



# THE ECO CONDOMINIUM INVESTMENT



# DEVELOPER PROFILE

Serene Surin Co.,Ltd. received the prestige award of Best Boutique Developer in Phuket 2020, by DOT Property Thailand Awards.

Serene Condominium also received verification of the project's main concept, Eco friendly and Sustainable, when DOT Property Thailand Awards awarded us with the Best Sustainable Eco Design awards on the same ceremony.

The achievements continued onto the next awards, where Serene Condominium also received the Highly Commended Best Green Development by Thailand Property Awards 2020.

We are proud to get our Green, Sustainable and Eco friendly philosophy confirmed and authenticated by all the major awards in Thailand.





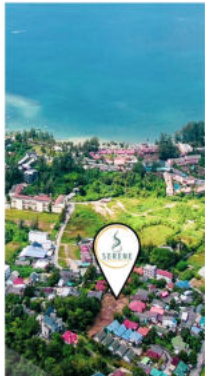
www.serenecondophuket.com

# ECO FRIENDLY CONCEPT

## WHY WE CARE AND YOU SHOULD TOO



## OUR CONCEPT IS BASED ON 4 MAIN DIRECTIONS



THE SUSTAINABLE SITE



WATER EFFICIENCY



ENERGY AND ATMOSPHERE



MATERIAL AND RESOURCES



SERENE  
Innovations & Development

## HOW WE MAKE A DIFFERENCE

- For Every Tree we cut down, direct or indirect, we will plant 2 new
- For every 1,000,000 THB you buy, we will donate 1,000 THB to an environmental foundation on your behalf
- We cover as many parts of the building as we can with leaf plants and trees in order to cool down the building and reduce our carbon footprint
- We reject the usage of non-recycled plastic
- We use material with minimum maintenance which does not require chemicals
- We balance the usage of recycled, eco-friendly and highly durable materials
- Solar panels on the roof to supply the energy for some of the common area is considered if efficient
- We use new and innovative technology that helps clean the environment

## WHY WE CARE

- More than 20% of the world's oxygen is produced in the Amazon Rainforest
- Every 1.2 Seconds, mankind destroys a forest area the size of a football field
- 80% of the world's forests are already destroyed
- 15% of all greenhouse gas emissions are the result of deforestation

## WHY YOU SHOULD CARE

- A mature tree absorbs 22 kg – 48 lbs of CO2 from the air and turn it into Oxygen
- This tree will absorb as much carbon in a year as an average car produces while driving 42,000 km – 26,000 miles
- That same tree can provide enough oxygen for 2-6 people per year
- Trees filter and provides improved water quality by slow filtering rain fall
- Trees and leaves also helps cooling down buildings 10-15 Degrees C
- In 1 day, a large tree can lift up to 378 liters of water out of the ground and discharge it into the air and thereby lower the air temperature
- Trees results in a 30% reduced aircon saves energy cost
- Trees increases property value with 12-27%
- Trees are also shown to lower stress, reduce blood pressure and reduce anxiety

# THE SUSTAINABLE SITE

## Site and sustainability



### Adding more green to the building



From the core design we added greenery, even on the insides with vertical gardens and pots with plants in the common areas of the buildings

This works as natural air fresheners, cleaning the air and also reduce heat



A man-made waterfall welcomes you to the project. This cools down the water and the surrounding area, making the air more fresh

It also look amazing with moving water and the sound of water has a proven therapeutic and calming effect, clearing the mind and the air

### The Site and Location

- ✔ The Site is an open area without forest or any big trees to minimize the impact on the Nature during the Construction
- ✔ The Site is in the Yellow Zone, meaning less crowded and less dense habitation and allows for Condominium
- ✔ Surrounding Greenery is left untouched

### Making the Building Green(er)

- ✔ In the area surrounding the project we have over 30% of Green space
- ✔ A Large Part of the Roof top is Green to absorb the heat and cool the building down
- ✔ The outside wall of the buildings are covered with climbing Ivy and plants hanging off the balconies, heat-isolating the Building which reduces the need for air conditioning while giving a green and calm esthetics.
- ✔ Preserving the existing greenery growing around the building and adding some more ensures fresher air, lower temperatures and the surrounding area remains lush

