

SIAM REAL ESTATE



Introduction

Siam Real Estate (SRE) started in Phuket just over 7 years ago and has grown dramatically to become one of the leading brokers in Thailand with over 4,500 listings of property and land to date as well as an award winning web site which attracts buyers from around the globe. The property market in Thailand is booming and SRE senses the time is right to expand its operations to other major locations popular with foreigners including Bangkok, Pattaya, Chiang Mai, Hua Hin, Koh Samui, Krabi and lastly Khao Lak.

Why Join Us?

- ✓ Be in business for yourself not by yourself
- ✓ Independence
- ✓ Job satisfaction
- ✓ No limits to earnings
- ✓ Huge potential "Skies the limit!"
- ✓ Painless entry to property market
- ✓ Lead generation
- ✓ Highly professional management
- ✓ Company set up support
- ✓ Induction
- ✓ Sales pack
- ✓ Office support
- ✓ Business mistakes minimized
- ✓ Recognised and respected brand name
- ✓ Business cards
- ✓ Email address
- ✓ Award winning web site

Freelance Sales Consultants

SRE are therefore looking for the best and experienced sales persons (real estate not essential) to join us in each of the above locations to sell property and land in the location and surrounding area. You will be given an exclusive area and in return expected to perform. The positions are open to Thai or Foreign nationals, however foreigners have to have their own company and work permit (which we can arrange). You must have a good car and live here in Thailand permanently and have good geographic local knowledge. You must have sufficient capital to last at least four months with no income as you will have to build the market in your location.

Our business is sales of property and land predominantly to foreigners and Thai language is not essential but an advantage. You must be able to demonstrate a successful track record in sales and a positive work ethic and ability to work on your own and a determination to succeed.

A Franchise without the costs!

You have no risk; pay no up front fees, no ongoing fees, no advertising contribution, and no desk fee, unlike a franchise. All you require is a computer, camera, internet connection and car, we provide the rest!

You receive a high commission share and have almost no overheads, except running costs as our international marketing and web site provide the sales leads and our head office the back up support!

What no office?

Yes work smart, the world is changing and an expensive office is unnecessary as this is a virtual business model. SRE web site is our shop window and attracts the prospects in their home country from all around the world. There is little passing trade for any real estate broker in Thailand as the customer is transient and there is no need for a local office presence, staff and high overheads.

How it works

You will be running a virtual business and be your own boss with back up support from SRE. You will be making appointments with prospects by email, months before they visit, and so your appointments diary dictates your work to a large extent. You are free to take holidays when you are quiet (except in high season) as you will miss your best opportunities to close sales. The trick is to hook them before they come to Thailand, and build an email relationship prior to arrival. Then on arrival meet them at their hotel, qualify them, show them a selection of property based on their criteria and hopefully close the sale. It is also important that you network as well to build a base of prospective buyers and not rely on email leads alone.

How do I get sales?

Our web site is our global office and billboard and we provide you with sales leads as a web user makes an enquiry for property in your area; you immediately receive an email with a list of what the user is interested with the date of the users visit and contact no.s. Your job is to follow up by email/phone, make contact and build a rapport with the prospect and make a diary note for the users impending visit. On arrival you arrange to meet the prospect, qualify him further and show him suitable property (which you have already identified as matching his criteria) and hopefully close the sale! SRE close an average of 1 in 4 prospects.

Property Listings

You cannot sell property without "stock" and each location requires quality property listings to be taken, photos shot and broker agreements signed which are then sent to SRE, copy written, and uploaded to the web site. You can either do this yourself which makes sense and will then give you first hand knowledge of what you are trying to sell or you can employ someone to do this work for which SRE pay the cost of taking the listings.

It should take no more than one month to build up 80-100 listings in your area, mainly made up of new projects, resale houses and land. The more quality listings you have the more email enquiries you receive and the more choice the prospect has and the more chances of closing a sale.

What can I earn?

Besides listings earnings, you can earn as little or as much as you want, literally the skies the limit! It is entirely up to you. We do insist that you do not squander leads and business as no one wants to throw money away! However, do not be unrealistic in your expectations, especially in the first four months.

Commission

Seller commissions are normally 3% to 5%

We pay you 50% of our commission

What are average property sales prices?

