

Developers add to govt stimulus with promotional campaigns

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THE NATION

PROPERTY firms are launching promotional campaigns to cash in on demand awakened by the government's stimulus package, including discounts of 3-5 per cent and free furniture.

Sansiri has launched a "Now or Never" campaign for its 62 residential projects nationwide, whose homes range in price from Bt1.5 million to Bt40 million. The campaign offers discounts of 0.99 per cent, making the homes even more affordable after the Cabinet approved cutting the residential-transfer fee from 2 per cent to just 0.01 per cent.

Normally, the company has to pay half of the transfer fee, with the rest paid by the customer. When the Cabinet approved the reduction, Sansiri decided to use this to offer a 0.99-per-cent discount. For example, for a home priced at Bt1.5 million, the company will discount that by Bt14,850.

The campaign will run from now until November 30.

"We have homes ready for sale worth Bt9 billion for this campaign," said the company's chief operating officer, Wanchak Buranasiri.

Quality Houses plans to launch promotions, especially discounts, next month to support the government's stimulus package, chief executive officer Chatchart Sitthiphan said.

Pruksa Real Estate plans to launch "Pruksa Best Buy Moment" this Thursday. The campaign will offer special discounts to boost sales in the final quarter of the year. AP (Thailand) will launch a two-day promotion called "Pack Your Bag" for its condominium projects from October 31 to November 1, offering free furniture and free transfer and mortgage fees.