# WATER EFFICIENCY

## Water resource management

### Collecting Rain Water ( Rain harvesting )

Used as a replacement for tap water for example:

- Watering of plants throughout the project
- Refilling the project's Waterfall and Pools
- Washing common areas and similar
- Flushing water for the toilets

### Gray water

Relatively clean waste water, reused for the best benefit

- Shower waste water
- Sink waste water
- Washing waste water

Funneled through filters and cleaned it is collected in another tank and pumped back to be reused in various parts as suitable



# ENERGY AND ATMOSPHERE

## Energy Saving and Ambience

### Colored glass to reflect and absorb light (Heat Absorbing Glass)

Reduces the heat from the sun that pass through it absorb and deflect around (35%-50%) of the heat from the sun that hits the surface thus contributing to reducing the cooling load of the air conditions and saving energy  
\*depending on coating and thickness



Sheer curtains and Blackout Curtains to reduce heat

### T5 and LED bulbs throughout, for highest efficiency

Long-lasting, non-toxic, eco-friendly, safe, eye care, energy saving, money saving



#### Advantages of LED bulbs

- up to 90% energy saving  
60-80% energy efficiency over other regular bulbs
- Long Service Lifespan  
Average LED lasts 50,000-100,000 hours
- Environmental friendly  
No toxic compounds or elements (Mercury free) and are 100% recyclable
- Ultra low UV Emission  
Majority of the light is in the visible spectrum  
Virtually zero infrared or ultraviolet Emissions
- Low radiated heat  
95% of the energy is converted to light and only 5% is wasted as heat.
- High Reliability  
Instant On and Off and frequent switching doesn't cause degradation in the device



### Solar panels on the roof

Produces renewable energy for efficient use in the buildings and covers up to 30% of the total peak energy consumption.

All electricity used will firstly consume the Solar generated power and use the PEA grid if required



### Charging stations for Electric Cars Helping people to be Eco-friendly

Reduces Fossil fuel consumptions and reduces global warming  
Helps to Reduce air pollution and less noise



- Installed by the Lobby parking
- Installed in the underground parking EV zones for easy and convenient use
- Sensors for light and corridors

# MATERIAL AND RESOURCES

### Selection of materials and construction resources to be Environmentally friendly

Natural stone veneer on most of the exterior walls  
Looks beautiful, heat isolation and durable



Stone Surface are constructed from 100% natural stone slices, precision cut and holds all properties of the natural stone  
It is water, heat and sunlight resistant and easy maintenance that requires no chemicals

### The ceiling of the common areas uses GREEN BOARD

Recycled material, shredded into small pieces and then pressed together using first hot and then cold press  
The process is eco friendly and use no chemicals or glue



### Fitness Center ceiling

Advantages  
Made from waste material and has a texture  
It is unique and waterproof  
100% termite proof and does not splinter  
It is a good heat and sound insulation

### Q PANEL

Advantages of Q panel Walls



### Q PANEL

Q PANELS are lightweight, steel reinforced, groove & tongue panels that can be easily installed by your normal on-site installers.  
Q PANELS aggregate possesses unique properties such as:

- Light weight
- High strength,
- Thermal insulation
- Sound absorption
- Fire resistance



### Eco-Laminates for Built-in

Quality laminates and veneers with certification of low emissions and green labeled



