

## **Peylaa Phuket, Autograph Collection Residences**

### **Understanding the Common Area Fee**

This document is designed to help fully explain the common area fee at Peylaa Phuket, Autograph Collection Residences and why it represents strong long-term value for owners.

#### **PART I: What Makes Peylaa Phuket Different**

The common area fee reflects a fundamentally higher level of service, infrastructure, and operational standard compared to a conventional condominium.

##### **1. Branded Residence with Serviced Apartment-Level Service**

At Peylaa Phuket, the juristic person is **professionally managed by the hotel team of Marriott International**, ensuring true hospitality-level service delivery—not typical residential management.

Included base services (within the common area fee) include:

- **Full concierge services**, including:
  - Restaurant reservations, transport arrangements, and travel bookings
  - Spa, golf, entertainment, and activity coordination
  - Tour planning, car rental, and lifestyle services
- **Mail and package handling**, including receipt, storage, and delivery coordination
- **Residents' services**, assisting with:
  - Packages and deliveries
  - Move-in coordination and utilities setup
  - Key access and resident support
- **Curated events and activities for owners**
- **And many more (see below)**

## Example of Base Concierge Services

### CONCIERGE SERVICES

- o Airline/Private Air Reservations, Airport/Ground Transportation Arrangements
- o Restaurant Information/Reservations
- o Spa & Salon Reservations
- o Theater & Entertainment information/reservations
- o Reserving Golf Tee Times
- o Ordering Floral Arrangements
- o Activity Arrangements
- o Shopping & Services Information
- o Car/limousine rental and hotel Reservations
- o Tour Information and Reservations
- o Wake-up Calls and business center services: fax/copy/printing

### DOORMAN/PORTER/BELLMAN/BUTLER

- o Assistance with packages, etc.
- o Delivery: Mail, magazine, newspaper, package
- o Daily trash removal
- o Move-in coordination with moving company
- o Move-in utilities coordination
- o Emergency key service
- o Programming key fobs/card, radio cards/garage access.

\*Base Concierge Services provided will vary by market, location and project type.



## Example of Base Concierge Services

### HOUSEKEEPING SERVICES

- o Daily cleaning of all common areas, including hallways and corridors, owner lounges, lobby areas, offices, mailroom, stairwells, and employee areas

### RECREATION/FITNESS/POOL

- o Daily cleaning of all fitness areas, locker rooms, steam and sauna, pool, tennis and other recreational facilities
- o Pool towels, refreshment station, replace and replenish as needed

### ENGINEERING SERVICES

- o Common area maintenance and repair
- o Preventative maintenance on common area mechanical systems
- o Pest control
- o Pool cleaning & maintenance
- o Landscaping (common areas) including grass cutting, hedge trimming, seasonal flower planting, blowing and irrigation

### SECURITY

- o 24-hour staffed security

\*Base Concierge Services provided will vary by market, location and project type.



These are true serviced apartment-style services embedded into daily living, not typically available in standard condominiums.

## 2. Extensive Standalone Residential Facilities & Services

Peylaa Phuket offers a **fully self-sufficient residential ecosystem**, not reliant on hotel sharing.

### Resident services include:

- Concierge services
- Shuttle service to key destinations (Boat Avenue, Bang Tao Beach)
- Delivery coordination and service support
- Access to à la carte household and engineering services

### Extensive facilities include:

- Thee 25-m swimming pools
- Fitness centre, yoga studio, sauna, ice bath and full sized tennis court
- Residential lounge, co-working space, and community areas
- Kids club, playground, and family-oriented facilities
- Rooftop BBQ area and social spaces

These facilities are **maintained to hotel standards**, increasing operational scope but significantly enhancing lifestyle and project positioning.

## 3. Full-Service Operations & Preventive Maintenance

Unlike typical condos, Peylaa operates with **comprehensive back-of-house infrastructure and daily service operations**, including:

- **Daily cleaning of all common areas**, including lobby, corridors, lounges, and mailrooms
- **Full maintenance of recreational facilities**, including pools, fitness, and wellness areas
- **Preventive engineering maintenance**, including:
  - Mechanical systems
  - Landscaping and irrigation
  - Pest control
  - Pool systems

This ensures **consistent quality and avoids long-term deterioration**, which is common in lower-fee developments.

#### 4. 5-Star Safety, Security & Building Systems

Peylaa Phuket, Autograph Collection Residences incorporates **hotel-grade safety and infrastructure required by Marriott International similar to their 5-star hotels**, including:

- **24-hour staffed security and monitoring**
- International-standard fire safety systems
- Advanced access control and digital door lock systems
- Water purification and leak detection systems

These systems provide **peace of mind and long-term building integrity**, beyond typical condominium standards.

#### 5. Higher Staffing Ratio & Hospitality Training

- Professional staff supported by **full back-of-house facilities**
- Hospitality-trained personnel aligned with Marriott standards
- Structured service delivery across concierge, operations, and engineering

This ensures a **true service culture**, not just facility management.

## **PART II: Fee Structure & Global Benchmark**

### **1. Carefully Negotiated Fee Structure**

The common area fee at Peylaa Phuket has been:

- **Meticulously negotiated by the developer**
- Benchmarked against **professional property management standards in Thailand**
- Structured to balance:
  - High-quality service delivery
  - Operational sustainability
  - Cost efficiency

Importantly, while services are delivered at a **serviced apartment standard**, the fee is aligned closer to **premium residential management levels**, not full hotel cost structures.

### **2. Well Within Global Benchmark**

According to Savills, a global leader on branded residences, common area (homeowners') fees for branded residences **typically range between approximately 0.5% to 2.0% of property value per annum**, depending on brand, location, and level of services.

**At Peylaa Phuket, Autograph Collection Residences, our common area fee is at about 1% which is well within the benchmark and on the lower side of the range.**

**In conclusion, Peylao Phuket is not a typical condominium—it is a fully serviced branded residence with serviced apartment-level infrastructure and long-term asset management philosophy.**

The common area fee:

- Reflects **real, tangible daily services** (concierge, package handling, shuttle, maintenance, security)
- Supports **extensive facilities and full-service operations**
- Has been **carefully negotiated and benchmarked globally**

Most importantly, maintaining these standards is essential to:

- Protect **capital value**
- Support **long-term appreciation**
- Ensure **consistent quality and experience for all owners**