

Happiness Lives Here

There is an old adage that a pet is for life not just for Christmas. Well Ruksapong Khumkhuanjum feels much the same way about the houses he sells. For the General Manager of Land and Houses his duty of care to the customer does not end once they have put pen to paper, in fact Ruksapong believes it has only just begun.

Story : James Goyder | Photography : Nakarin Banjerdjin



A Duty of Care

Ruksapong says, "A lot of people in Thailand aren't concerned about their clients after they've sold them the house and think that that's it but we want to be in this business for the long term so we have to do a little bit more."

This is hardly the ruthless attitude you would expect from a man who has sold in excess of 700 houses and can lay a justifiable claim to being Thailand's premier salesman in his market sector. However it would be fair to say that, despite this astounding record, Ruksapong is not your typical salesman.

An Accidental Salesman

In fact he never intended to sell houses, as he recalls, "I sold my first house 15 years ago. I was not actually employed by Land and Houses at that time but I was a business student at university. It was a THB 15 million house in Bangkok and it was a wonderful feeling. It was never my intention to sell houses but I was forced to do so in order to get a feel for the industry and for the experience."

Ruksapong Khumkhuanjum

It would not be the last house that Ruksapong sold but he is anxious to play down the significance of his

"We feel well looked after by the management here."



*"Our competitors
can't catch up"*

Ruksapong Khumkhanjum



impressive statistics. "To sell a house is very easy but to make the resident of that house happy when they stay in that home is more difficult."

Land and Houses is Thailand's largest developer and has a reputation for providing high quality housing at affordable prices in a safe and tranquil environment. It also has a reputation as being one of Thailand's most responsible developers and won the prestigious Trusted Brands Award in 2007 from Reader's Digest Magazine.

A Team Game

So why does Ruksapong think Land and Houses has been so successful? "It's down to everyone, not just me. We have a very low turnover rate amongst our employees, the average time they stay with us is between seven and eight years. Because they have this kind of experience they are extremely skilled and know clearly what they are doing."

"Our clients feel safe when they stay here."

Ruksapong Khumkhanjum

For the self-professed Manchester United fan, "It's like having a football team full of very good quality players, it is bound to be successful. Our competitors can't catch up to our level of performance because while they can try to copy our model what they cannot copy is the experience of our staff."

Land and Houses Phuket

I am interviewing Ruksapong in Land and Houses Park in Phuket, his home for the past 11 years. The park might contain a lakeside restaurant, a fully equipped gymnasium, a swimming pool and a spa but for Ruksapong the single most important aspect of life in the Park is, "The safety. Our clients feel safe when they stay here and they feel that this is a safe place for their family."

"Some of my clients even rent a house here first in order to check everything out: who takes care of the rubbish? Who takes care of cleaning the communal areas? And then after they have made sure that everything here is ok they can make their decision."

The 415 rai gated community and the guarded entrances are operated by Land and Houses in conjunction with the Muang Mai Group. According to Ruksapong, "We are lucky to be able to join with a company with such a good reputation. They are a local company and a local family. In the northern half of Thailand we are 100% independent but in the Southern half it has been more practical for us to operate in conjunction with them. They have many businesses in the South of Thailand and we are going to develop residential communities throughout fourteen provinces in Southern Thailand."

However in the meantime the focus is firmly on Phuket, "There are still 80 units available at the Land and Houses Park in Phuket which

are currently under construction and should be completed by the middle of next year, after which the development will be complete.

As well as over fifteen years experience of selling houses Ruksapong Khumkhanjum has a degree in marketing and an MBA in finance so the successful expansion of Land and Houses at his helm should come as little surprise.

Life in a Land and Houses Home

However if you want an insight into life at the Land and Houses Park in Phuket from someone who is not one of the Kingdom's most proficient salesman then here are the testimonies of some other Land and Houses residents.

Jeeraphan and Granville Ess, 'Feel very safe and secure with the security guards that patrol the estate regularly and check everyone coming in and out of the two entrances. We feel well looked after by the management here, who are always available to listen and attend to any issues or suggestions by residents.'

Mr. Bas van Straten, believes that, "If you are looking for quality housing in one of Phuket's most reputable developments at a reasonable price and away from the crowds, Land and Houses Park Phuket is for you. For us, every day is a joy to live here."



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is a joy to live here."*

Mr. Bas van Straten

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