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Klass Assets to launch 2 condo projects in H2

KLASS ASSETS plans to launch two new low-rise condominium projects worth Bt2 billion in the second half of this year, appointing CB Richard Ellis (Thailand) as sales agent.

Klass Assets chief executive officer Thanin Leenabanchong said Klass Siam would offer starting prices of Bt6 million and Klass Sarasin-Rajdamri Bt8 million per unit. Both projects will undergo an exclusive presale event on May 24 at Siam Kempinski Hotel Bangkok.

CBRE Thailand managing director Aliwassa Pathnadabutr said the luxury condominium sector would have a lot of potential in the second half, as there is still demand for downtown condos both as residences and for investment.

The consumers in this group have high purchasing power, but developers must pay close attention to details in order to be accepted.
The location, architecture, and design of the project must reflect a modern and premium character.

Klass Sarasin-Rajdamri and Klass Siam target buyers who want exclusivity and a prime location. Both projects have a small number of units and are located in the heart of the city. The Sarasin-Rajdamri area is very popular among high-end consumers because it is not far from Lumpini Park. Klass |Siam is also in an area popular among students and those who commute on the BTS Skytrain every day.

Stand-out designs
Aliwassa said their classy and stylish design made both projects stand out from other low-rise condominiums. As well, there is a strong demand for downtown low-rise condos, which offer more competitive prices than high-rise projects.

Both projects by Klass are great options for those looking for a luxury condominium downtown, she said.

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