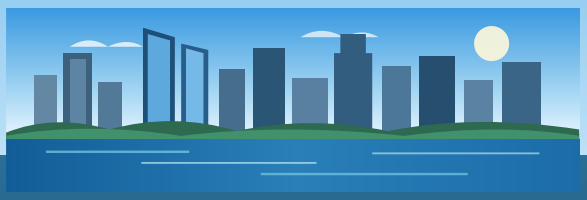
Siam Waterfront

Est. 2023



Linking You To Your Dream Property — Your Trusted Partner in Bangkok

About Us

Siam Waterfront Company Limited, corporate registration number **0105566145344**, was established in 2023 by a team of experienced real estate experts. The company is committed to offering comprehensive services for buying, selling, and renting all types of real estate—whether for residential, land, or commercial purposes.

We focus on providing quality services that are efficient, punctual, transparent, and deeply understanding of both Thai and foreign customers' needs. We are ready to assist our clients in achieving their real estate goals and long-term investment success.

Our Service

Comprehensive Brokerage, Advisory & Transaction Support

Buying, Selling & Leasing

Property Listings and Marketing
Create and market residential, land, and commercial listings across diverse channels.

Client Representation
Match target properties, negotiate terms, prepare contracts, and protect client interests.

Closing Assistance
Coordinate inspections, appraisals, loan applications, and guide the closing process.

Real Estate Consulting

Market Analysis and Valuation
Determine accurate property values and analyze current Bangkok market trends.

Investment Consulting
Advise individuals and corporations on investments, yield returns, and risk management.

Strategic & Legal Guidance
Develop real estate strategies and advise on property management and regulations.

Support Services

Client Communication
Maintain transparent communication, regular progress reports, and long-term trust.

Administrative Support
Manage agency agreements, transfer tax calculations, and legal compliance.

After-Sale Services
Facilitate utility meter transfers (electricity/water) and post-closing follow-up.

Founder's BIO

Tel: (+66) 8-7355-2274

Ratchawan (Ping) Huang — Founder & Property Consultant

Professional Experience

Present	Real Estate Consultant (3+ years experience) & Board Committee Member, Real Estate Sales and Marketing Association of Thailand (RESAM)
2023	Founder / Co-Founder — Siam Waterfront Co., Ltd.
2015–2022	General Manager — C.A. Garment (1990) Co., Ltd. & E-Commerce / Online Marketing Entrepreneur (2013–2022)
2012–2013	Audit Assistant — Deloitte Touche Tohmatsu Jaiyos Co., Ltd.



Ratchawan Huang (Ping)
MBA & B.Acc., Chulalongkorn

CORPORATE DIRECTION

Our Vision & Commitment

We are committed to becoming the leading real estate brokerage in Bangkok and its surrounding areas. Our focus is on providing superior service, uncompromising professionalism, and complete confidence in every property transaction.

Our sales and marketing achievements stand as a testament to our success in earning the trust of numerous clients who rely on us for buying, selling, and renting properties—reflecting our unwavering dedication to achieving the highest level of customer satisfaction.

CORE PURPOSE

Our Mission

- **Professional Representation:** Deliver expert real estate consultancy and brokerage agency services tailored to individual and corporate goals.
- **Curated Property Portfolio:** Select and verify high-quality residential, land, and commercial properties that precisely match client requirements.
- **Client & Partner Satisfaction:** Strive to create maximum value and long-term satisfaction for every buyer, seller, tenant, and co-agent partner.
- **Integrity & Governance:** Conduct every stage of our business with strict honesty, financial transparency, and professional ethics.

Specialized Scope of Services

Full-Cycle Marketing, Presentation & Deal Execution

Marketing & Advertising

Visual & 3D Production
Professional property photography, 3D virtual tours (360° Matterport), and videography for multi-platform promotion.

Targeted Multi-Channel Reach
Strategic online and offline marketing campaigns (property portals, social media, and on-site signage) to reach qualified buyers.

Co-Agent Network
Active collaboration and co-marketing with trusted partner agents to expand exposure and accelerate closing.

Preparation & Presentation

Property Staging & Viewings
Consultation on preparing properties for sale or rent, prospect screening, and accompanied on-site viewings.

Documentation & Reporting
Handling all legal contracts and providing regular updates and progress reports throughout the sales or leasing cycle.

Financial & Transfer Support
Preliminary mortgage consultation for buyers and full facilitation until ownership transfer at the Land Department.

Pricing & Negotiation

Comparative Market Analysis
Thorough analysis and comparison of market values and historical transactions to set optimal sale or rental pricing.

Net Proceeds Modeling
Detailed pre-calculation of transfer fees, withholding tax, specific business tax, and stamp duty prior to price acceptance.

Deal Mediation Expertise
Objective, professional negotiation between buyers and sellers to structure win-win terms and close smoothly.

Why Choose Siam Waterfront

6 Pillars of Our Brokerage Advantage

1. Deep Market Experience: Specialists in the Thai real estate market with a nuanced understanding of both domestic and international client expectations.

2. Multidisciplinary Expertise: Backed by strong executive backgrounds in accounting, auditing, MBA strategy, and digital marketing.

3. End-to-End Service: Comprehensive consulting and execution covering every step of buying, selling, and leasing from valuation to handover.

4. Client-Centric Dedication: Focused on delivering responsive, high-quality service tailored to achieve each client's specific timeline and return goals.

5. Diverse Bangkok Database: Extensive inventory of land plots, condominiums, single houses, and commercial spaces across Greater Bangkok.

6. Transparency & Ethics: Building enduring trust with clients, team members, and partners as the foundation for sustainable success.