Product certified for low chemical emissions



Environmentally preferred laminate

### Selection of materials and resources for Environmentally friendly construction

TOA paint is LEED v4 certified.  
Used on foundation, ceiling and interior

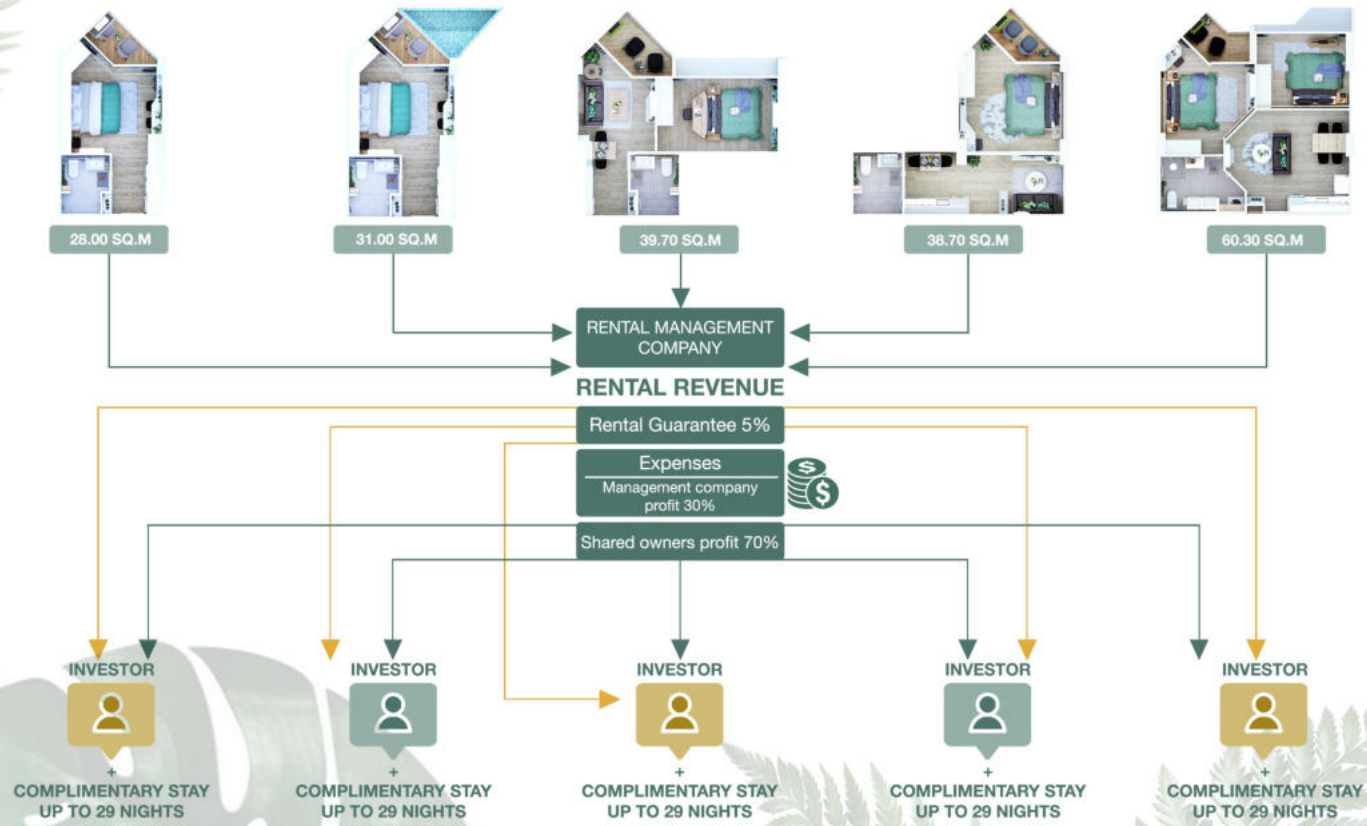
#### Green tones of the interior.

Green comfortable tones in harmony with nature and has a calming effect



# UNLIMITED RENTAL RETURN

Each of the participants in the program is added to the rental system and rented out by the management company.



\*return depends of rental market

# LOCATION



BLUE TREE  
( WATER PARK )

PORTO DE PHUKET  
( CENTRAL SHOPPING MALL )

LAGUNA GOLF CLUB

BOAT AVENUE

15 Min

10 Min

10 Min

10 Min

SURIN BEACH

BANGTAO BEACH

CATCH BEACH CLUB

BENNY'S AMERICAN BAR & GRILL

3 Min

3 Min

5 Min

2 Min

PALM SEASIDE  
( RESTAURANT )

BLUE SIAM  
( BEACH CLUB )

