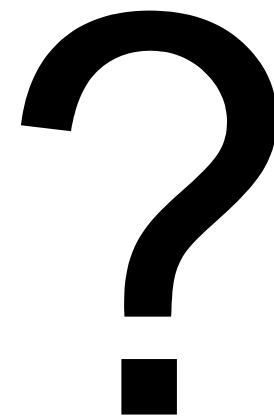




What is Quality Property Development?

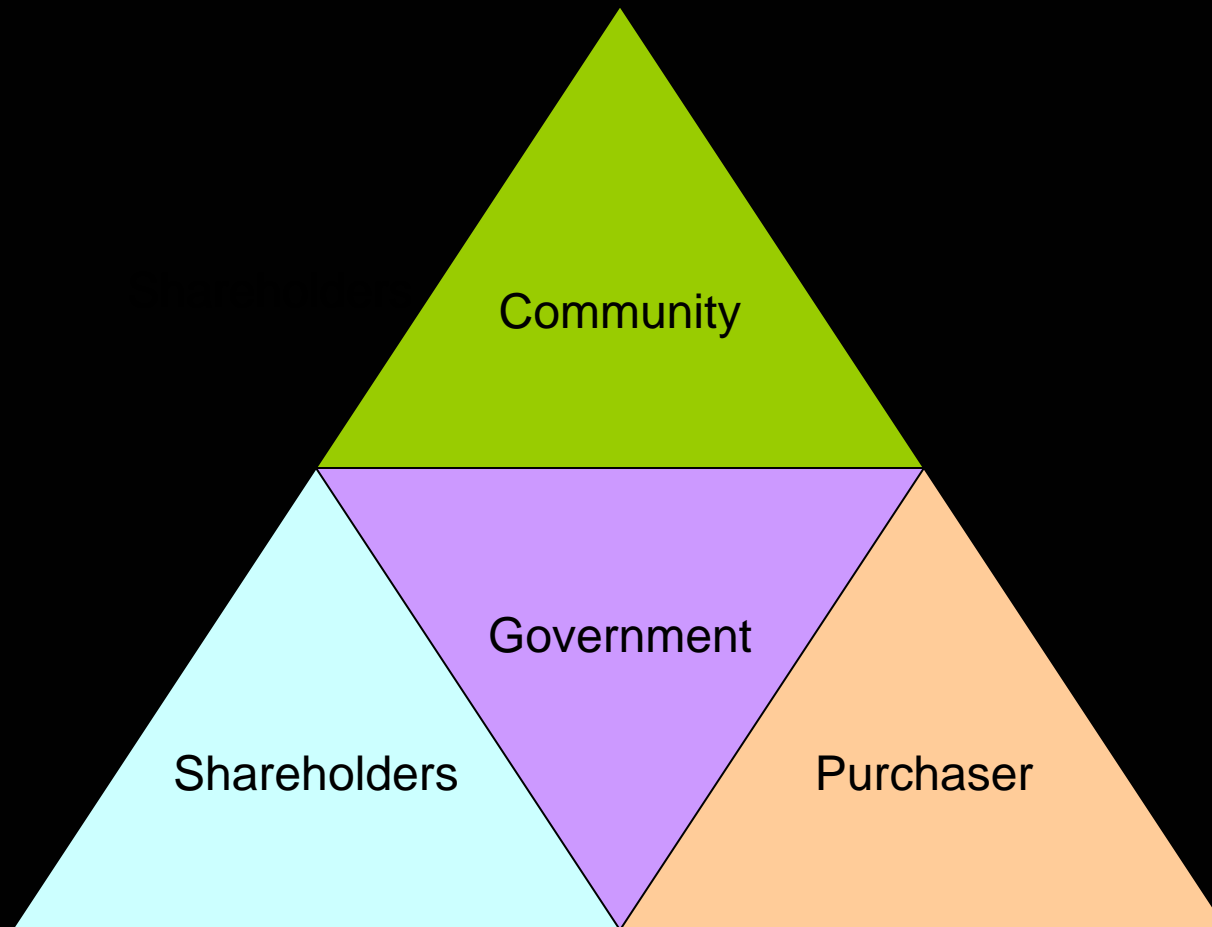


Could this be the next Golden Age...?

Or is it just clad in gold Paint?

The opportunity is certainly there, but vision and a long-term view are vital for future generations to look back and appreciate us, rather than abhor us.

Who are the stakeholders of any property development?



# Shareholders - What is Quality Property Development?

1. Long term profit maximization and value creation
2. Building trust with investors/purchasers
3. Building strong relationships with government and local community
4. Building a brand - new concept for most Cambodia developers!

Value of a brand should not  
be under estimated

# Purchaser - What is Quality Property Development

1. Built to last - either for a home or an investment
2. Income producing with capital growth potential
3. Confidence in the developers solvency - Developers can and do go bankrupt
4. Beware of false promises

Caveat Emptor!  
Due diligence is a vital factor  
when assessing your  
investment options

# Community - What is Quality Property Development

1. How does a development improve the local community?
2. Are jobs being created?
3. Is the developer respecting the rule of law?
4. How will developments be judged in 30 years from now?

We all have a vested interest  
in quality property  
development, including  
future generations!!

# Government - What is Quality Property Development

1. Providing developers with clear guide lines to remove uncertainty - particularly foreign companies
2. Protecting purchasers incase developers go bankrupt
3. Needs to be a holding cost for not developing prime real estate - speculation does not add value to the economy or the community.
4. Future foreign investment in property will only be sustainable if the city is well planed and zoned

Government must provide leadership and vision for the current boom to be sustainable

## In Summary

### **Brand**

Developers need to consider their reputation. Short term profit doesn't necessarily lead to long term business gain.

### **Due Diligence**

Investors need to be confident a developer won't go bust. Property is a large investment so proceed carefully. Booms don't last forever.

### **Vision and a long term view**

- Building regulations need to be better defined
- Building codes are needed to mitigate disputes
- Un-used land tax - having land that's as expensive as New York is not a good thing for the economy

Creating another golden era in Cambodian property is possible. But, it's up to the people in this room to ensure quality is paramount.

*I for one want my children to be proud of the work I've done and I'm sure you do too*