

The Perfect Property

by Alistair Hall

MAKING WAVES IN SOUTH EAST ASIAN REAL ESTATE IS LEADING PROPERTY INVESTMENT GROUP, CLAIRE BROWN REALTY

Claire Brown Realty is the first place to call for anyone interested in investing in property in South East Asia. The company sources highly lucrative real estate investments and is at the forefront of many prominent developments in the region. The tropical beaches and idyllic landscapes found in such countries like Malaysia, Thailand and the Philippines, provide plenty of reasons for buying property in this area.

But finding that perfect haven requires stringent assessment and evaluation. Claire Brown, Managing Director and Founder of Claire Brown Realty, understands the reality of investing in overseas property. Claire's talent for identifying promising business ventures has come from years of experience in consulting and developing projects in Asia. Claire states:

"There's no substitute for actually knowing what you are talking about and having genuine experience - if you don't understand what happens behind

the scenes in real estate, how can you separate the solid investment opportunities from the absolutely ridiculous ones? Good marketing can disguise many sins."

This straightforward outlook is reflected in Claire Brown Realty's conception. Claire founded the company in 2004 and explains that "the idea was always to market only the best opportunities and to leave all the rest behind."

The team also includes Sales Director, Lars Evans, and Director of Marketing, Imogen Ridley. Lars holds a wealth of experience in property and helps clients build →





THE COOL BLUE RESORT IN KOH SAMUI COMBINES LUXURY MODERN VILLAS WITH BREATHTAKING BEACHSIDE VIEWS.



diverse, high performing property portfolios. Imogen handles all aspects of marketing, from the highly complimented website to exhibitions and lavish private events.

The company's impressive list of developments includes Samrong Resort in Koh Samui. This was the first project that Claire managed and consists of sixteen magnificent villas set beside a stunning secluded bay. Cool Blue, also in Koh Samui, is a private gated resort featuring luxury modern villas with infinity pools that overlook a tropical beach and outer laying islands.

The most recent project Claire Brown Realty has launched is the Plantation in Phuket. This development offers several picturesque ocean-edge villas and apartments that are distinguished by their panoramic sea views and contemporary interiors.

Such developments have earned Claire Brown Realty a prominent reputation for providing the finest in luxury real estate, and their success is attributed to a meticulous work ethic. The company will work intensively in order to gauge whether a project is worthwhile. Lars reveals that it took nearly seven months to

research the Nexus project in Borneo (a cluster of luxury villas and condominiums) in order to ensure that they were thoroughly familiar with every detail:

"After the process of site visits, meetings with lawyers, collating data on regional and local tourism, and through our long meetings with local lenders, we were finally convinced that this was more than good enough for us to put in front of our clients."

Claire Brown Realty displays a savvy and realistic approach to the industry. "It's not about dreams" Imogen candidly states, adding,



"it's about selecting high yielding real estate in the best growth markets through research and local knowledge and then eradicating risk through exhaustive due diligence."

The future is set to bolster the already stellar reputation of Claire Brown Realty. The team have just introduced a new sourcing service for private clients that demand very specific types of property and they have also signed a deal to supply Approved Properties Abroad with all their South East Asian stock. This company holds exclusive rights to market overseas property for a range of blue chip



consumer and corporate entities, including The Daily Telegraph, BMW, Readers Digest and Barclays Capital.

On the horizon is the launch of a new private island/eco-chic resort in the Palawan Archipelago of the Philippines. Claire will also be co-developing a beachfront development in Sabah, known as the "8" project, which will be designed by Malaysia's architect of the year, Alan Wong. With so many promising ventures, Claire Brown Realty looks to go from strength to strength.

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