



## **SELLER OWNERS GUIDE**

Dear Owner,

Thank you for considering us to list and market your property for sale. Thai Real Estate Co., Ltd is a independent real estate agency that specialises on one of the most attractive markets and destinations in Asia for investors, residential purchasers and expatriates retirees . Thailand is an emerging country and a growing real estate market. We look ahead and understand the trends that will shape the future of the market for ours customers.

Since 2000, with offices in Bangkok and Phuket, professional multilingual team provides a comprehensive and fully services in purchase and rental.

Our team will assist you in your property rental, investment and management in Thailand's main destinations such as Bangkok, Hua Hin, Pattaya, Phuket and Koh Samui.

Thai Real Estate Co., Ltd has a substantial amount of experience in the Real Estate business and expert knowledge of the Thai market. Our success is the quality of our team, services, and selection that are well adapted to foreign investors and expatriates.

### **1. Why Thai Real Estate Co., Ltd?**

Because we are professional team with more then 10 years experience , you have more chance of selling/renting your property through us due to our global exposure and marketing services. This guarantees more prospective buyers/renters and more chances of selling/renting your property.

We will offer you these benefit:

- Best traffic ranked property web site in Thailand
- Google and other search engines highest real estate rankings
- National and Worldwide network
- International database of over 10,000 global buyers/renters
- Regular Global Monthly Newsletter
- Facebook Page and profile
- National and Worldwide advertising campaign

- Qualified Valuers (Thai Real Estate Business School)
- Owner area on our web site – login, view stats, enquiries, page views, update prices,
- Prospect Enquiry Notice "- Web site Automatic email to you advising you of an interested party in advance of their forthcoming visit
- Choice of over 1,000 property listings ensuring the prospect has no need to go elsewhere.
- Full buyer service – sales, rentals, advice, local knowledge, orientation.
- Property Virtual tours 360 degree
- Aerial video and photography

We provide a truly professional service, easing buyers concerns and taking away confusion during the buying process.

## 2. Internet Stats

It is important to understand that the majority of prospective buyers usually do not live here in Thailand. Therefore our international marketing is critical to attracting the buyer in their home country and then keeping contact until their eventual visit to Thailand which could be a year or more hence and we will follow and support them until not complete all purchasing process.

## 3. Agreement, Terms and Commission Fees

Agency Agreement / สัญญานายหน้า - Data / วันที่ : ...../...../.....

|                                                                      |  |                 |  |
|----------------------------------------------------------------------|--|-----------------|--|
| Owner's Name / เจ้าของ ชื่อ                                          |  |                 |  |
| Owner's address / ที่อยู่เจ้าของ                                     |  |                 |  |
| I.D. Card/ Passport Number/<br>บัตรประจำตัวประชาชนหรือหนังสือเดินทาง |  |                 |  |
| E-mail address/ อีเมลล์                                              |  |                 |  |
| Telephone / โทรศัพท์                                                 |  | Mobile / มือถือ |  |
| Owner's representative (if any)/<br>ตัวแทน/ผู้ได้รับอำนาจ            |  |                 |  |

### Property / สถานที่

|                                                                                                |                   |
|------------------------------------------------------------------------------------------------|-------------------|
| Name / Description / ชื่อและรายละเอียด                                                         |                   |
| Property Address / ที่อยู่สถานที่                                                              |                   |
| Property is/ สถานที่เพื่อ                                                                      | For / เพื่อ ..... |
| Asking sales Price/ ราคา                                                                       |                   |
| Price Validity (time during which price will remain unchanged)/ ราคานำเสนอได้จนถึงวัน,เดือน,ปี |                   |

I, the undersigned appoint **Thai Real Estate Co., Ltd. (T.R.E.)** to act as my agent to sell, lease or rent the **property** in accordance to the following conditions :

ข้าพเจ้ายินยอมให้บริษัท ไทย เรียล เอสเตท จำกัดเป็นตัวแทนในการนำเสนอขาย,เช่า  
อสังหาริมทรัพย์ของข้าพเจ้าภายใต้เงื่อนไขดังต่อไปนี้ :

•I guarantee that I am the rightfull owner of the **property** and the **property** is free of any encombrances.

ข้าพเจ้าขอยืนยันว่า ตัวข้าพเจ้ามีสิทธิถือครองกรรมสิทธิ์ดังกล่าวจริง รวมทั้งปลอดภาระผูกพันใดใด

•This appointment is : exclusive / non-exclusive.

