

# Massive reductions

## Park Royal 3 is launched



**H**eights Holdings (HH) have taken a bold new step to co-incide with the launch of their latest project, Park Royal 3 (PR3), writes *John Davids*.

The company has decided to offer massive discounts on the planned prices for the new project of up to 60 per cent. No, you didn't misread that – 60 per cent. That means that a luxury one-bedroom unit measuring 45 sqm and valued at Bt3.2m can be snapped up for a mere Bt1.29m.

And that's not all! HH,

as part of their year-end celebrations, have decided to slash prices across *all* their projects. For example, discounts of 30 and 28 per cent are available on Park Royal 1 and Park Royal 3 respectively.

These discounts mean that a 35sqm studio in PR1 is now available for Bt1.6m (originally Bt2.285m) and a slightly bigger – 42sqm – studio in PR2 now has an asking price of Bt1.85m (Bt2.57m).

At HH's four other projects Club Royal, Laguna Heights, W-Tower and Pattaya Heights

the discounts range from 33 per cent at Club Royal up to 45 per cent at W-Tower.

The developers are calling it a “real estate revolution” and it's easy to see why they are making this claim. The sheer scale of the discounts is bound to make other developers sit up and take note. A spokesman for HH said:

“We've done it again. We have taken affordable luxury to the next level. With the launch of the unbelievable Park Royal 3 project in another prime Pratumnak location, we have provided the ultimate real

estate investment. “What we are offering is nothing short of a real estate revolution by offering units with an expanded array of upscale amenities at an unprecedented level of pricing.”

#### **Furnishing package**

The spokesman added: “As well as completing the building to our usual impeccable European quality standards, with this development we are also introducing an exclusive boutique furnishing package as an optional extra for all our units.

“The package will come

in two styles – superior and executive – and will include two 42” LCD TVs, avant-garde furniture, as well as providing all out units with a guaranteed ‘wow’ factor.

“As with all our projects, PR3 represents yet another incredible investment opportunity. Why pay over the odds when you can acquire unbelievable quality at unbeatable prices.

“We invite investors and prospective owners to celebrate our success by enjoying success of their own at PR3.”

Location, location, location is the mantra, proverb, motto, call it what you will, and basic consideration in any real estate purchase. The spokesman said: “With this in mind, PR3 will appeal to any savvy investor or potential home owner by virtue of the spectacular setting of Pratumnak Soi 6.” Pratumnak is an area of outstanding natural beauty positioned on an exclusive hillside – five minutes away in either direction from the vibrant Pattaya city centre on one side, and Jomtien beach on the other. Surrounded

by the spiritual backdrop of Buddha Hill and the wondrous golden Buddha which overlooks Jomtien, Pratumnak is a location which is eye-catching, exclusive, and enchanting.

Despite their low prices, HH refuse to compromise on the high standard of comfort and living that their clients have become accustomed to enjoying. So PR3 will feature virtually all of the facilities and amenities the other luxury projects enjoy, including:

- Premium quality building materials

- Top-level structural integrity and engineering concepts
- 24-hour security ‘Smart Home’ features
- Secluded ground floor pool and relaxation area
- Free Wi-Fi zones
- Hotel-like concierge services
- Luxury reception area
- Underground parking

#### **Cutting-edge design**

A leading development requires a leading designer, and in the peerless Mario Kleff and his Wandegroup there can be no

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finer selection, say HH.

Star architect Mario Kleff transformed HH developments into new architectural idols and gave these projects some degree of fame amongst the public. The celebrity status is generally associated with an avant-garde novelty, and avant-garde is what it is all about.

“Park Royal 3 is a very interesting opportunity for both architect and home owner. The use smart engineering technique and impressive concrete surface lets this project stand up from the crowd. A modern low cost architectural icon that allows HH to create a innovative business plan.

“Real estate agencies around the world have proven to be eager to sign up ‘top properties’ in hopes of gaining attention or of increasing the value of their property – Heights Holdings projects are not five star cost properties, but certainly five star condominium developments.”

Having previously been contracted to design plans for

international standard projects in the USA, Russia and Dubai, Mario Kleff now spends his time exclusively in Thailand.

Having designed several other projects for HH, Mario Kleff is keen to outline his latest unique vision in the form of Park Royal 3. In an attempt to highlight the beauty of the local area, the building will be constructed using lightweight and transparent materials.

With very few concrete walls, green reflective glass will be employed to provide exceptional as well as to allow the integration of tropical green landscape into your living environment.

The relationship between Wandee group and Heights Holdings is one which allows Mario and his team to fully

express their creative visions while enabling Heights Holdings to enjoy the latest in ultramodern design and engineering concepts.

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**Leading construction quality**  
The use of highest steel strength and high definition concrete brings HH projects up into a leading position around Pattaya’ condominium developments. Perfect construction quality at affordable unit prices. Not even on a single building will be constructed without using international standards specification or beyond, say Heights Holdings and Wandee group. Ω

For more details contact HH on 086 129 8281 or 089 109 2040; E: sales@heights-holdings.com; W: www.heights-holdings.com

**HH claim PR3 will stand out in the property marketplace for a number of reasons. They say the project has:**

- A well-known and experienced developer;
- A revolutionary and prestigious designer;
- Sophisticated hi-tech design;
- Stunning and secluded location (500 metres from beach);
- The best value-for-money real estate proposition in Pattaya.



HEIGHTS HOLDINGS Affordable Luxury

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Celebrate Our Success By Enjoying Your Own:

Heights Holdings has done it again – we have taken affordable luxury to the next level. With 2009 being an incredible year in which three new projects have been launched, Heights Holdings is officially inviting you to join the party with our latest revolutionary promotion. We are now offering premium quality units in prime locations such as Pratumnak Hill for an astonishing 60% discount. Take this opportunity to become a part of the best real estate offer in town.

Limited Offer  
First Come First Serve

**PARK ROYAL 3**  
Pratumnak  
45 Sqm One Bedroom  
Was ~~3.225M~~ **Now 1.29M** **-60%**

**CLUB ROYAL**  
Wong Amat  
33.5 Sqm Studio  
Was ~~2.76M~~ **Now 1.85M** **-33%**

**laguna heights**  
LONG BEACH  
75 Sqm Two Bedroom  
Was ~~7.16M~~ **Now 4.3M** **-40%**

**Tower**  
42 Sqm Studio  
Was ~~5.26M~~ **Now 2.895M** **-45%**

**PARK ROYAL**  
Pratumnak  
35 Sqm Studio  
Was ~~2.285M~~ **Now 1.6M** **-30%**

**PARK ROYAL 2**  
Pratumnak  
42 Sqm Studio  
Was ~~2.37M~~ **Now 1.85M** **-28%**

**PATTAYA HEIGHTS**  
75 Sqm One Bedroom  
Was ~~4.91M~~ **Now 2.95M** **-40%**