Address: 10th floor Bao Minh Tower
217 Nam Ki Khoi Nghia Street, Ward 7, District 3, HCMC
Phone: 0919 44 55 58 - (028) 39302089 - (028) 626 10028
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PHP REAL
Chúng tôi là Khách hàng, Khách hàng là chúng tôi

www.phpreal.com

Vietnamese Real Estate - The potential market

Currently, Vietnam is one of the fastest growing countries in the world. The investment trend is showing positively as the government continues to support the business operations with special priority for foreign investors in real estate sector.

Thanks to the upgrading and improving of the infrastructure, Viet Nam real estate market will continue to grow and develop sustainably for coming years.

THE HISTORY

2016 PHP Real is founded by the idea of the head of PHP Group.
PHP Group is a corporation with nearly 20 years of experience doing business in various industries: real estate, insurance and finance in San Jose City, California State, USA.

Vision:

Being a reliable partner of customers who want to buy and sell real estate.
Being a leader business in offering solutions for US home buyers.
Being a builder that creates a technology playground for real estate agents/ brokers.

Mission:

With customers: Understanding - to provide the most suitable products.
With employees staff: Sharing - to conquer goals.
With partners: Respecting - to companion the victory.

PHP Real - What can we do?

OUR SERVICES

1. Consulting & Analyzing the market.
2. Marketing & Distributing.
3. Investing & brokering real estate.

THE PROFESSIONAL APPROACHES

- Analyzing the market accurately.
- Developing Marketing strategy effectively.
- Planning Achievable Sales target.

ANALYSING
THE MARKET ACCURATELY

Periodic market report:

- Analyze all aspects of the projects being sold in the month (including 3 main segments: Apartment for sale & rent, villa & house, resort).
- Identify and forecast the market fluctuations of the coming months.
- New projects in HCMC and other provinces.
- Analyze the projects and competitors.
- Analyze SWOT (strength, weakness, risk, opportunity).

Proposing ideas and developing products for the project:

- Analyze and identify competitive areas.
- Offer the product structure, price proposal.

MARKETING PLANNING EFFECTIVELY

Transforming the communication activities to projects that is developed and distributed by the investor, enhancing the professionalism and consistency in the transmission of project information to customers.

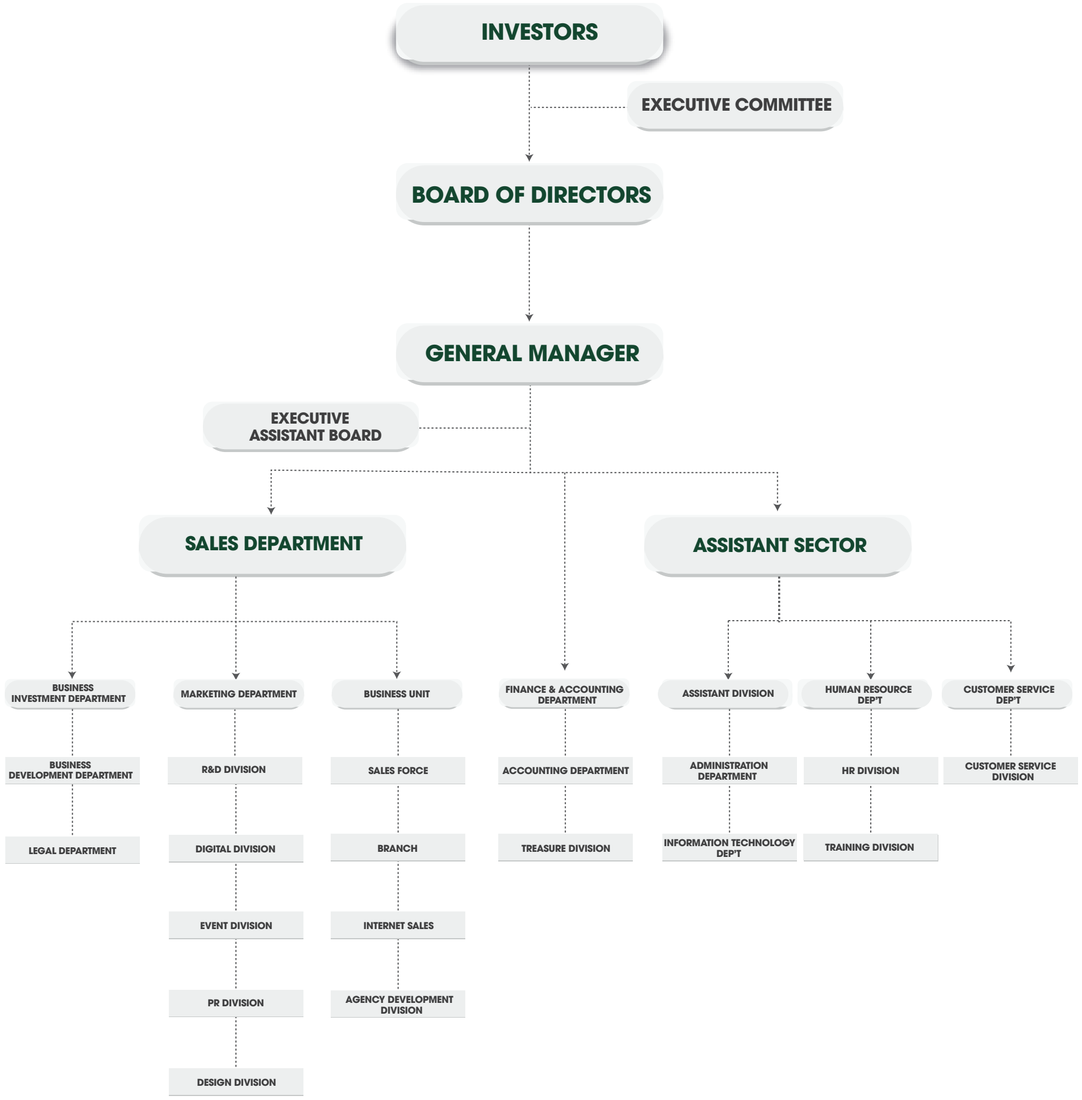
Providing professional marketing consultancy services for necessary units who work in real estate field:

