

# Smart Design, Smart Living

"The Meadows" in Pattaya is full of pleasant surprises

THE MEADOWS

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## INTRODUCING THE MEADOWS

In Pattaya, a city famous for surprises, one of the biggest comes when paying a visit to Town & Country Property's new project "The Meadows," located on Soi Nern Pub Wan. "Trendsetting modern design" and "value pricing" are seldom used in the same sentence, but that is certainly the case at this landmark new development.

According to Town & Country's Managing Director Cees (pronounced "Case") Cuijpers, the project is a milestone for the Pattaya area since it fills a niche that has never been addressed by local developers.

"No foreign developer has ever attempted townhouses of this quality at these prices," explains Cees. "The only new homes that can be purchased at this price level are built by Thai developers, and the quality is far inferior."

The breathtaking design of the homes – impressive at any price – is ample evidence that Holland-born Cees is anything but a developer who "plays it safe."

"The homes surprise people, and that was our intent," Cees elaborates. "This is not your traditional townhouse, and people either love it or hate it, with no middle ground."

"Fortunately, most people love it. We've had customers who were planning on buying a totally different type of home change their plans immediately upon walking into our show homes."

Located about 4.2 km from Sukhumvit, The Meadows offers a quiet atmosphere close to the natural beauty of Mabrachan Lake. Many shops and fresh markets are nearby and the baht bus route and 7-11 are within walking distance. The properties



will be very convenient to the new motorway entrance that is currently being planned.

## THE CONCEPT OF SMART LIVING

The Meadows is made up of 57 units, of which 23 are now fully built, with two show homes that customers can now wander through and preview. Units come in 4 different types and range from 2,350,000 to 5.1 million baht. The choices available are:

- Two Bedroom City Villa (140 square meters)
- Three Bedroom City Villa (180 square meters)
- Three Bedroom, Three Story Duplex (220 square meters)
- Three Bedroom, Two Story, Detached Home (200 square meters). This is the most deluxe and expensive option.

Many people might wonder what exactly a 'city villa' is.

"We chose this name because 'townhouse' doesn't do the homes justice at all," Cees says. "The spaciousness, the comfort, the degree of air and light, all achieved with a detailed eye on space planning is unlike anything I've ever seen in a townhouse."

"Space is maximized with very smart layouts," he continues. "That's why our slogan for The Meadows is 'Smart Living.'"

Phrases like "intelligent design" and "smart living" can rarely be used to describe the homes of competing developers in this price range. An example Cees cites is the all-too-common placement of bedroom light switches in an area that requires the person to get out of the bed to turn off the light. Another frequent misstep is a breaker box located right in the middle of the living room wall.

In contrast, the homes at the Meadows feature switches that

are centrally located on one control panel for maximum convenience.

Cees' ambitious objective for The Meadows is to create a benchmark for Pattaya homes, not only for design, but for pricing as well.

"I'm not only a developer, I'm a broker, and I know that the fastest moving properties in Pattaya are priced below five million baht. Other agencies will disagree and say that expensive, luxury properties are highest in demand."

"The reason they are saying this is that the bulk of properties sold for fewer than five million baht are built by Thai developers and sold directly to the public. Foreign developers and real estate agents are ignoring this market."

"We've decided to compete by offering a very luxurious, modern

home constructed to European standards, as opposed to the mass-produced, poorly designed, cookie-cutter homes in huge developments, which up until now have been the only other option at this price range."

**A SOUND INVESTMENT**

Quality properties make for quality investments. As a signature project for Town & Country Property, The Meadows will benefit from first-rate management enforcing strict rules and regulations so that all homes in the project appreciate in value. The office will handle all property management services for residents when they're away or if they choose to rent. Cees believes that homes within the property would make great rentals, providing annual returns of at least 9% of the initial investment.

Common facilities include a residents' lounge, spacious gym, and freeform pool and Jacuzzi situated in a lush, tropical garden. The garden areas were professionally designed and no expense was spared. One of the most exciting features

in the homes is an indoor garden atrium, which features a light shaft that runs from the living room up to a skylight in the ceiling. This functions as both a divider between the dining room and living room, and a wonderful source of light to create the home's unique atmosphere. The indoor garden has specially chosen plants and can be lit up at night, brilliantly or softly, depending on the mood. This brings nature into the home and serves a focal point for the entire room.

**THE FUTURE OF THE PATTAYA HOUSING MARKET**

The unique vision of the future of Pattaya housing so elegantly expressed at The Meadows is attracting attention. Fourteen of the complexes 57 homes were sold in the first month after the opening of the sales office.

"The Meadows is a one time development with no additional phases to be built in the future, so the time to act is now," Cees advises. "I expect a waiting list to purchase these properties."



For further information on The Meadows, contact Cees Cuijpers at 086-666-7238.

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