ข้าพเจ้าขอยืนยันว่า ตัวข้าพเจ้ามีสิทธิถือครองกรรมสิทธิ์ดังกล่าวจริง รวมทั้งปลอดภาระผูกพันใดใด

•During the **price validity** period given above I agree not to offer the **property** to any person, individual or company, or advertise the property at a price below the asking sales price given to **T.R.E.**

ในระยะเวลาที่ได้กำหนดราคาขายไว้ตามรายละเอียดเบื้องต้น

ข้าพเจ้าตกลงจะไม่นำทรัพย์สินดังกล่าวไปนำเสนอให้แก่ผู้หนึ่งผู้ใด , ทั้งในรูปบุคคลหรือองค์กรบริษัท  
ใดใดในราคาที่ต่ำกว่าราคาที่ได้ให้ไว้กับทางบริษัท ไทย เรียล เอสเตท จำกัด

•In the event that **T.R.E.** introduces the **property** to their client, and that client enters into a contract to purchase, lease or rent the property, then I agree to pay a commission to **T.R.E.** according to the following schedule :

ในกรณีที่ทางบริษัท ไทย เรียล เอสเตท จำกัด ได้นำเสนออสังหาริมทรัพย์ และจนกระทั่งจบกระบวนการซื้อขาย , เช่าซื้อ หรือ  
เช่า เป็นที่เรียบร้อยแล้ว

ข้าพเจ้า ตกลงจะทำการชำระค่าตอบแทนนายหน้าให้แก่บริษัทฯ ในอัตราดังนี้

Upon sale, 5% of selling price + V.A.T.

ในกรณีเป็นไปเพื่อการขาย ค่าตอบแทนคือ 5 เปอร์เซ็นต์ของราคาซื้อขาย + VAT

Upon rental, 10% of rental contract + V.A.T.

ในกรณีเป็นไปเพื่อการเช่า ค่าตอบแทนคือ 10 เปอร์เซ็นต์ของราคาเช่า +VAT

•I agree to pay full commission to **T.R.E.** Within 7 days of property transfer to the new owner or within 30 days of a non refundable deposit of no less than 10 % of the contract sale price being deposited by the buyer with me, with you, my representative or escrow agent – whichever is sooner.

ข้าพเจ้าตกลงจะทำการชำระค่าตอบแทนให้แก่บริษัท ไทย เรียล เอสเตท จำกัด ภายในระยะเวลา 7 วันนับตั้งแต่

ได้ทำการโอนกรรมสิทธิ์ในทรัพย์สิน ให้แก่เจ้าของคนใหม่หรือ ภายในระยะเวลา 30 วันกรณีที่มีการรับเงินมัดจำเกิดขึ้น

โดยจะให้ค่าตอบแทนไม่น้อยกว่า 10 เปอร์เซ็นต์ของเงินมัดจำจากผู้ซื้อ ที่ได้ชำระไว้กับข้าพเจ้า , ตัวแทน

หรือผู้ได้รับมอบหมายจากข้าพเจ้า

I have read, understood and confirmed the correctness and spirit of the appoint details given above.

ข้าพเจ้าได้อ่านและทำความเข้าใจเป็นที่เรียบร้อยแล้วและขอยืนยันความถูกต้องตามรายละเอียดเบื้องต้นก่อนลงลายมือชื่อไว้  
เป็นหลักฐาน

Note / หมายเหตุ :

|                      |                         |                      |                |
|----------------------|-------------------------|----------------------|----------------|
| Signed/<br>ลายเซ็นต์ |                         | Signed/<br>ลายเซ็นต์ |                |
|                      | Property Owner/ เจ้าของ |                      | Agent / ตัวแทน |

#### **4. Services**

- Take listing details and photos
- Expert valuation and realistic selling/renting price
- Tips on how best to sell/rent quickly
- Market Appraisal
- Attractive property write up
- Uploading to web site
- Owner Area and possibility to update your property informations
- Distribution to other affiliates national and international branches
- Inclusion in our Newsletter
- Exclusive listing – promotion to other brokers locally and internationally
- Listing on National and international Ads and Classified web sites
- Enquiry follow ups by email and personal contact prior to arrival
- Buyer collection hotel with our limousine service
- Orientation and lifestyle advice
- Buyer/Renter advice on buying and renting in Thailand (ongoing)
- Assist in negotiations between seller and buyer, and lessor and lessee.
- Provision of Sales Reservation Agreement
- Taking & Holding deposit in escrow account
- Recommend, accompany buyer to lawyer and inspection on the documents
- Accompany buyer to open bank account
- Accompany buyer to land office
- After sales follow up and support

#### **5. Selling Tips**

##### **Broker terms**

Going with the broker that offers a smaller fee for a successful sale is false economy! We all have costs and how can a broker successfully market your property if he makes a very small margin? This means they are not spending money on marketing because they do not have the budget!

##### **Establishing a Price**

Consider what you paid for the property, how long you have lived there, local comparable property prices, any improvements added, present condition of the property, ask about the current property

climate, and arm yourself with the facts. By not establishing a realistic price from the beginning, many home sellers end up costing themselves hundreds of thousands of baht.

Do not over price the property thinking you can wait and are not in a hurry to sell as this has the opposite effect. The buyer sees it has been on the market for six months and asks what's wrong with it? Usually make him fear and move his attention on others new property on the Market!