2 Min

2 Min

# PERSPECTIVE





# TRANSFORMABLE FURNITURE CONCEPT



FOLDABLE BED



BREAKFAST BAR



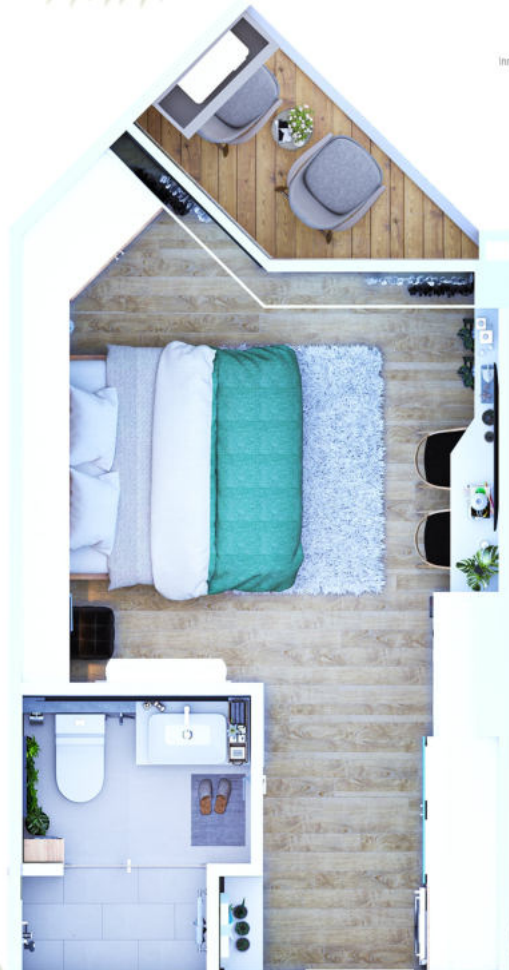
COFFEE TABLE / DINING TABLE

\* Illustrative purpose only.

# COMMON AREA

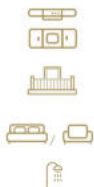


UNLIMITED RENTAL RETURN  
COMPLIMENTARY STAY  
FOREIGN FREEHOLD AVAILABLE



# TYPE A1

STUDIO  
[ 28.00 SQ.M ]



KITCHEN

BALCONY

BEDROOM / LIVING ROOM

BATHROOM



# TYPE A2

STUDIO POOL ACCESS  
[ 31.00 SQ.M ]



KITCHEN



BALCONY WITH GARDEN /  
POOL ACCESS



LIVING ROOM / BEDROOM



BATHROOM



# TYPE B1

1 BEDROOM  
[ 39.70 SQ.M ]



KITCHEN



BALCONY



BEDROOM



LIVING ROOM



BATHROOM





www.serenecondophuket.com



SERENE  
Innovations & Developments

# TYPE B2

1 BEDROOM  
[ 38.70 SQ.M ]



KITCHEN

BALCONY

BEDROOM

LIVING ROOM

BATHROOM



\* Illustrative purpose only.



www.serenecondophuket.com



SERENE  
Innovations & Developments

# TYPE B3

1 BEDROOM  
[ 56 SQ.M ]



- KITCHEN
- BALCONY
- BEDROOM
- LIVING ROOM
- BATHROOM



\* Illustrative purpose only.



# TYPE C1

2 BEDROOM  
[ 60.30 SQ.M ]



KITCHEN

BALCONY

BEDROOM

LIVING ROOM

BATHROOM





# PENTHOUSE

3 BEDROOM  
[ 149.00 SQ.M ]

-  KITCHEN
-  BALCONY
-  BEDROOM
-  LIVING ROOM
-  BATHROOM
-  JACUZZI





# FLOOR PLAN

\* Illustrative purpose only.





FLOOR  
3



FLOOR  
4

# FLOOR PLAN

\* Illustrative purpose only.



FLOOR  
**5**

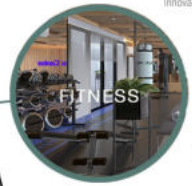


FLOOR  
**6**

## FLOOR PLAN

\* Illustrative purpose only.

