



THE LAKES

AT PHOENIX



<http://www.thelakesatphoenix.com>

WHY THE LAKES AT PHOENIX IS THE BEST RESORT HOME FOR YOU IN PATTAYA

The following are the key differentiating factors regarding *The Lakes at Phoenix (The Lakes)* which makes the development clearly stand out amongst its competitors in Pattaya. The Lakes is the resort residence of choice for you and your family.

THE LOCATION

1. The Lakes is uniquely located right in the midst of the lush Phoenix Golf Course surrounded by uninterrupted panoramic views toward the ocean, mountains and lakes.
2. The Lakes is only 10 minutes from Central Pattaya allowing you to live in a beautiful and permanent "green" environment and yet with a full range of urban services (restaurants, shopping, hospitals etc) readily and conveniently situated when you need them.
3. The Lakes is easily accessed after exiting the Chonburi expressway bypass by taking route 331 which allows you to avoid any congestion in down town Pattaya.

THE CONCEPT

1. The Lakes is situated on a very large area of land (14 rai or 22,600 sq metres) where another developer would typically have "maxed out the land" and built more buildings and units.
2. The density of The Lakes has deliberately been kept low in two low rise (23 metre buildings) allowing the sensitivity of the natural landscaping to be a very strong element in the overall master plan.
3. The design team lead by Hassell has focused on meshing the beauty of the natural landscape with an environmentally sustainable architectural design that compliments rather than competes with the environment.



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THE ENVIRONMENT

1. The Lakes setting within Phoenix Golf Course itself ensures that the views and environment will never be compromised. In Pattaya and Jomtien the outlook of high rise developments will inevitably be diminished by future adjacent developments. The Lakes is able therefore to sustain its tranquil setting forever.
2. The Lakes is integrated into the surrounding nine lakes and four fairways. None of the units have a poor view and there is therefore no "back or front" of the residential buildings.
3. The wonderful panoramic views eastward over fairways, lakes and agricultural plantations toward the feature Buddha Mountain is unique to The Lakes.

THE FACILITIES

1. The extensive water facilities are second to none including dedicated lap, recreation, as well as children's swimming pools. These are fringed by a large sandy beach which the development team have integrated into to The Lakes environment.
2. The sporting facilities at The Lakes will keep all members of the family fully occupied offering golf, tennis, a large fitness centre as well as jogging and cycling paths.
3. The Lakes has an innovatively designed large sunken shaded BBQ area next the swimming pool and beach which allows families to meet in an informal dining setting.

THE INVESTMENT

1. In Europe and USA resort homes located within a Golf course are typically priced 30% above those of other homes in the same resort area. This value add is derived from the "sustainable" pristine landscape with golf focused, but varied sporting activities, on your doorstep.
2. The pricing of the Lakes does not take this positive pricing differential into account although we believe that in time homes of this type in Thailand will follow the same investment valuation. This investment upside accrues to The Lakes owners.
3. The Lakes is priced at an affordable and very attractive level which gives buyers more space for a smaller quantum investment when compared to other Grade A developments in Pattaya. The potential for substantial price appreciation is therefore high.