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## The Confidence Factor



The men at Matrix (and the ladies, for that matter) are people who believe in doing things thoroughly. As Art on the Hill project manager Julian Stanley said: "We know that reputations are hard to build and easy to lose."

His boss Matrix managing director Miki Haim echoes that: "We are serious business people. We don't want anyone who does business with us to lose face – or money!"

He continued: "If we really wanted to we could have 10 projects on the go at one time. But we take our time and ensure that we can deliver what we say we will do."

Miki said that some of his company's competitors make the "mistake of playing between projects" with the finances.

### Feasibility studies

"We won't do that," said Julian. "We look at the feasibility of each project separately and do our market research. When we are 100 per cent sure, we go ahead. If only 90 per cent, we don't progress with it."

Miki said: "We don't play with our customers. We start building when we say we will and, often, we complete ahead of our planned date."

He pointed out that the company's The View project in Pratumnak had reached the 15th floor (and will probably be on the 16th or 17th by the time you read this).

"There are other projects launched around the same time haven't even scraped the grass yet," said Julian.

We deliver our promises, is a slogan of the Matrix company and chatting to them two of them it was obvious that this is more than just a sound bite, writes Dave Buckley.

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"Customer confidence is vital for us," said Miki. "We believe in taking things step by step to ensure we take care of the investor."

But it's not just the clients that are important to Miki. "Sometimes it might appear to my staff that I can be a little difficult," he said. We all smiled. "But I am always with my people. It's important to me that they are confident that we are doing things the right way; that they never need to worry about getting their salary because we are run properly.

"It's the same with agents. We take care to ensure that we deliver on what agents say about us. Again, it's that confidence factor."

### The projects

Matrix has several projects currently underway. In addition to The View, they have ...

I Sunset Boulevard, a nearly complete low-rise not far from The View that is 85 per cent sold;

I Paradise Park in Jomtien where more than 400 of the 500 units have been sold. This has reached the fifth of its eight floors at the time of writing;

I Art on the Hill in Pratumnak. Another low-rise where the building below the ground is done and the cranes are due to move in this month. Sales are running at 40 per cent there. Art is due to finish in November of next year.

Plus another phase is planned for one of the above and I should not forget The Vision which, as you can see from the panel on this page, we should be saying a lot more about next month.

Perhaps it's another sign of the thoroughness of the Matrix approach that, although The Vision is already in soft-launch phase, they want to wait a little longer before going into detail in print about it.

Julian said: "We try to do more than just keep our promises; we try to beat them. We aim to exceed our customer expectations."

To back up that statement he took me to The View building site where, in the company of project engineer Thomas Scholberger, we took in the views from both the front and back of the 15th floor.

A lot of talk in property circles has suggested that The View is miss-named. What I saw suggested that there are views and they are worth having.

### Showrooms soon

Thomas showed me some of the detail being added to the building where the entire fifth floor will soon be showrooms.

"We are always seeking to improve the spec in our buildings," he said showing me some flexible water piping that is capable of being bent at virtually 90 degrees without cracking.

The configuration I saw was like a big 'U' shape. "Before we would have had to put joints in the piping for every change of direction," said Thomas. "That increases the chances of leaks," he said.

"The customer will be happy that these risks have been removed and we as developers are content that we will not be asked back to correct something at a later date because we got it right in the first place." Ω





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