRE can show the property and location and buyers can ask questions in real time. SRE will even take a 360-degree virtual tour of the property, so your property can continue to be viewed online after the call.



SELLING YOUR PROPERTY OVERSEAS

- Sellers no longer need to be physically here in Thailand to sell their property. SRE can help you using these simple steps.
- Complete a specific power of attorney using the Land Office form. They email that form to you in English (for your reference) and a Thai version for you to print out and sign. Forms are taken to a notary public lawyer or Thai embassy for the purchaser / seller to sign and get witnessed.
- Finally, the POA form is sent by courier to SRE along with a copy of the passport picture page signed.
- Buyers / sellers can wire deposit funds to SRE Secure Client Account or their chosen law firm's client account. SRE / chosen law firm will then issue a cashier's check for the final purchase and can assist in repatriating funds to sellers in their home country.

VALUATIONS

Our service uses the MARKET APPROACH which examines the title, state, age and condition of the property, the major selling features and compares similar property in the local area and takes into account current market factors to establish a fair market price in the present market.

See the following link for full details of our Valuation Service
<https://www.siamrealestate.com/services/valuations/>



RENTALS

WHY NOT LIST YOUR PROPERTY for RENTAL while we find you a buyer!



We hope this document assists you in making the right decisions in selling your property. Our professional International and Thai staff look forward to serving you now and in the future.