

ESSENCE

by HARMONY GROUP



\*people-first development

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people-first development

# ESSENCE

Fifth project by Harmony Group.  
The concept is executed in a classic European style. Neutral tones and clean, straight lines define the architectural language. The project features studios, one- and two-bedroom apartments, as well as two-level duplexes.  
Average apartment size – 65 m<sup>2</sup>



**CALYPSO CONDO**

Nai Harn  
43 apartments



12.2016



**PANDORA**

Rawai  
13 apartments



05.2017



**CALYPSO GARDEN**

Rawai  
86 apartments



06.2020



**HARMONY**

Rawai  
83 apartments



06.2025



**ESSENCE**

Rawai  
160 apartments



12.2026



**BAMBOO FOREST**

Bang Tao  
135 apartments



12.2028

“How much  
can I earn?”

This is potential

“How likely am I to actually  
earn it?”

This is the probability of realizing

“The key to a successful investment is the absence of investors”

The fewer investors in a project,  
the more “investment-  
oriented” the project becomes

# Types of Real Estate Projects on the Market

## C

- [1] Large unit inventory (700–2000)
- [2] Tourist location or close proximity to the sea
- [3] Focus not on concept, but on high yield indicators
- [4] Most buyers plan to resell the units
- [5] Smaller unit sizes designed primarily for short-term seasonal rental
- [6] High competition upon exit from the project (possible price dumping)
- [7] Income during high season from short-term rental

## B

- [1] Medium-sized unit inventory (300–600)
- [2] Project located in a developed area
- [3] Quality product with a defined concept
- [4] More than half of buyers plan to resale
- [5] Variety of layout options
- [6] Mixed demand (investment and living)
- [7] Income possible, but unstable

## A

- [1] Small unit inventory (50–200)
- [2] Convenient location for living
- [3] Strong, well-developed product and concept
- [4] Large share of buyers are residents
- [5] Thoughtful unit mix
- [6] Low level of resales
- [7] Stable income from long-term rental

# Phuket's real estate market is patchy

The same property can deliver completely different results for different investors.

Projects differ in scale, concept, and type of location

The product serves different purposes: living, rental, resale

Profitability depends not only on rental income, but also on the structure of demand

Liquidity is determined by the balance between investors and residents

An investor's profit is formed not at entry, but at exit from the project

# Formula



Location

+



Architecture  
and product

+



Entry economics

+



Demand and  
buyer profile

+



Project competitiveness

It is not one factor, but the balance of several factors that determines a project's liquidity.

- Property:
- will increase in value
  - will be liquid
  - will generate predictable income
  - will be easy to sell
  - will not require additional investment

People-First Development is Harmony Group's conceptual approach to real estate development, where people, their needs, and quality of life come first.

Architecture, infrastructure, and technology are designed around real-life scenarios – family, work or leisure, privacy, personal growth, and the simple daily rituals that create a sense of home.

Human-Centered Approach

# PEOPLE-FIRST DEVELOPMENT

# What People-First Development Is Made Of



People at the Center  
– Always



Neighborly  
Living



Location  
Saves Time



Spaces  
for Everyday  
Living



Technologies  
that Seamlessly  
Simplify Daily Life

# People at the Center – Always

We take different lifestyles into account:

- Families with children
- Entrepreneurs who move actively around the world
- Independent residents
- Couples
- Pet owners
- Those choosing a second home for living or winter stays

If no lifestyle is imposed, space emerges where everyone can find themselves.



# Neighborly Living

- Most residents live here themselves rather than changing every week
- A comfortable, calm atmosphere without the feeling of a hotel
- Where people live permanently, shared spaces are treated with care
- A lively, trusting, and safe environment takes shape

A calm and predictable environment where it feels comfortable to live side by side.




# Location → Time

Location is what shapes the rhythm of life and saves the most valuable resource – time:

 beach — 11 min

 Chalong Hospital — 10 min

 Central Festival — 25 min

 school — 7 min on foot

 kindergarten — 6 min

 Makro Rawai — 5 min

Less time on the road, more time for yourself and your loved ones.