- The high ability to reach potential customers.
- Convey the message of product precisely.
- Make a good impression to portential customers.
- Low cost, high efficiency.
- Evaluate measurement detailly.

SUCCESSFUL BUSINESS PLAN

- Developing sales plan stages.
- Consulting all the legal paperwork.
- Co-operating with banks, providing financial solutions.
- Sales force training according to the business plan.
- Deploying sales programs to specific potential customers.

ORGANIZATION STRUCTURE



VO THI DIU HIEN - GENERAL MANAGER

"The core values of our company are to deliver superior benefits and trust to customers and partners ... Understand customers and partners to grow and co-operate"

Experience: 16+ years' experience in Real Estate:
2000-2004: Tan Hong Uy LLC Sales Manager.
2004-2015: Sacomreal-S Director; Sacomreal-S General Director and Sacomreal Deputy General Director.
2016-current: PHPREAL General Director & Vietgroup President.

PHP REAL

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Though planting in the harsh environment, the shoots with perseverance and endeavor clung to the ground, crept into the rocks, searching for scarce water to survive. And to reciprocate that endless efforts, the shoots have grown up, giving shadows and blooming flowers. This is the story of PHP Real members, the stories of shoots in desert.

Nguyen Thuong Uyen Mai
Deputy General Manager

At PHP Real - Human values are the most precious asset. Not only bring the best product to the customers, but also make their dream of having a home comes true. PHP Real is dedicated to build a workplace where your voice will be always listened, your ideas are always encouraged and your experience will always be shared. United, we can do anything.

Vo Thanh Luan
Chief Investment Officer

Our guiding star for selecting and developing projects: "effective investment - long term benefit"

Tran Duc Trung Duong
Chief Marketing Officer

To effectively evaluate projects, we analyze the data of Marketing deployment stages. Only when understanding customer insight, we can know what they want and what they need.

Nguyen Van Minh
Chief Information Officer

Applying and transforming technology resources from PHP Group – USA, we are confident to be one of the first to implement industry 4.0 technology into real estate. Industry 4.0 allows us to identify potential customers in different segments precisely. Hence, we can develop proper business plans accordingly.

Ho Dang Phuc
Business Manager

Listen, listen and always listen to the customers. Only when we truly listen to what customers say, what they care, we can understand what they want, then satisfying their needs by delivering the desired products.

Nguyen Thi Giang Chau
Business Manager

Consulting customers as we do for ourselves. We are also customers, we all have worries like them. Therefore, with this understanding, we always give the best advice to the customer, provide the most useful information, so that the customers can trust and feel comfortable to choose our products

Lam Dinh Lan
Business Manager

Training is a vital part in doing business. At PHP Real, each sales representative needs to take part in various training courses: Sales technique, Marketing, Customer relationship management…
After being well trained, PHP Real members are professional in every stage of selling products.

WORKING VALUES

WE ALWAYS PUT CUSTOMERS AND PARTNERS BENEFITS
ON THE TOP PRIORITY, OUR VALUES:

DEDICATION – ENTHUSIASTIC - HARD WORKING.

Dedication: We always be dedicated to build the professional environment among PHP Real members, between PHPReal and customers, between the company and the stake holders. Our promise to create the stable and sustainable profits.

Enthusiastic: We always are responsible to co-workers, customers, product, service to be able to provide the chance to invest effectively..

Hard working: We always keep the target on sight. Truly listen to customer's need. We are always pursuit all challenges, creating ideas and give all the effort to achieve the best value.

