



NATURALIA PARK

Invest in the exceptional - minimized risks.

KOH SAMUI BO PHUT

The builder is the owner of the land (valued at 90.000.000 THB)

Regulatory Compliance: (current construction laws)

Land and division up to standards.

Construction up to standards.

Direct purchase from the owner.

Property Ownership: Canote or Lease.

Control over cost and quality.

Control over infrastructure (water, roads, and electricity).

Control over construction: 200 workers employed.

Secure résidence.

Guaranteed profitability and capital gains.

Premium Location: 400 meters from the main road, 600 meters from the beach, situated between Mae Nam and Fisherman, 5 km from Chaweng Airport.



Marc

+66 63 602 5723

luxagencysamui@gmail.com

MA-AT Co.LTD

126/45/M.3, Maret, Koh SAMUI SURATTHANI 84310

LAMAI

THAILANDE



Profitability Analysis and Winning Strategies

Koh Samui // February 2025

Unlock the Full Potential of Your Villa in Koh Samui

Renting out a villa in Koh Samui is good.
Maximizing its profitability is **even better!**

With the expertise of **AL Management Samui**,
discover how to optimize every booking, maximize
your revenue, and dominate the rental market
with **ultra-efficient management.**



1. Performance by Area

➔ Market Trends (Samui)