# Spaces for Everyday Living

## Living spaces:

- convenient, logical layouts
- high-quality apartment finishes
- panoramic glazing
- full kitchens
- thoughtfully designed storage systems
- modern engineering

## Infrastructure for everyday rhythm:

- underground parking
- lobby
- restaurant
- kids' area and kids' pool
- gym
- rooftop area: swimming pool, lounge area with bar, open-air cinema

My home is a place where it feels comfortable to be every day.





landscaping

bar

shaded lounge area

open-air cinema

infinity pool

mirrored glazing

gym

yoga place

decorative sun-shading screens

guests parking

parking entrance

cafe with coworking space

lobby

kids pool

kids playground

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# Open-air cinema and rooftop bar





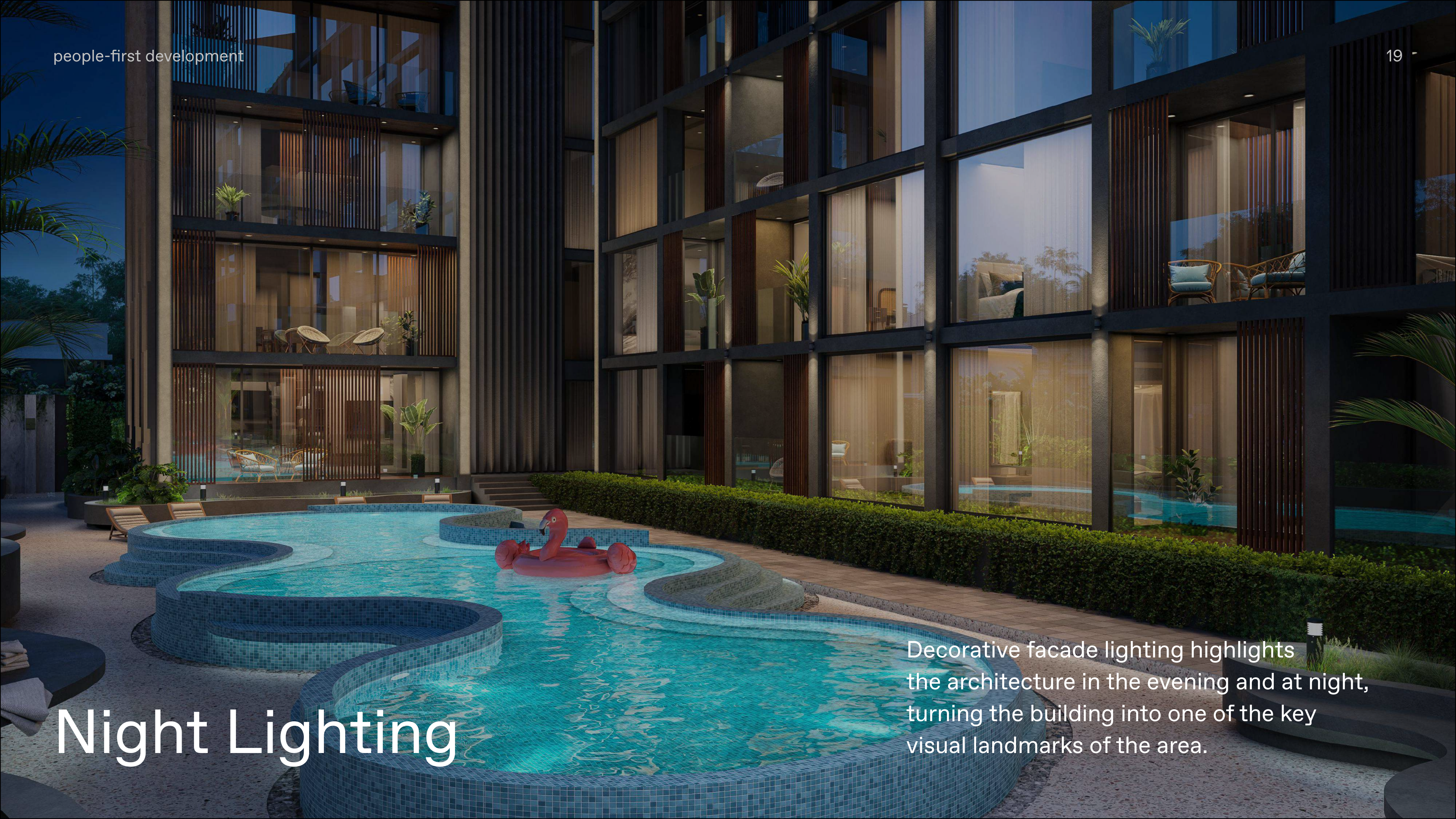
# Rooftop



Infinity pool  
and shaded lounge area

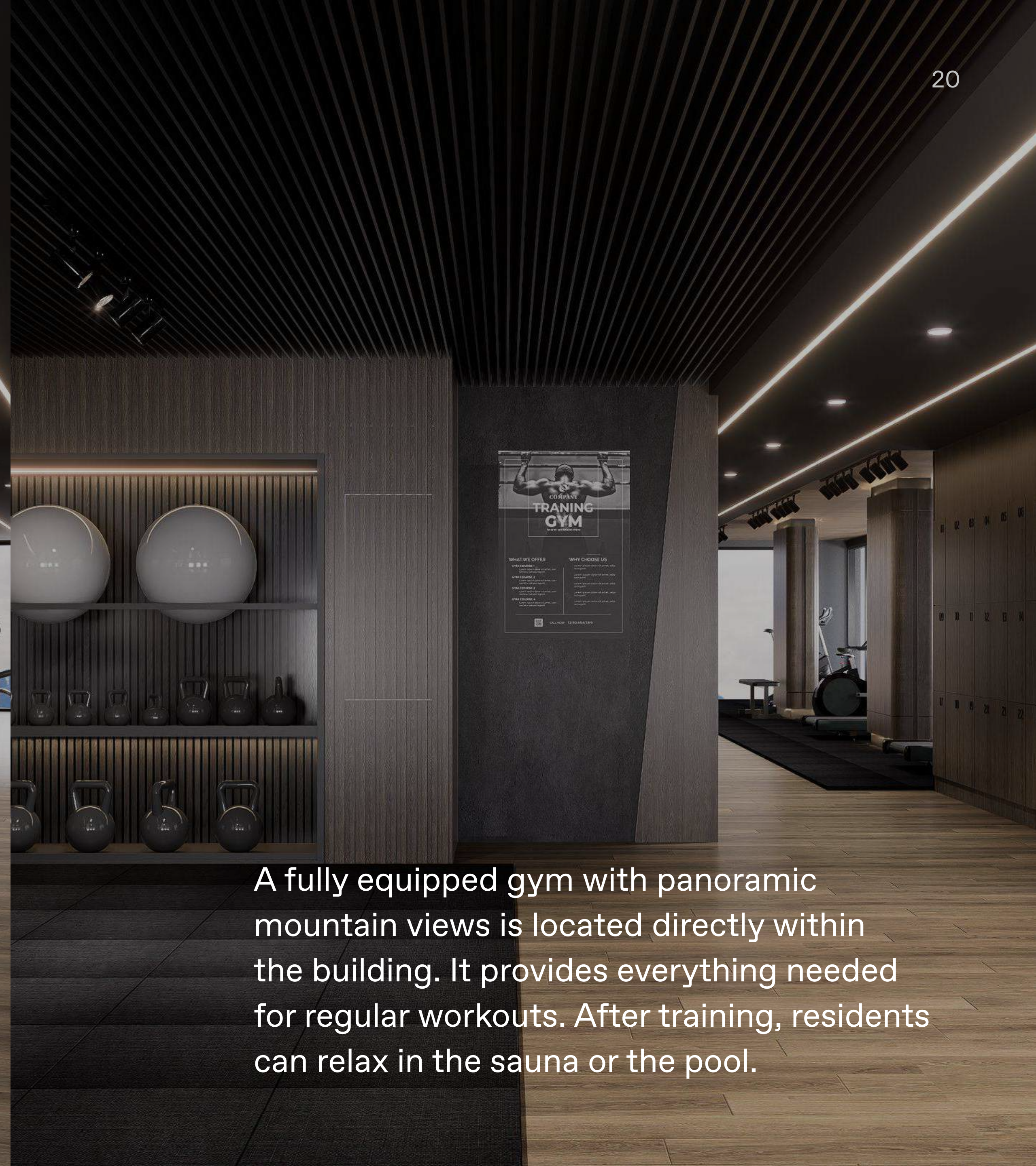
# Night Lighting

Decorative facade lighting highlights the architecture in the evening and at night, turning the building into one of the key visual landmarks of the area.





