



Isan Real Estate

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Exclusive Boutique Service Guide for Real Estate Sellers

Welcome to Isan Real Estate Co., Ltd., your premier partner for professional and dynamic real estate brokerage services across Isaan (Northeastern Thailand), Northern Thailand, and the Kingdom of Thailand. We are proud to have been recognized as one of Thailand's Best Real Estate Agencies in August 2018—a testament to our unwavering commitment to excellence. Our dedicated team of mobile sales professionals prioritizes working collaboratively with you, rather than simply for you, to achieve optimal results. Allow us to guide you through our exclusive boutique service, specifically tailored for property sellers.

1. Thorough Research for Effective Marketing

Before showcasing your property to potential buyers, we conduct extensive research to maximize its selling potential. To ensure that we can legally represent you as the owner, we kindly request the following information:

- A4-size copy (preferably in PDF format) of the title deed(s) (front and rear)
- A4 copy of the owner's Thai ID card
- A4 copy of the owner's Thailand house registration (Tabien Baan)
- If the property is owned by a company, an A4-size copy of the company registration documents

2. Leveraging Location and Appeal

To enhance our research on your property's locality, region, and appeal, we highly appreciate confirmation of the GPS location via Google Maps. Providing the coordinates in the format (example) 17.123456, 102.123456 enables us to utilize street and aerial views, gaining valuable insights into nearby facilities and amenities.

3. Comprehensive Property Appraisal

Following our preliminary research, we schedule an appointment with you or your nominee at the property to conduct a detailed appraisal. Our appraisal considers various factors, including:

- Current land value, measured in price per Talang Wah
- Structural replacement cost
- Value of fixtures, fittings, and landscaping
- Any furnishings
- Improvements
- Any necessary depreciation

To ensure a well-rounded appraisal, two or more representatives from our company perform this assessment. This process not only helps us determine the value but also equips our team with the knowledge needed for future buyer inquiries. We present the appraisal to you for consideration and discussion, establishing the marketing price for your property if it falls within your acceptance range.

4. Exclusive Brokerage Contract

If both parties are satisfied with the appraisal, we proceed to request an Exclusive Brokerage contract, granting Isan Real Estate Co., Ltd. the sole agency role in the sales and marketing process. The contract duration typically ranges from 8 months to potentially longer for more challenging properties. It is important

to note that the contract period does not dictate the actual sale duration, as your property may sell much sooner.

5. Expert Negotiations

Once we establish the agreed marketing price, we also request your absolute bottom-line price—the amount you are willing to accept when potential buyers approach us with offers. This provides us with a clear negotiation range. Our experienced team conducts all negotiations on your behalf, aiming to secure the highest possible price without jeopardizing the sale. By minimizing direct contact between buyers and sellers during the negotiation phase, we reduce the potential for friction and ensure a smooth process.

6. Commencing Marketing Efforts

Once the exclusive brokerage agreement is in place and the marketing price is confirmed, we initiate our comprehensive marketing strategy for your property.

7. Sales-Oriented Approach

We are not merely an advertising company; we are a sales-focused brokerage. Our primary objective is to sell your property. In cases where owners do not accept our appraisal or terms, we respectfully decline to enter into an Exclusive Brokerage agreement. We encourage such owners to pursue their selling goals through other agents or private channels.

8. Tailored Marketing for Each Property

We understand that every property has its unique potential buyers—whether homebuyers, land buyers, investors, developers, or renovators. Therefore, our marketing efforts are individually targeted at the most suitable audience for each property. This ensures that your property receives specialized attention and reaches its intended buyers effectively.

9. Extensive Marketing Services

Our comprehensive marketing services include professional photography, free feature listings, and social media campaigns on platforms such as Facebook, Twitter, Instagram, YouTube, and other websites where we maintain premium accounts. Our commitment is to sell your property. If we believe we can achieve that goal, all our services are provided free of charge. You, as the owner, initially pay nothing for our extensive investment of time and resources. Only after the property is sold do we request a cost-effective commission.

10. Facilitating the Purchase Process

When we receive an offer from a client within the agreed price range, we promptly present it to you. We reasonably expect that you will accept offers within the parameters of our agreement. Subsequently, we arrange a meeting between the buyer and yourself to sign a Purchase Agreement for the property.

11. Ensuring Genuine Buyers

To ensure the buyer's authenticity, we meticulously verify their financial status, whether they intend to pay in cash or require a bank loan. Upon signing the purchase contract, we request buyers to commit to a 10% non-refundable deposit. This deposit is securely held in Isan Real Estate Co., Ltd.'s Bangkok Bank "non-interest bearing" Trust Account until the settlement date. Only upon completion of the transfer at the Land Titles Office do we release the funds from the Trust Account to the seller, either in cash or through a bank transfer.

12. Service Fee

Our service fee for providing this comprehensive range of services is only 4% (Four Percent) of the final Sales and Purchase contract price.

13. Transparent Fee Deduction

We deduct our fee directly from the 10% deposit, ensuring a seamless transaction process. The remaining balance is then forwarded to the seller(s). Our transparent approach ensures clarity and fairness throughout the transaction.

At Isan Real Estate Co., Ltd., we combine Western-style legalities with a deep respect for Thai culture. Throughout our partnership, we go above and beyond to assist all parties involved by providing referrals to legal firms, banks, building assessors, and other professionals as needed. Our ultimate goal is to achieve 100% client satisfaction while fostering positive outcomes for all.

We are not your average brokerage firm that simply lists properties and hopes for a sale. Instead, we are committed to selling your property at our expense, demonstrating our dedication to achieving results.

Thank you for considering Isan Real Estate Co., Ltd. for your real estate needs. For more information and to get started, please visit our website at www.isanrealestate.com or contact us at the following numbers: English: +66 85 179 8729; Thai and English: +66 99 444 6561. You may also reach us via email at connect@isanrealestate.com.

We look forward to the opportunity to assist you soon!