WE **EFFECTIVELY ANALYZE AND EVALUATE** ALL THE MARKETING ACTIVITIES,
FOLLOWED BY EACH STAGE - **GUARANTEE THE OPTIMAL PERFORMANCE AT THE LOWEST COST.**

With the experienced Marketing team, we are confident to deploy all the activities of a project, including:

- Design professional flyers, banners.
- Effective plan to deploy Digital marketing and PR.
- Organize events: open sales events in massive scale.
- Regular Marketing events.

PROFESSIONAL

DEDICATED EXPERIENCED

HR TEAM

100+ Specialists

PROFESSIONAL, DEDICATED, EXPERIENCED

SALES EXCHANGES PARTNER SYSTEM

HEADQUARTER:

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Website: www.phpreal.com Email: info@phpreal.com

DICTRICT 6 BRANCH: 116 Ly Chieu Hoang Street, Ward 10, District 6, HCMC.

DONG SAI GON BRANCH: 11D Le Van Chi, Linh Trung Ward, Thu Duc District, HCMC.

SALES PARTNERS SYSTEM

MORE THAN **20** AFFILIATED COMPANY WITH **1000** COLLABORATORS

HO CHI MINH CITY REAL ESTATE INDUSTRY AMAZING BREAKTHROUGHS

2017 In 2016, there are over 37,419 apartments were sold. According to CBRE, there are over 43,861 apartments estimated to be sold in 2017

Among them, 40% are mid-end and affordable. Compare to 2017, high-end segment grows over 50%.

"PHP Real, though being established just in 2016, has proved ourselves through sustainable strategic growth, effective experience of development, and outstanding performance."

APARTMENT SEGMENT

HOUSE SEGMENT

RESORT SEGMENT

"By using standardized sales procedures, high-tech CRM software, and creative Marketing approaches, PHP Real has established a solid reputation in real estate industry."

OUR EXCELLENT ACCOMPLISHED PROJECTS

CARILLON APARTMENT

Location: 171 Hoang Hoa Tham, Ward 13, Tan Binh District, HCMC

Area: 7,834 m2

Segment: Social apartment & commercial apartment

Status: 100% sold in 2 months - delivered

CARILLON 2 APARTMENT

Location: 27 Trinh Dinh Thao, Hoa Thanh Ward, Tan Phu District, HCMC

Area: 49,604 m2

Segment: Commercial apartment

Status: 100% sold in 2 months - delivered

CARILLON 3 APARTMENT

Location: 171C Hoang Hoa Tham, Ward 13, Tan Binh District, HCMC

Area: 1321 m2

Segment: Commercial apartment

Status: 100% sold in 1 month - delivering

OUR EXCELLENT ACCOMPLISHED PROJECTS

JAMONA APARTMENT

Location: Dao Tri street, Phu Thuan ward, District 7, HCMC

Area: 15,930 m2

Segment: Social apartment & commercial apartment

Status: 100% sold in 6 months - delivering

JAMONA HOME RESORT

Location: 12 street, Ward Hiep Binh Phuoc, Thu Duc District, HCMC.

Area: 91,966m2

Segment: House (lake-side)

Status: 100% sold in 4 months - delivered

JAMONA CITY

Location: Dao Tri street, Phu Thuan ward, District 7, HCMC

Area: 105,953 m2

Segment: Commercial house

Status: 100% sold in 3 months – delivered

OUR EXCELLENT ACCOMPLISHED PROJECTS

BELLEZA APARTMENT

Location: Phan Huu Lau street, Phu My ward, District 7, HCMC

Area: 149,604 m2

Segment: Commercial house

Status: 100% sold in 6 months – delivered

CHARMINGTON LAPOINTE

Location: 181 Cao Thang street, Ward 12, District 10, HCMC

Area: 4,998 m2

Segment: Apartment & Officetel

Status: 100% sold in 3 months – finished construction

ONGOING PROJECTS

Sealink (Phan thiet)

Hoang Anh River View (Q.2)

New Sai Gon (Nha Be)

River Garden Executive Residences

Phu Loi 1 (Q.8)

Orient Apartment (Q.4)

ONGOING PROJECTS

BELLEZA APARTMENT

Investment & retailing

Location: 246 Pham Huu Lau street, Phu My Ward, District 7, HCMC

Area: 2000m2

Segment: Commercial house

Status: 100% sold in 2 months- delivered

ONGOING PROJECTS

THE WESTERN CAPITAL

Exclusive Marketing & Distributor

Location: 116 Ly Chieu Hoang street, ward 10, district 6, HCMC

Area: 18,486 m2 (1233 apartments)

Segment: Commercial apartment

Status: 1059 apartments sold in 9 months – foundation being constructed

ONGOING PROJECTS

LOVERA PARK

Selective Distributor

Location: Phong Phu 4 residential area, Phong Phu ward, Binh Chanh District, HCMC

Area: 200,000 m2 (897 houses)

Segment: Garden house

Status: 50% sold in 1 months, phase 2 deployed

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Thank you, our valued customers, for choosing us as a strategic partner through wonderful and successful co-operation.
We're looking forward to partnering up with you to keep delivering outstanding services and solutions