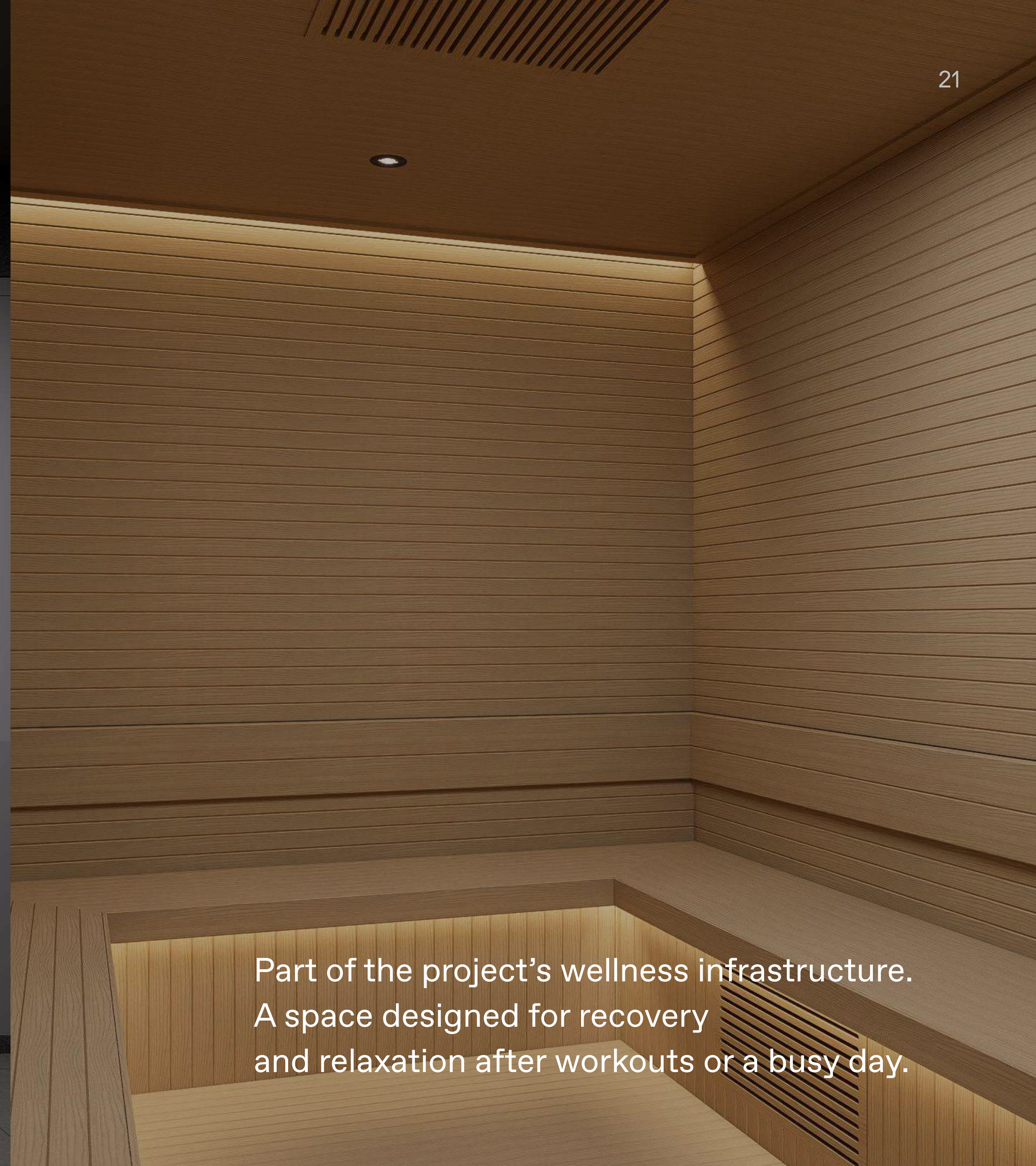
# Gym with Mountain View



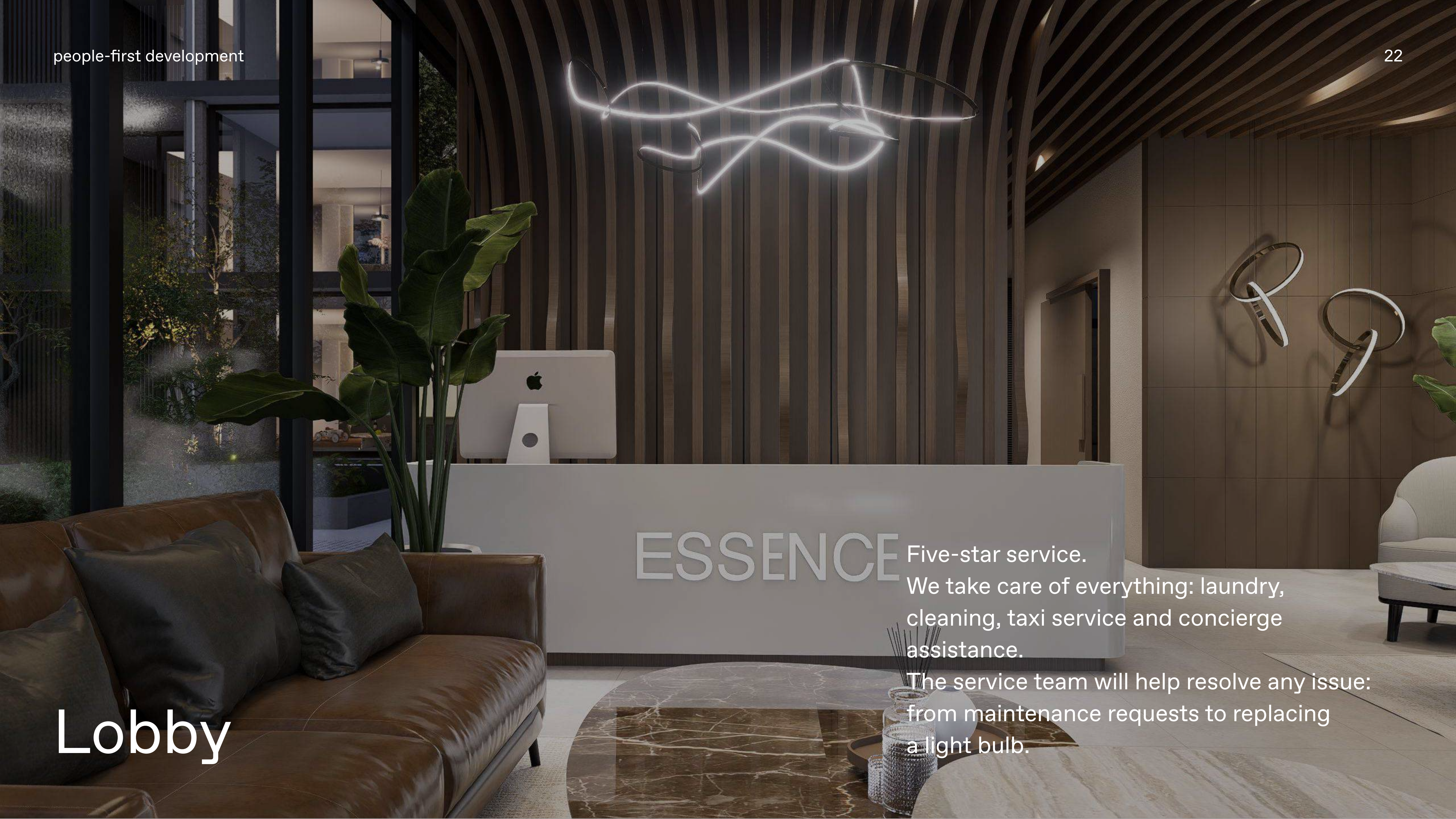
A fully equipped gym with panoramic mountain views is located directly within the building. It provides everything needed for regular workouts. After training, residents can relax in the sauna or the pool.