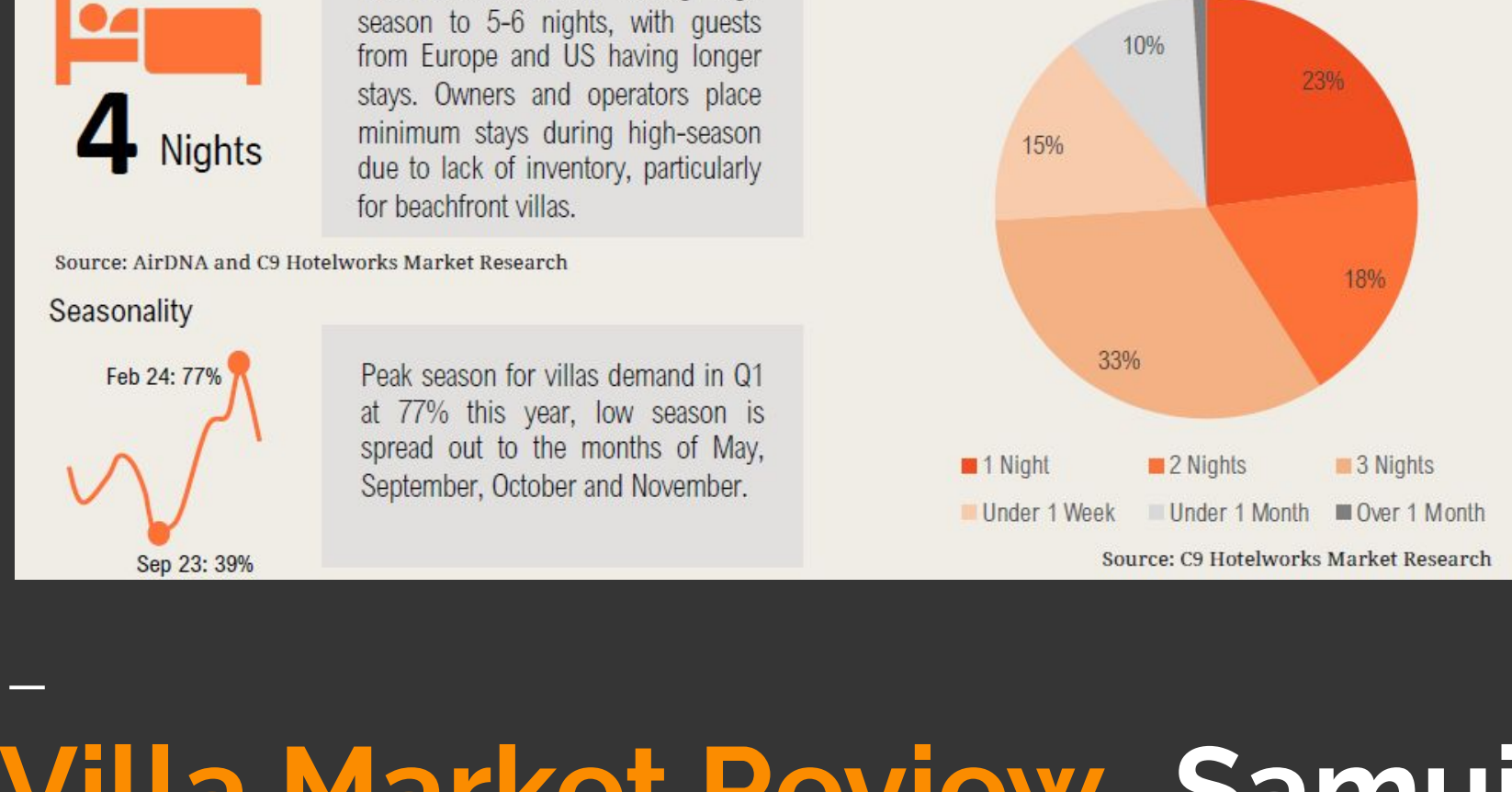


1. Demand Indicators

➔ Market-wide rates and occupancy by configuration (Samui)



Villa Market Review - Samui



Villa Market Review - Samui



The Villa Rental Market in Koh Samui

- A prime destination for **high-end tourism** in Thailand.
- **Strong demand** for private villas, especially among expatriates and high-end tourists.
- A rapidly evolving market, with an **explosion of seasonal rentals.**



Key Market Figures

- **90%** of rental listings consist of independent villas and houses.
- Average nightly rate: **5,500 THB**
- Average occupancy rate: **60%**
- Profitability is strongly **influenced by seasonality.**
- **35% to 40%** of annual revenue is generated during the high season.
- Demand decreases during the shoulder season.



Obstacles That Limit Villa Profitability

Even in a high-demand market, many property owners struggle to achieve optimal profitability. Here's why:

Issues and Challenges

Source: JarvisSuperHost

1 Fluctuation des Revenus et Saisonnalité

High season (Dec-April):

High revenue, but extremely competitive.

Low season (Oct-Nov):

Low demand, risk of under-occupation.

Solution :

Dynamic pricing strategy and diversification of booking channels with the help of Expert Property Asia.



AL MANAGEMENT SAMUI

2 Lack of Professional Management

Owners overwhelmed by daily organization.

Poor management of bookings and calendar.

Insufficient responsiveness to client demands.

No upsell opportunities.

Solution :

Process automation and optimized management; 24/7 customer service and upsell app with the help of:



AL MANAGEMENT SAMUI

3 Poor Visibility, Weak Marketing

Poorly optimized listings:

Average quality photos, unengaging descriptions.

Lack of visibility on the right platforms.

Lack of differentiation from the competition.

Solution :

Digital marketing and multi-platform strategy to maximize visibility with the help of:



AL MANAGEMENT SAMUI

Property Analysis

NATURALIA PARK

Exact address : 9/48 Moo 1, Bophut - Maenam, Ko Samui, Surat Thani 84330

Zone : Maret
Popular area for short-term rentals.

Proximity :
Quick access to local restaurants and attractions.

Access & Amenities :
Located 5 minutes from Fisherman city center and Mea Nam center, 17 minutes from the airport and 3 minutes from the beach.

Property Type & Features

Type : Villa modern style Bali.
Area : on a plot of about 320 m² house of about 84 m² with terrace, sala of 45 m² and swimming pool of 18 m².
Number of rooms : 2
Number of bathrooms : 2
Facilities: Terrace, swimming pool, lush garden and parking.
Amenities : modern villa with all comforts.
Ideal for short-term rental.
Average price per night: 5,000 THB.

Market Positioning:

Comparison with Similar Properties in Maret, Samui:

- **Private Villas**
- **Average Occupancy Rate: 82%** (depending on management and season)

Why is this location a strong point?

- ✓ High tourist appeal, especially for families and expatriates.
- ✓ Strong rental demand for modern villas with pools.
- ✓ Excellent accessibility, ideal for international travelers.

Earn More, Work Less

💡 You invested in a villa in Koh Samui to generate income, not to deal with constraints.