STANDARD OPERATING WORKFLOW

5-Step Property Consignment & Sales Process



STEP 1 **Initial Consultation & Property Valuation:** Schedule an on-site property inspection, evaluate physical condition, analyze current market comparables, recommend optimal pricing, and explain the end-to-end brokerage process.

STEP 2 **Documentation & Brokerage Agreement:** Compile and verify ownership documents (Title Deed / Chanote, ID, house registration) and execute the formal Property Consignment / Brokerage Agreement.

STEP 3 **Multi-Channel Marketing & Accompanied Showings:** Install "For Sale / For Rent" signage, produce professional photos, video tours, and **3D Matterport Virtual Tours**, syndicate across top portals (Livinginsider, DDproperty, YouTube, Facebook), pre-screen qualified prospects, and host property viewings.

STEP 4 **Negotiation, Tax Modeling & Contracting:** Mediate price and terms between buyer and seller, calculate exact net proceeds and Land Department transfer taxes/fees, execute the Sale & Purchase or Lease Agreement, and assist buyers with bank mortgage applications.

STEP 5 **Ownership Transfer & Post-Closing Handover:** Prepare complete buyer/seller transfer dossiers, complete title registration at the Land Department (Power of Attorney supported), settle brokerage compensation, and transfer electricity (MEA/PEA) and water meters.

Value-Added Advisory: Pre-Closing Net Proceeds & Transfer Tax Modeling

Sample Condo Case (40.04 sq.m. | Fl. 19)

Before our clients accept an offer, we provide a side-by-side financial sheet detailing exact Land Department fees, withholding tax, stamp duty (0.50%), specific business tax (3.30%), and 3% commission based on Treasury Department appraisal values (e.g., 3,383,380 THB):

Scenario A: 3,800,000 THB
- Land Dept. Tax & Stamp: 95,296.17
- Brokerage Fee (3%): 114,000.00
- **Seller Net: 3,590,703.83 THB**

Buyer Transfer/Mortgage: 549.17 THB

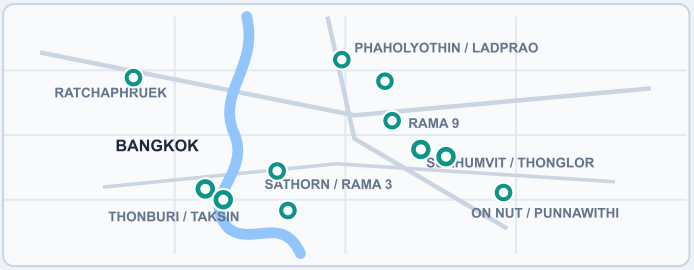
Scenario B: 3,700,000 THB
- Land Dept. Tax & Stamp: 94,796.17
- Brokerage Fee (3%): 111,000.00
- **Seller Net: 3,494,203.83 THB**

Buyer Transfer/Mortgage: 539.17 THB

Scenario C: 3,650,000 THB
- Land Dept. Tax & Stamp: 94,546.17
- Brokerage Fee (3%): 109,500.00
- **Seller Net: 3,445,953.83 THB**

Buyer Transfer/Mortgage: 534.17 THB

Bangkok & Metropolitan Coverage **Active Transaction Zones**



Property Coverage

We maintain a diverse portfolio of verified properties across Bangkok and surrounding areas—covering land plots, condominiums, single detached houses, and commercial spaces.

Our team works closely with individual and corporate clients to understand their exact criteria, conduct market research, negotiate optimal terms, and deliver high-performing property solutions.

Proven Sales & Leasing Track Record

Selected Projects Successfully Represented Across Bangkok

CBD, Sukhumvit & Thonglor

- **Park Origin Thonglor**
- **M Thonglor 10**
- **The Bangkok Sukhumvit 43**
- **Blocs 77** (Sukhumvit 77 / On Nut)
- **S&S Sukhumvit 101/1**
- **The Issara Sathorn**
- **Centric Sathorn – Saint Louis**

Riverside, Taksin & Inner Ring

- **The Bangkok Sathorn – Taksin**
- **TEAL Sathorn – Taksin**
- **HIVE Taksin**
- **Supalai Park Talat Phlu Station**
- **The Key Rama 3** & **Supalai Riva Grande**
- **The Privacy Rama 9**
- **KnightsBridge Phaholyothin**
- **The Excel Ladprao – Sutthisan**

Commercial, Houses & Land

- **Charn Issara Tower 1** (Office Space)
- **Prominent Fluid Controls Bldg.**
- **VIVE Rattanathibet – Ratchaphruek**
- **Casa Condo Ratchada – Ratchaphruek**
- **Punnawithi 31 Residence** (360° Tour)
- **Single Detached Houses & Land Plots** across Bangkok & Pathum Thani

Active Marketing & Listing Channels: 360° Matterport Virtual Tour | Livinginsider | DDproperty | YouTube Video Tours | Facebook & Line OA

Contact Us

Siam Waterfront Co., Ltd. (Corporate Reg. No. 0105566145344)
702 Charoennakorn Soi 40, Charoennakorn Road, Bang Lamphu Lang, Khlong San, Bangkok 10600

Tel: (+66) 8-7355-2274, (+66) 2-439-1548 | **Email:** siamwaterfront@gmail.com
Line Official Account: @siamwaterfront | **Facebook:** facebook.com/siamwaterfront
YouTube: youtube.com/channel/UC5MEsel1jAmAo6Q_OCShW8g
Livinginsider: livinginsider.com/public_profile/1/DCyljg.html

Siam Waterfront

Your Trusted Real Estate Partner in Bangkok