# Sauna



Part of the project's wellness infrastructure.  
A space designed for recovery  
and relaxation after workouts or a busy day.



# ESSENCE

Five-star service. We take care of everything: laundry, cleaning, taxi service and concierge assistance.

The service team will help resolve any issue: from maintenance requests to replacing a light bulb.

# Lobby

# Entrance Area

1  
A101 - A113

The finishing emphasizes practicality and durability. Walls are finished with anti-vandal decorative plaster and washable paint.

Floors feature large-format matte porcelain tiles.

Ceilings include concealed lighting profiles, while track and spot lighting is installed along the perimeter.

# Elevator Hall

All common areas follow a unified design style. Natural and durable materials are used along with a restrained color palette.

The finishing is designed for intensive daily use: non-marking surfaces and anti-vandal solutions for walls and floors.

These spaces maintain a clean, elegant appearance even with everyday use.

A MODERN  
STANDARD  
OF LIVING

# Smart solutions that simplify everyday life

- Smart apartment control
- Climate control
- Water leak sensor
- VRV air-conditioning system
- Fully equipped kitchen
- Multi-level lighting
- Wireless charging stations
- Dedicated workspaces
- Enhanced sound insulation between apartments

Details you don't notice, but that make everyday life more comfortable.



CLIMATE CONTROL

TRACK LIGHTING CONTROL

DECORATIVE LIGHTING CONTROL

MOTORIZED CURTAINS AND SHEERS

SMART OUTLETS

AUTOMATIC TV ON/OFF

AUTOMATIC LIGHTING ON/OFF

WIRELESS CHARGING ON THE ISLAND

WINDOW CONTROL SYSTEM



RANGE HOOD

BUILT-IN REFRIGERATOR

COOKTOP

OVEN WITH MICROWAVE FUNCTION

DISHWASHER

KITCHEN ISLAND WITH STORAGE SHELVES



# INCOME PROGRAMS

# Guaranteed Income Program

①

Regardless of seasonality and rental occupancy, your apartment generates 5% annual income of the purchase price.

②

The owner can stay in the apartment up to 30 days per year, excluding the high season (November 1 – April 30). During the rest of the time, the apartment is managed and rented out by Harmony Group.

③

The Guaranteed Income Program applies only to studio apartments and one-bedroom units.

# Personal Management Program

①

Income is distributed between the owner and the management company 70% and 30%.