With standard rental, you are limited by:

- ✗ Suboptimal pricing
- ✗ Irregular occupancy rate
- ✗ Time-consuming and unprofitable management

With Expert Property Asia, you turn your investment into a cash machine:

- ✓ 40% to 50% more revenue thanks to optimized management
- ✓ Maximized bookings across 50+ platforms
- ✓ Premium service that retains your clients and boosts your reviews



AL MANAGEMENT SAMUI

KOHSAMUI THAILAND

LUX
AGENCY

NATURALIA PARK

Invest in the exceptional - minimized risks.

KOH SAMUI BO PHUT

SINGLE STOREY HOUSE: 2 Rooms and swimming pool.

8 000 000 THB

CHANOTE

30-YEARS LEASE directly from the owner.



1/7



Marc

+66 63 602 5723

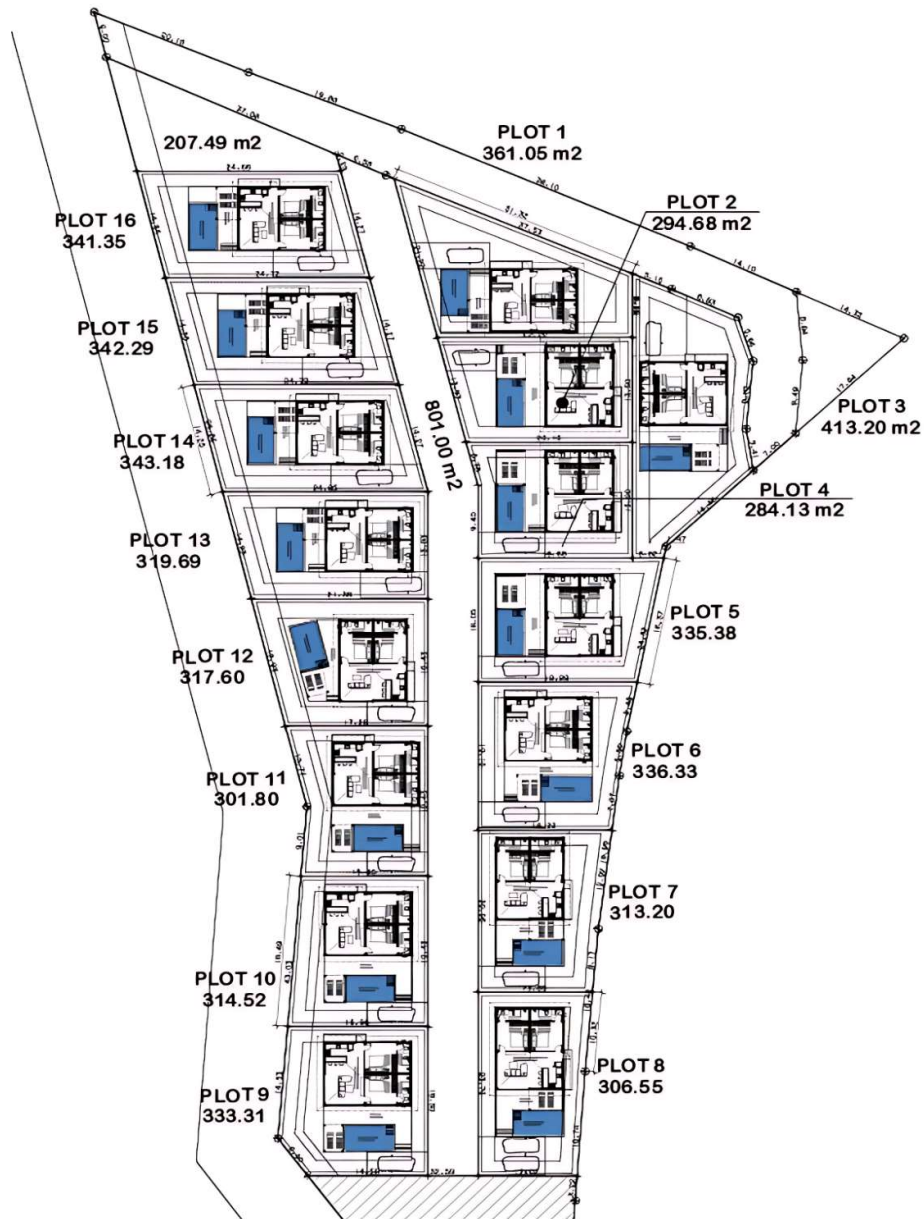
luxagencysamui@gmail.com

MA-AT Co.LTD

126/45/M.3, Maret, Koh SAMUI SURATTHANI 84310

LAMAI

THAILANDE



2/7



Marc

+66 63 602 5723

luxagencysamui@gmail.com

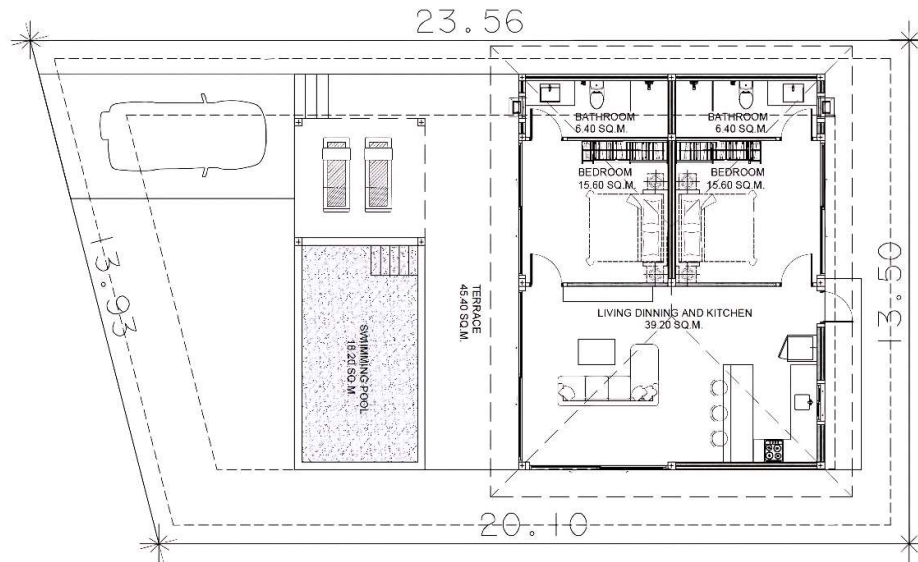
MA-AT Co.LTD

