

Plus Property joins forces with leading New York and London brokers to offer high-end property investment options with excellent value

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Sansiri Group, led by Sansiri Plc. President Srettha Thavisin (right) and Plus Property Managing Director Poomipak Julmanichoti (left), signed a partnership agreement with New York's leading property broker, Corcoran Group Real Estate, as part of a global partnership deal to provide new alternative services for Thai customers and investors seeking to invest in the New York property market.

Plus Property, the full-service professional property and facility management agency, is adopting a co-partner strategy to take advantage of the influx of Asian funds into foreign property markets in the US and Europe through a partnership with leading property brokers Corcoran Group Real Estate and W H Baker. The partnership will offer Plus Property's Thai customers high-value investment options in the cities of New York and London – made especially attractive by the fact that New York properties are now enjoying their 5th consecutive year of rising prices and high occupancy rates.

Mr. Poomipak Julmanichoti, Managing Director of Plus Property Company Limited, revealed that the company had signed a global partnership agreement with New York City-based Corcoran Group Real Estate and London-based W H Baker to bring Thai customers and investors into the US and European property markets. The move will also increase the potential of properties in Thailand to attract the interest of potential buyers from the two metropolises.

Over the past 2-3 years, Thai and Asian investors have been consistently investing in overseas properties and businesses. With regard to risk management, overseas property provides a dependable opportunity, which has motivated Thai investors to pick up assets in prime locations of major cities, with New York and London enjoying particularly high interest.

"This cooperation blends the strengths of Plus Property – Thailand's trusted professional property and facility management agency – with those of New York's number one broker, Corcoran Group Real Estate, and London's private client broker W H Baker," said Mr. Poomipak. "Customers will enjoy one-stop services, from the purchase of their property up to the move-in process, as well as further sale and leasing options – all of which are bound to generate interest among investors. In the past, many investors have been troubled by the procedures involved in, and time required for, the sale or lease of property. Through Plus Property's global partnership, all of this and any liaison with third parties will be covered by our services."

New York City is one of the United States' most developed cities, with plenty of employment opportunities. As a result, it is one of the most attractive cities for potential new residents, boasting strong industrial and business sectors, a bustling financial and stock market, and serving as a hub for cutting-edge fashion. London, meanwhile, is one of the world's global commercial centres and a highly-attractive city with a significant contingent of high-income residents. These two cities boast prime areas in property development, namely Manhattan and downtown London, both of which hold the similarly highly-coveted status enjoyed by the Sukhumvit-Thong Lo areas in Bangkok. Thai customers who acquire properties in these two cities are often those whose children are studying in their respective countries. Some, however, are simply looking for an attractive, comfortable place to live, while others are investing in property for future profit and risk management in the homelands of strong international currencies. In Manhattan, condominium prices have risen for five straight years, with current 2015 prices being 40% higher than prices back in 2010. All available properties in the market take just three months to sell out, and the leasing market remains consistently lively with just 1.65% of available units unoccupied. On average, rooms for lease take just 41 days to find a tenant.

"International investments present many interesting opportunities. Today, Asian investors are looking for opportunities to generate favourable returns through overseas properties. Over the last 4-5 years, Plus Property and parent company Sansiri have been studying the overseas market for potential investment opportunities, which culminated in the recent success of Sansiri's 9 Elvaston Place in London. Plus Property's latest partnership with these two leading brokers will see the company offer customers assistance with purchasing condominium units in all projects in these markets – not just those owned by Sansiri. This is Plus Property's first global partnership, and the one-stop services under this collaboration will likely result in the first customer transaction in Q3 2015," concluded Mr. Poomipak.

For more information, please contact 0-2688-7555 or email plusagency@plus.co.th website www.plus.co.th