SRE experience is average sales prices are between 4-16m THB
However we also sell many properties in the 20-55m baht price THB range.
Long term rentals vary between 25,000 to 150,000 THB p.m.

Is this you?

Do you have selling experience?
Do you like and get on with people?
Do you have the right work ethic?
Do you have entrepreneurial spirit?
Do you have integrity and a professional attitude?
Do you understand the importance of customer service?
Can you offer exceptional customer service?
Do you keep your word and not make idle promises?
Can you respond without delay to customer requests?
Do you understand the customers "wants and needs"?
Are you a good listener?
Are you computer literate?
Are you prepared to work hard?
Do you want to succeed?

Is the Thai market seasonal?

Not anymore, due to the buoyant market we have consistent sales all year round. Serious buyers/investors realize that now is the time to buy over the next few years as the return on investment is greater in property in Thailand than other markets and better than the bank!

What is the future of the real estate market in Thailand?

The market in Thailand is only just beginning. It can be compared to Hawaii or Marbella some 20 years ago both of which are now reaching maturity. It is our belief that the market has at least another 10 years to run before its starts to bottom out if at all and the market conditions in Thailand are all favorable. It is worth mentioning that conditions and cost of living in Europe are becoming far worse and this will spur the market on as more and more buyers look for sunnier and more favorable climates to invest or retire or both.

How long to get the business up and running?

This depends mainly on how quickly you obtain property listings and build your property portfolio. You should be making sales within 3 months from set up and should allow for this in your projected figures and cash flow. Provision for the unexpected and ensure you have sufficient finance to get through the start up period.

No one said it was easy!

However no one said it was easy, selling real estate here is probably tougher than anywhere in the world, why I hear you say? When selling real estate elsewhere in simple terms you identify the customers requirements, say 3 bed with pool up to \$ in this area and then you show them the short list selection and a sale is made or not. In Thailand it is a lifestyle choice for future retirement or investment and they may not be visiting for many months, or not buy the first trip. When they come we have to be lifestyle guru's, tour guides, and give orientation before we can even start to sell! We have to explain the buying process as foreigners cannot own land in Thailand, introduce them to lawyers, and accompany them to the local land office to complete the transaction. It can take days of driving around viewing property and then you find out that they are "tyre kickers" and you have wasted your valuable time! It is for that reason that we have "qualifying systems" in place to try and avoid such situations and concentrate our time on the real buyers. Do not be fooled selling real estate in Thailand is tough but the rewards can be very high.

What if I do not perform?

Firstly, we intend to recruit only the best person for the job in each location. You will be given 6 months in which to demonstrate your ability, by building the local listings and closing sales. Thereafter, if successful a more permanent contract will be offered and increased rewards for those whom perform. However, if you do not put in the effort and perform and attend to the leads we provide, you will not last long. Remember there are plenty of others whom would love to grab this unique opportunity.

Make hay while the sun shines!

The opportunity for YOU to make a lot of money has never been better and business is all about timing, which we have certainly hit on here in Thailand with the present property boom which has no end in sight.

Background:

Richard Lusted, CEO comes from England and set up Siam Real Estate (SRE) in late 2003 having seen the potential of the future Phuket property market. View www.siamrealestate.com/about.php more about us.

SRE is one of the top brokers on Phuket island and has high exposure Internationally through our award winning web site which is ranked far above all other Thailand real estate web sites and receives over 1,000 unique visitors per day and over 8,500 daily page impressions. This brings in many enquiries daily which eventually results in "live prospects" visiting Thailand to buy through our efforts.

The companies' mission statement is PROFESSIONALISM, HONESTY, INTEGRITY, FIRST CLASS SERVICE and all staff are expected to meet these exacting standards.

Our strategy is to become No.1 in Thailand and to provide the best of everything making the buying process easy for the customer.

How have we been so successful so quickly in a tough market?

The answer is simple; professionalism, sheer hard work, attention to detail, and giving the customer what they want, backed up by exceptional staff and back office systems. Our by word is honesty, integrity and customer service.

Confidentiality & Non Competition Agreement

A condition of joining our business is to sign a confidentiality and non competition agreement for a period of 3 years.

Summary

This document hopefully gives you the information you need to understand the offer and make an informed decision. Now you have to convince us at SRE that YOU are of the caliber to represent our good name and can be successful.

We look forward to hearing from you and thank you for considering Siam Real Estate

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