126/45/M.3, Maret, Koh SAMUI SURATTHANI 84310

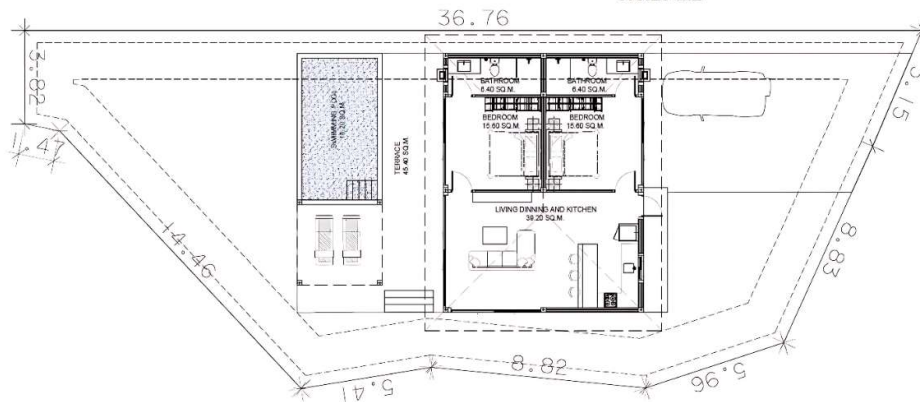
LAMAI

THAILANDE

PLOT 2
294.68 m2



PLOT 3
413.20 m2



3/7

KOHSAMUI THAILAND

LUX
AGENCY



4/7

IA

Marc

+66 63 602 5723

luxagencysamui@gmail.com

MA-AT Co.LTD

126/45/M.3, Maret, Koh SAMUI SURATTHANI 84310

LAMAI

THAILANDE

KOHSAMUI THAILAND

LUX
AGENCY



5/7

IA

Marc

+66 63 602 5723

luxagencysamui@gmail.com

MA-AT Co.LTD

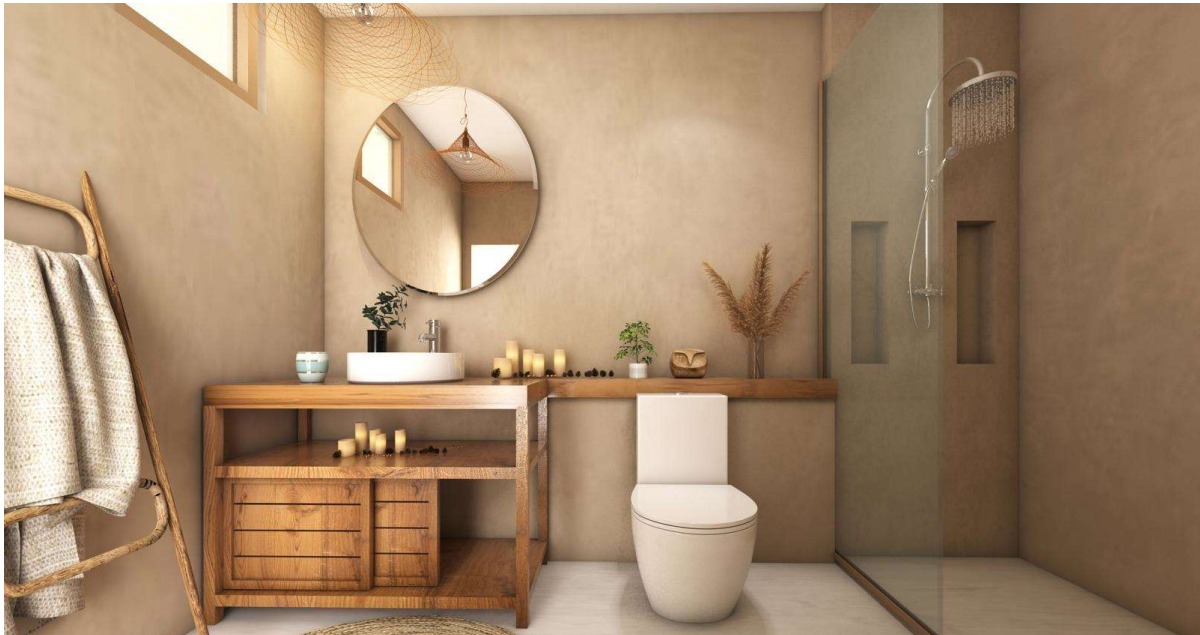
126/45/M.3, Maret, Koh SAMUI SURATTHANI 84310

LAMAI

THAILANDE

KOHSAMUI THAILAND

LUX
AGENCY



6/7

IA

Marc

+66 63 602 5723

luxagencysamui@gmail.com

MA-AT Co.LTD

126/45/M.3, Maret, Koh SAMUI SURATTHANI 84310

LAMAI

THAILANDE



NATURALIA PARK
Bophut - Koh Samui - Thailand

NATURALIA PARK PAYMENT 8.000.000			TOTAL PRICE 8,000,000
DEPOSIT : The deposit for all Payment schedules is 1.000.000 THB (this payment is non refundable)			1,000,000
STAGE PAYMENT			
Stage 1	25%	Signing the contract and start construction	2,000,000
Stage 2	25%	Finishing ground floor level, swimming pool structure	2,000,000
Stage 3	22.5%	Finishing roof covering	1,800,000
Stage 5	10%	Finishing frame windows	800,000
Stage 6	5%	Complete construction - Transfer Chanot Land and Villa	400,000
TOTAL			8,000,000
OPTION			
Kitchen Teak Wood + Equipment			400,000
Furniture			500,000
Dressing Teak wood			200,000

MAINTENANCE FEES :

Naturalia Community : 3.500 Thb / Month

Electric : 7 Thb / Unit

Water : 100 Thb / Unit

BUILDING GUARANTEE :

With quality of construction and finishing to Western standards, Samui BTB Construction presents every owner with a 5 years Structural Integrity Guarantee, and a one-year defects warranty on their property upon completion

SIX MONTH RETURN TO SITE POLICY

Six month after the completion of your property, Samui BTB Construction will return to site to undertake any works that have arisen since completion.

7/7