

# Peaceful Mae Phim is a distinct delight



**P**eaceful – that over-used word in property circles – is the one that readily springs to mind when talking about living in the Mae Phim beach area to the east of Rayong.

When your car crests the small rise before dropping down onto the beach road it immediately strikes you that you have arrived in a nice place.

Yes I know *nice* is also over-used but, like peaceful, it is totally appropriate in this instance, *writes Dave Buckley*.

I was being driven along the beach one Friday lunchtime and was able to travel long stretches without seeing anyone on the sand. The sea looked a lot bluer and cleaner than it does in Pattaya and only a short area of the four kilometre-plus beach is allowed to be dedicated to umbrellas and fast food stalls. Yes, this was my

idea of peace and tranquility (which is probably tautology but please overlook this).

The man at the wheel showing me around was Pasi Marjamaki, director of Sales and Marketing at Silversea House Co Ltd, whose company used to market under the name Logan's (Thailand) which is how many customers still know them.

His company has been in Mae Phim for many years (as Logan's) and now operates exclusively in this comparatively under-developed area of the Eastern Seaboard under the new name.

## Little change

I had visited Mae Phim at Pasi's invitation some years back and was pleased to notice that seemingly little had changed.

In the intervening years his company have completed the projects that were either under

way or planned during my previous visit.

And they continue to develop there with a new condo block and separate resort hotel on the way.

Pasi is understandably pleased and proud of what his company has achieved and is achieving in this coastal town.

But he surprised me a little when he said he would welcome other developers there.

"Of course that would mean increased competition," said Pasi, "but we would welcome that. No problem. We think it would be good for the town overall."

Comparatively recently branded hoteliers have set up or acquired premises nearby.

"Marriott have built about 10 kilometres down the coast and Centara took over an existing hotel here," said Pasi. "The big boys are starting to take notice."

Silversea House will soon

diversify by developing and running their own hotel – the Grand Blue Resort & Beach Club. It will be sited right alongside their newest planned condo project, The Mosaic, a 62-apartment single building just minute's walk from the beach with units from 39-55sqm.

## Unfurnished units

Prices in Mosaic will range from Bt1.5m for a one-bedroom to Bt3.5m for a duplex. All figures are for unfurnished units though Logans plan to offer furniture packages a little down the line.

Work on Mosaic is due to start next month with a projected completion date of March 2015. It will boast a rooftop swimming pool which has now become a fairly standard part of the company's offering.

One big change since I was last in the town is the profile of



the buyers. I had been present for the launch of SeaView right at the entrance to the beach which was snapped up 99 per cent by Scandinavians.

In a subsequent development – Grand Beach I and II – some 60 per cent of the buyers were Thais, mainly from Bangkok. A show unit for Mosaic is now available to view in Grand Beach which is very similar in room sizes and designs.

"We feel the market is still currently for smaller units at lower cost which appeal to Thais looking for a second home," said Pasi. "Our Thai customer base has been growing very fast with a marked increase in just a year."

As Logans the company had been concentrating on developing larger units (80sqm, for example, in SeaView). These were mainly aimed at the Scandinavian market which is where Pasi and

his fellow directors hail from. "Our next project will include bigger units once again," said Pasi without elaborating on what the next one will be.

As one might expect, the Silversea House team welcome buyers wherever they come from.

"We are even getting interest from people living in Pattaya who seek a quiet weekend retreat," added Pasi. "We have had a few people buy here for that reason."

## Wrong route

I had travelled to Mae Phim from Pattaya but had made the mistake of taking the Sukhumvit route passing through Bang Chang and Rayong itself. I believe I caught every traffic light with the exception of one. It was not the best choice of route.

Pasi told me that people travelling down from Bangkok usually take the 344 road which

branches off Highway 7 just after the toll booths and has virtually no traffic lights.

"After passing the airport (at Suvarnabhumi) there isn't much difference in the time it takes to get here compared to, say, downtown Jomtien," said Pasi.

Although it's a small town Mae Phim is well known to Thais because it is the birthplace of famous 1880s royal poet Sunthorn Phu whose Wikipedia entry describes him as Thailand's answer to Shakespeare. So there is no shortage of tourist interest.

I don't claim to have an encyclopedic knowledge of Eastern Seaboard beaches but I would be confident that Mae Phim would rank highly.

For those who prefer island life or a change of pace and scenery you can hire a speedboat to take you to Koh Samet which is clearly visible from Mae Phim.

Before settling in Mae Phim Pasi had been living in Bang Saen, another town with strong Logans connections.

## The right move?

How did he feel about the move? "Before moving here I was wondering how it would turn out. Bang Saen is not like Pattaya but it is more developed and busier than Mae Phim," he said.

"I have everything I need here. The beach is nice, there are several very good restaurants and we don't have traffic jams – though it can get quite busy on long weekends."

Pasi is obviously relishing the challenge of seeing Mae Phim develop. But that progress needs to be in a way that does not destroy the town's charm. [sales@maephimproperty.com](mailto:sales@maephimproperty.com)

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