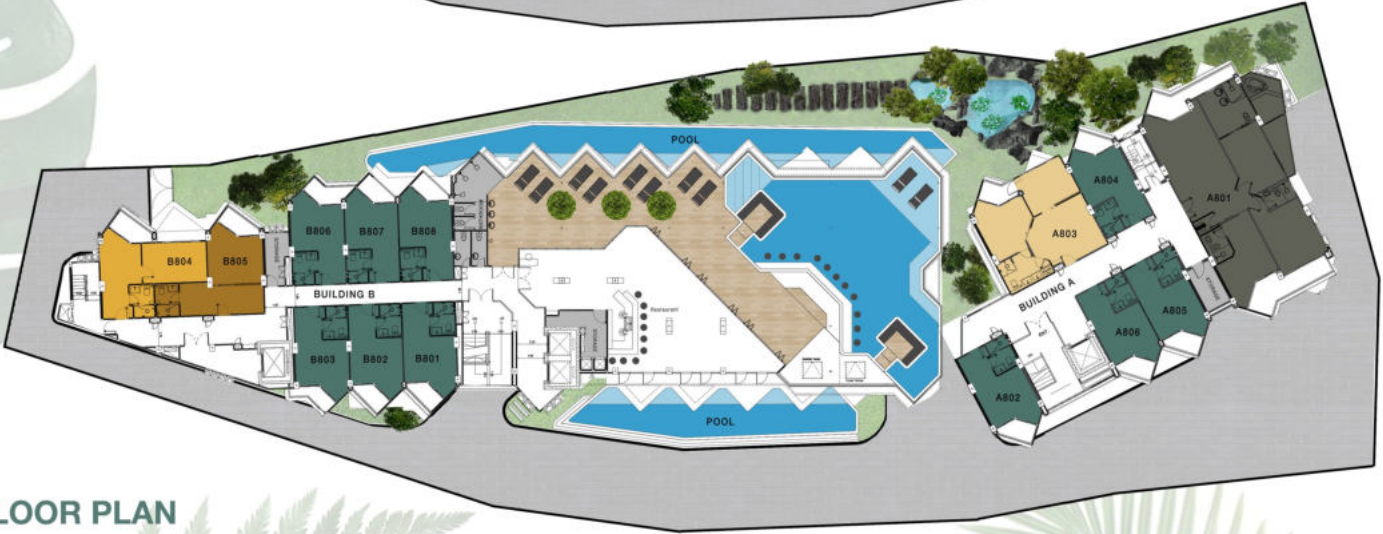




FLOOR  
**7**



FLOOR  
**8**



**FLOOR PLAN**

\* Illustrative purpose only.



www.serenecondophuket.com



### FREDRIK YOUNG CARLSSON

Managing Director / Co-founder

Korean born and Swedish National Fredrik is the Founder and Managing Director of ClearVision Enterprises in Phuket, Thailand and has 15 years of experience in Phuket's Real Estate industry.

Together with a group of fellow entrepreneurs, he co-founded 3 of Phuket's best well known real estate companies and worked actively in 2 of them as a Realtor and Marketing Director with major success.

In 2014 he entered the property development business as a consultant for both new and old projects. With focus on making sustainable marketing strategies and businesses, both economically and ecologically.

He fast became a key person in Phuket's real estate market and has since trained over 70 realtors and consulted numerous developments to success with his results-based training programs and consultations.

His vision of transparency, professionalism and long term relations makes him one of Phuket's most sought after Realtors.

Fredrik grew up in Sweden and received his Degrees in Economy, Natural Science and Psychology.

#### CURRENT BUSINESS

Managing Director:

- ClearVision Enterprises Co.,Ltd. (24 March 2015 – Present) (ClearVision Group – Properties, Management, Media, Legal and Consulting)
- Serene Surin Co.,Ltd. (18 Sep 2019 – Present)



### JO D'HONDT

Shareholder

Experienced entrepreneur and business magnate, Mr. Jo D'Hondt – founder of Several businesses in Belgium and internationally.

Founded and managed Omni Level NV which is a direct mail company that become one of biggest of its kind in Belgium, Magado Buba – Personal Mail company in Belgium, Magado Design Interior and Arzuoglo Co.,Ltd. building company in Turkey.