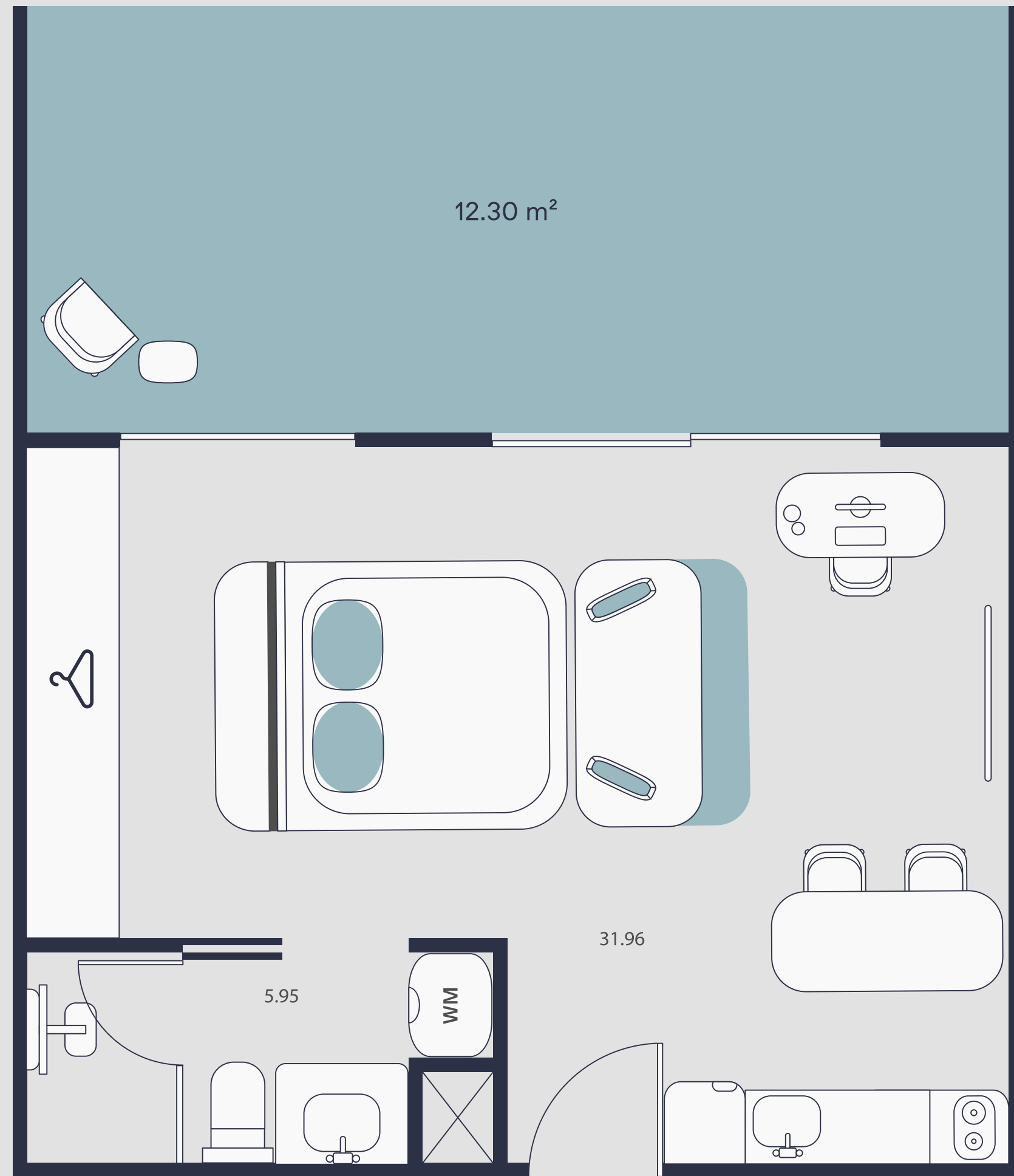
②

The owner may use the apartment at any time and for any period, notifying the management company 3 months in advance. At other times, the apartment remains under the management of Harmony Group.