The value of a home is determined by supply and demand. If there are a lot of sellers and few buyers, prices tend to go down and homes take longer to sell. This is referred to as a "Buyers market". But when the opposite is true, and there are many buyers but few homes for sale, prices will rise and homes will sell very quickly - this is known as a "Seller's

market." So how do you know which market you are currently in? It is best to ask the knowledge of a professional. We can provide a valuation appraisal If you list with us we provide this as part of our service charge. We will then determine which type of market you are closer to, then study your location to compare your home to others based on style, size, number of bedrooms, baths, garage, pool, view, and plot size.

Please note that Thailand is a green market and the majority of properties sold are new projects off plan which give investment returns of 30-40% or more by the time they are completed in one year or so, as well as rental returns when unoccupied. Therefore to sell a property which is not new is more difficult as the return is unlikely to be similar and the main attractions have to be price, location, quality and condition.

## **Signage**

Allowing the broker to erect a sign is very important as our brand name and reputation may draw in the passer by as they understand we are a professional company and can assist with the buying process and represent their interests. It also avoids visits without appointments and time wasters as we are the first point of contact and will vet them first and arrange an appropriate time convenient to you. Putting up your own sign is counter productive and not permitted for an exclusive listing.

## **Qualifying the buyer**

A major part of our job is ensuring that you have a genuine buyer, and that they are not time wasters and actually have the funds available. Many times private sales end in disaster and wasted effort due to misunderstanding between the parties and the buyers' ignorance of the buying process. This is where we earn our fee.

## **Price Parity**

If you are not exclusively listing with our company then ensuring that other brokers offer the same price is important. Otherwise we and you can look as if we are cheating the buyer.

## **Negotiating**

The key to remember here is not to get wrapped up in any games. If you keep your goals in focus at all times, you will be better able to respond to offers. You will have three choices when an offer comes in. You can accept the offer, reject the offer or make a counter offer. In the end it is what the buyer will pay regardless of your price.

### **Sharing costs**

In Thailand it is customary for the seller and buyer to share the transfer costs 50/50 but this is up to you.

### **Buyer payment**

Let us know at the beginning where and how you wish to be paid, as many buyers wish to receive payment offshore or outside Thailand and the buyer needs to know up front to avoid unnecessary bank and interest charges.

### **Title Deed**

Ensure that there are no complications and that the property is free to be sold with no encumbrances or that the seller is the name on the back of the title deed (or company), if not we need to know immediately as we cannot sell the property if there are any such irregularities.

### **Incentives**

To set your property aside from others, it is a good idea to offer some enticement such as a free washing machine, dishwasher, furniture, maid for a period etc.. this can make the difference on the buyers decision.

### **Reservation deposit**

When the buyer makes an offer acceptable to the seller, usually a non refundable reservation deposit is taken (min 100,000 baht), or as required by the seller. This is held by the broker in an escrow account until such time as contracts are exchanged. The reservation agreement allows the buyer 21 to 30 days to review and agree the contracts.

### **From offer to close**

It is normal once a reservation deposit has been secured for the process to take one month or more to final payment. The buyer first needs a lawyer to do due diligence and for you the buyer to provide a "sale contract" from your lawyer, this has to be reviewed and agreed and any changes made and agreed between the parties. Once this is completed and contracts signed, a visit to the land office to exchange title deed and buyer's final payment is the final stage.

## **6. Preparing your house for sale**

1. It should always be available at short notice for viewings. If inconvenient leave a key with the broker. Remember the buyer has little time here and lots of other property to see so you must co-operate or potentially lose a sale!
2. Best not to be at home when the broker visits with the buyer or make yourself scarce, otherwise the buyer feels as if they are intruding and not be able to visualize living there. If you are asked to show them around ensure you leave them after in privacy to talk together and look around.
3. First Impressions – Buyers arrival and first view is often the most important, so make sure the exterior of the property is up to standard, garden up kept, lawn mowed, gutters cleaned, windows clean etc.
4. Interior tidiness- ensure the house is spotless and all personal belongings are stored away and everything looks shipshape e.g. toys, clothes, magazines, shoes put away etc.
5. Room Airing - Rooms not used regularly should be aired and use some potpourri or something natural to take away any smells.
6. Pets - Lock them away prior to any visit and do not involve the buyer with them as not everyone is a pet lover and they are a distraction. Also remove pet food bowls and any visible sign of habitation where possible especially smells.
7. Lighting - turn on all interior lights even in daytime as this makes everything appear bigger and more appealing.
8. Paint work - A lick of paint can work wonders and it pays to refresh the look of the property prior to resale as well as mending any cracks and putting the property in the same condition as when it was new.
9. Rubbish - remove bathroom and kitchen rubbish to avoid lingering smells.
10. The buyer may wish to ask further questions and you should be available at short notice to answer them.
11. Plants - Greenery livens up a room and some well placed plants can be beneficial.