

Sansiri records B30.5bn in 9-month presales

Sansiri achieved 30.5 billion baht in nine-month presales, 87% of a year-end target of 35 billion baht, after selling out a luxury single detached house project worth 6 billion baht in a month.

President and chief executive Srettha Thavisin said the majority of presales it recorded as of yesterday came from low-rise houses with 23.5 billion baht, which accounted for 77% of the amount.

"With the outperforming presales of low-rise houses, we revised up the presales target from low-rise houses to 27 billion baht from the 24-billion-baht target we set early in the year," he said.

One of the key drivers was Narasiri Krungthep Kreetha, a luxury single detached house project worth 6 billion baht with 86 units priced between 50 and 100 million baht in Krungthep Kreetha, which sold out in only a month.

The speed at which it sold out broke Sansiri's sales record for luxury projects that has become the quickest closing of sales in history within only one month, and has created history as Thailand's best-selling and quickest sold-out with total sales of 6 billion baht.

Krungthep Kreetha is an emerging residential location where many high-priced single detached house projects from various developers were launched



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SRETTA THAVISIN

President and chief executive,
Sansiri

during the past five years.

Last month Sansiri also sold out phase one worth 2 billion baht at Bura-siri Krungthep Kreetha, an upper-end single detached house project, with unit prices of 15-40 million baht on a presale date.

"We will launch many more housing projects in this location due largely to strong demand in the luxury segment and in the Krungthep Kreetha area. One of them will be BuGaan Krungthep

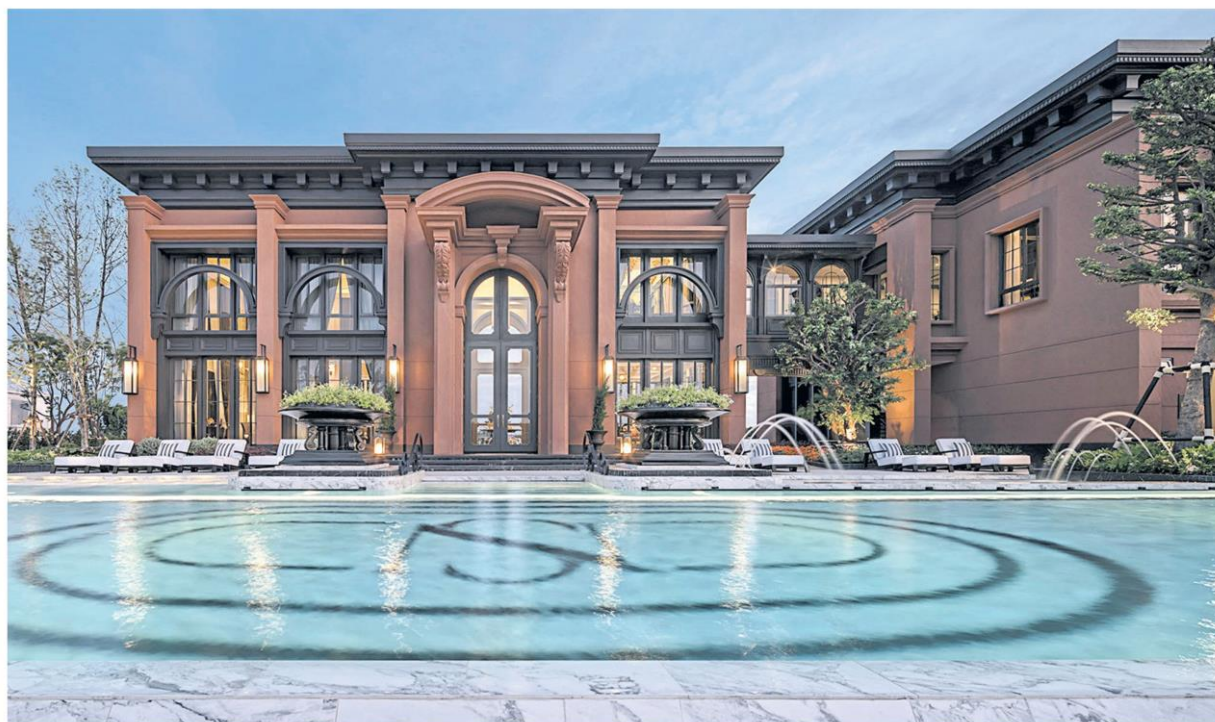
Kreetha," said Mr Srettha.

Mr Srettha said selling out single detached houses priced 50-100 million baht in a short period suggested that the company understood the needs and lifestyle of homebuyers in the luxury segment.

"Luxury homebuyers need a quality good society, a lifestyle with taste, a distinctive living experience, crafted exceptional design, unmatched after-sales services and a high security system," he added.

Sansiri has developed luxury residential projects for more than 38 years, beginning with Baan Kai Mook Hua Hin, a resort high-rise condo in Hua Hin and super-luxury single house project under the Baan Sansiri brand in Sukhumvit 67 and Pattanakarn.

The most recent project was 98 Wireless, a super-luxury condo where the selling price was the highest-ever at 450,000 baht per square metre.



The Clubhouse at Narasiri Krungthep Kreetha.