

THE
ZERO



WHY EARLY
BUYERS AT THE
ZERO PHUKET
WIN BIG



SUSTAINABLE LIVING

INSPIRED BY NATURE

Investing early in The Zero Phuket has proven highly rewarding, with substantial property appreciation across all unit types in one year. This case study demonstrates how being among the first to invest in premium projects like The Zero Bang Tao and future The Zero Nai Yang directly translates into tangible financial gains.



THE VALUE OF BEING FIRST

Early investors in The Zero Bang Tao have already benefitted from a unique market dynamic. Since its official launch in October 2024, all unit types have seen significant price increases, validating the project's reputation for smart, secure real estate investment.

The Zero Bang Tao is recognised for its innovation, earning accolades as Phuket's first truly plastic-free condominium. It is powered by solar panels and features rainwater harvesting, heat-resistant windows, and recycled-material finishes. Award-winning British craftsmanship ensures every detail is selected with luxury and sustainability in mind. This commitment appeals to environmentally conscious buyers and enhances long-term value in the Phuket market.



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STUDIO UNITS: LEADING THE APPRECIATION



Presale Price (Oct 2024):
THB 2.9M

Latest Sale Price (Oct 2025):
THB 3.9M

Growth:
+34.5%

Early purchasers of studio units saw the strongest appreciation rate, highlighting how accessible entry points can yield substantial returns when tied to quality developments with limited supply.

1 BEDROOM UNITS: CONSISTENT GROWTH



Presale Price (Oct 2024):
THB 4.5M

Latest Sale Price (Oct 2025):
THB 5.7M

Growth:
+26.7%

The rapid price rise for one-bedroom units highlights the sustained demand for spacious living options within exclusive, well-developed compounds.

2 BEDROOM UNITS: PREMIUM PERFORMANCE



Presale Price (Oct 2024):
THB 8.6M

Latest Sale Price (Oct 2025):
THB 10.5M

Growth:
+22.1%



WHY SCARCITY MATTERS

The rapid appreciation of Zero Bang Tao is driven by market momentum and results from carefully curated compounds, strict quality standards, and the release of a limited number of units, all reinforcing an environment where scarcity accelerates investment returns.

CONCLUSION: FIRST-MOVER ADVANTAGE AT THE ZERO

These results demonstrate how quick, decisive action at pre-launch delivers lifestyle and financial value. The Zero Phuket stands as a prime example of how targeted investments in sought-after developments can reward owners well above the market average.

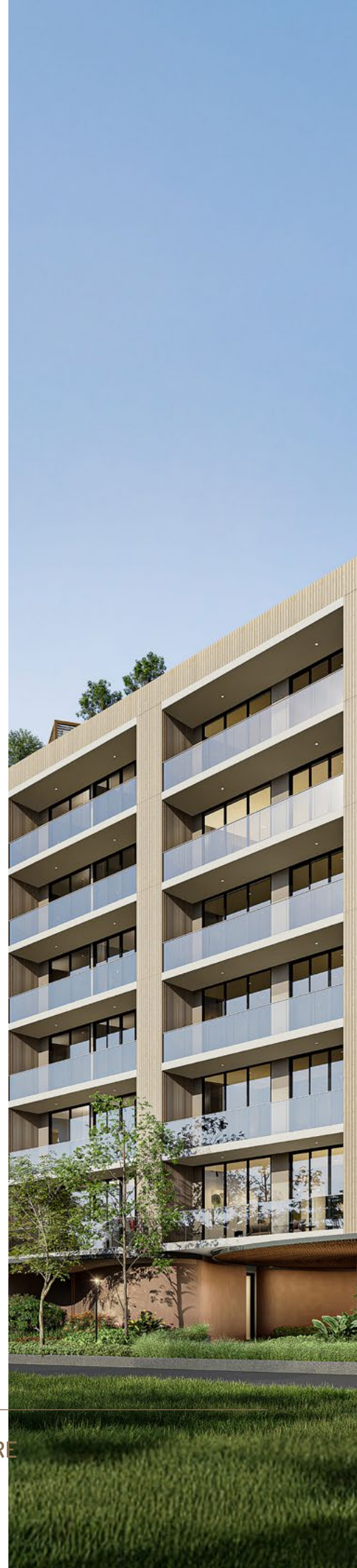
SUSTAINABILITY AS A CORE INVESTMENT VALUE



Single-use plastic is free throughout all communal and private spaces, dramatically reducing waste and environmental impact.

True eco-living: Extensive solar system, rainwater harvesting, energy-efficient insulation, and on-site electric vehicle charging.

Green transport: Electric shuttles and chargers for sustainable access to the best of Bang Tao.





FIVE-STAR RESORT FACILITIES

Owners enjoy a 25-metre rooftop swimming pool, spa and fitness centre, co-working space, family club, underground parking, and a concierge, all within a secure, serviced community.

Smart home features and a dedicated property management app allow tracking of rental income and seamless control over your investment.

PROVEN CAPITAL GROWTH

Early buyers at The Zero Bang Tao have seen studio units climb +34.5% in just a year, with one-bedrooms up 26.7% and two-bedrooms up 22.1%, figures that surpass broader Phuket appreciation averages. As each phase is released, scarcity further tightens, creating consistently rising resale and rental values.



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INTRODUCING THE ZERO NAI YANG—LAUNCHING 14 NOVEMBER

Due to launch in November 2025, The Zero Nai Yang brings the brand's sustainable, award-winning formula to a coveted new beachfront site adjacent to Sirinat National Park. Buyers will enjoy:

Direct access to Nai Yang Beach, one of Phuket's most pristine stretches of coastline, is popular with high-value expats and holidaymakers.

Next to the vast preserved nature of Sirinat National Park, there is a commitment to ensuring privacy, green views, and fresh air for life.

Market projections already point to even higher appreciation at Nai Yang than Bang Tao, due to ultra-limited beachfront land supply and top-tier lifestyle appeal.

WHY NOW—AND WHY THE ZERO

Every Zero project is released in limited numbers, with exclusive presales that reward fast movers.

Award recognition, visible sustainability, and world-class locations attract short-term rental demand and long-term capital gains.

With Nai Yang's launch, buyers can capitalise on the strongest appreciation cycles and become part of one of Phuket's most sought-after green living communities.

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