

 <b>SANSIRI</b> News Clippings	The Nation
	Column :
	Headline : Developers up target after strong showing in first quarter
	Date : 16 March 2012

## DEVELOPERS UP TARGET AFTER STRONG SHOWING IN FIRST QUARTER

SOMLUCK SRIMALEE  
THE NATION

Property firms have recorded high presales in the first quarter of this year as demand to buy residences returned to the market.

According to a survey by The Nation early this week, listed developers revised up their presales target for the first quarter of this year after presales in the first two months of this year soared higher than during the same period last year.

For example, Sansiri has revised up its presales target in the first quarter of this year from Bt10 billion to Bt12.7 billion after the company recorded presales of Bt10 billion in the first two months of this year.

Asian Property Development has revised up its presales target from Bt4.7 billion to Bt5.5 billion in the first quarter of this year after the first two months exceeded their target. Presales in the first quarter of last year were Bt3.8 billion.

Supalai reported presales worth Bt3.2 billion in the first two months of this year, better than its estimation. As a result, the company will revise up its presales target in the first quarter of this year as part of its total presales target of Bt20 billion this year.

LPN Development also showed higher presales in the first two months of this year with Bt4 billion in the first quarter of this year. The company may revise up its target when the company launches three new condomini-



HOME-BUYERS turn out in large numbers to buy residences at the Home & Condo Show at Queen Sirikit National Convention Centre on Wednesday.

um projects this month.

Vittakarn Chandavimol, deputy chief marketing officer of Asian Property Development, said that the company had revised up its presales target when the demand to buy residences returned to the market faster than estimated.

Meanwhile, the company also got positive feedback from customers after the 'AP Aspiring Sense' event last week, he said.

Asian Property targets presales of Bt20 billion and revenue of Bt17 billion this year. Up to 55 per cent of presales will come from low-rise residences, both detached homes and townhouses, and 45 per cent from condominiums.

Sansiri president Srettha Thavasin said the company may revise up its presales target this year after the company showed presales of Bt10 billion in the first two months of this year.

The company has estimated total presales worth Bt32 billion by the end of this year.