



# Flipping Thailand

*Playing the Property Game for fun and Profit*

**Target Audience:** Individuals and couples considering living and retiring overseas.

**Article length:** 2,000—3,000 words

## Synopsis:

This article will educate, inform, and entertain readers with stories about buying, renovating, and selling property in Thailand. It will be a veteran's view of the property game and how to be good at it. I'm hoping to make it a "cash meets creativity" story.

I'll start with the important ways the property market here operates differently from the US.

**Triple Flip** - I'll tell the story of buying, renovating, and selling three condos in the same building in Bangkok. This section will include some entertaining tales about how I found the units, how I got them renovated, and how each project was educational, fun, and profitable.

**Understanding and Catering to your market** - I'll talk about focusing on Japanese buyers in Bangkok, boat people in Phuket, and how to navigate a sprawling and diverse market like Pattaya.

Making your places unique and stylish is important to attracting buyers. I'll give examples and tips on how to renovate and design properties to make them stand out to different types of buyers and renters. No "beige on beige" for me!

**How to find the best deals** - I'll focus on how relationships are built with building managers and Juristic Persons to get the inside scoop on what's available.

**Flip in Progress** - I'll chronicle a flip I'm currently involved in. With a little help from our Juristic Person, my neighbor was "Johnny on the spot" and I'm helping with the design and renovation of a poolside studio in Jomtien Beach. We estimate a 25% profit within 60 days.

## Interviews:

**Andy Gronenburg** - Veteran property flipper in Thailand

**Stu Sutton** - Property developer in Thailand

**Joy Wasira** - Thai property agent in Pattaya