Decades of experiences made from internal management and client dealings on an international market resulted in oriented management skills in encourage employees, guide and monitor all related department to perform their jobs on top efficiently.

#### CURRENT BUSINESS

Managing Director:

- Silk Projects Co.,Ltd. (January 2012 to Present)



### OLEG GOLUBEV

Sales Director / Co-founder

Oleg was born in the small country of Belarus where he attended school with an European education.

Due to the limited expansion possibilities, Oleg moved away from Belarus in 2010 after working as an organizer for events.

He started working for Sun Beach Resort in Rhodes, Greece as a Sales Manager and quickly discovered his sales and marketing skills.

His Success lead him to Phuket where he first came for holiday but soon joined Diamond Condominium as a sales executive and quickly rise through the ranks to Assistant Sales Director.

With the amazing success of Diamond Condominium and selling it out he naturally got offered to join next project, the Serene Condominium as Sales Director and Shareholder.

8 years of living in Phuket makes him the ideal leader for this project, having seen the property market developed during his carrier.

He is also successfully raising his family here in Phuket and is always looking forward to work as a family dad and sales director.

#### CURRENT BUSINESS

Sales Director:

- Serene Surin Co.,Ltd. (18 Sep 2019 – Present)



SERENE  
Innovations & Developments

# DEVELOPER PROFILE



DIAMOND CONDOMINIUM

292-Unit Condominium Completed in 2018  
and is Located near Bangtao Beach It is  
Currently Managed under the Brand Name Diamond Resort.



INFUSE RESTAURANT

New Dining Destination in Diamond Resort  
The Restaurant Provides Unique Culinary  
Experience by the Talented Chef from Belgium.



CLEARVISION GROUP

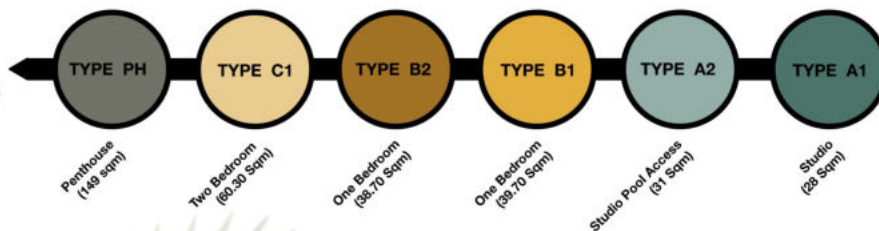
Real Estate and Media Agency with 15 Years  
Experience and Legal Consultancy Company.

# PROJECT DETAILS AND FEATURES



<b>DEVELOPMENT NAME :</b>	SERENE CONDOMINIUM
<b>LOCATION :</b>	SURIN/BANGTAO, PHUKET, THAILAND
<b>DEVELOPER :</b>	SERENE SURIN CO.LTD
<b>DEVELOPMENT TYPE :</b>	CONDOMINIUM
<b>LAND SIZE :</b>	3300 SQ.M
<b>BUILDINGS :</b>	A (53 UNITS), B (138 UNITS)
<b>TOTAL UNITS :</b>	191
<b>FLOORS :</b>	8
<b>PARKING :</b>	46

## UNIT TYPES



-  3 Elevators
-  Laundry service
-  Fitness Center
-  3 Swimming pools  
Rooftop pool, Ground floor direct pool access.
-  Underground parking
-  Rooftop restaurant and  
Pool Bar with in-pool seats.
-  24hr security, CCTV, WIFI
-  Shuttle bus service
-  24h Reception / Lobby /  
Concierge Services / Cafe



**SERENE**

Innovations & Developments



SCAN TO DOWNLOAD OUR APP



SCAN TO DOWNLOAD BROCHURE



SCAN TO FACEBOOK



SCAN TO INSTAGRAM



SCAN TO LOCATION

+ 66 (0) 63 428 8861    SERENECONDOPHUKET    SERENECONDOPHUKET

SERENECONDOPHUKET.COM    SALES@SERENECONDOPHUKET.COM

THANK YOU FOR BEING RESPONSIBLE AND CONSIDERING THE ENVIRONMENT BY RECYCLING