③

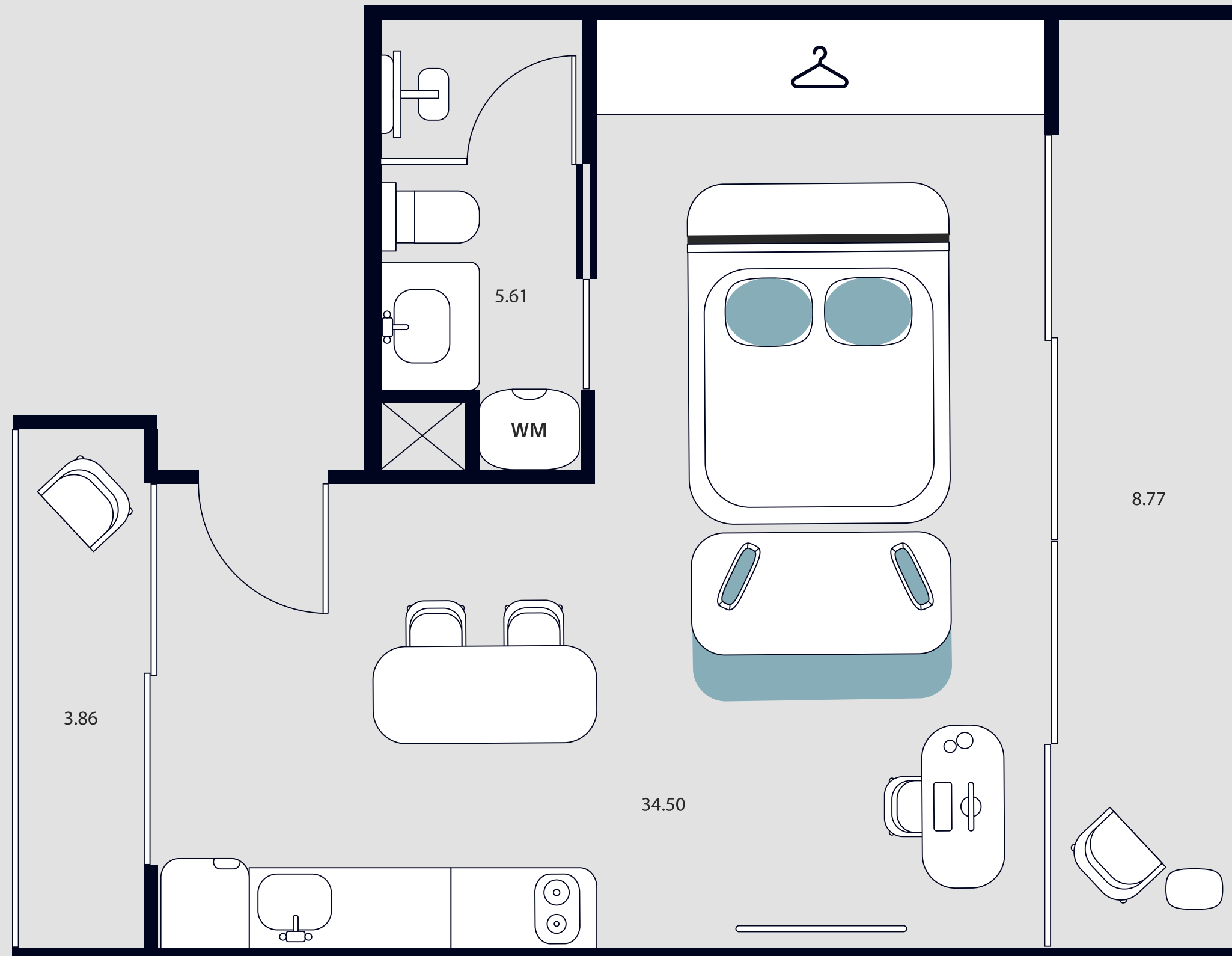
The Personal Management Program is available for all apartment types.

# APARTMENT LAYOUTS



layout types: A1, A2, A3

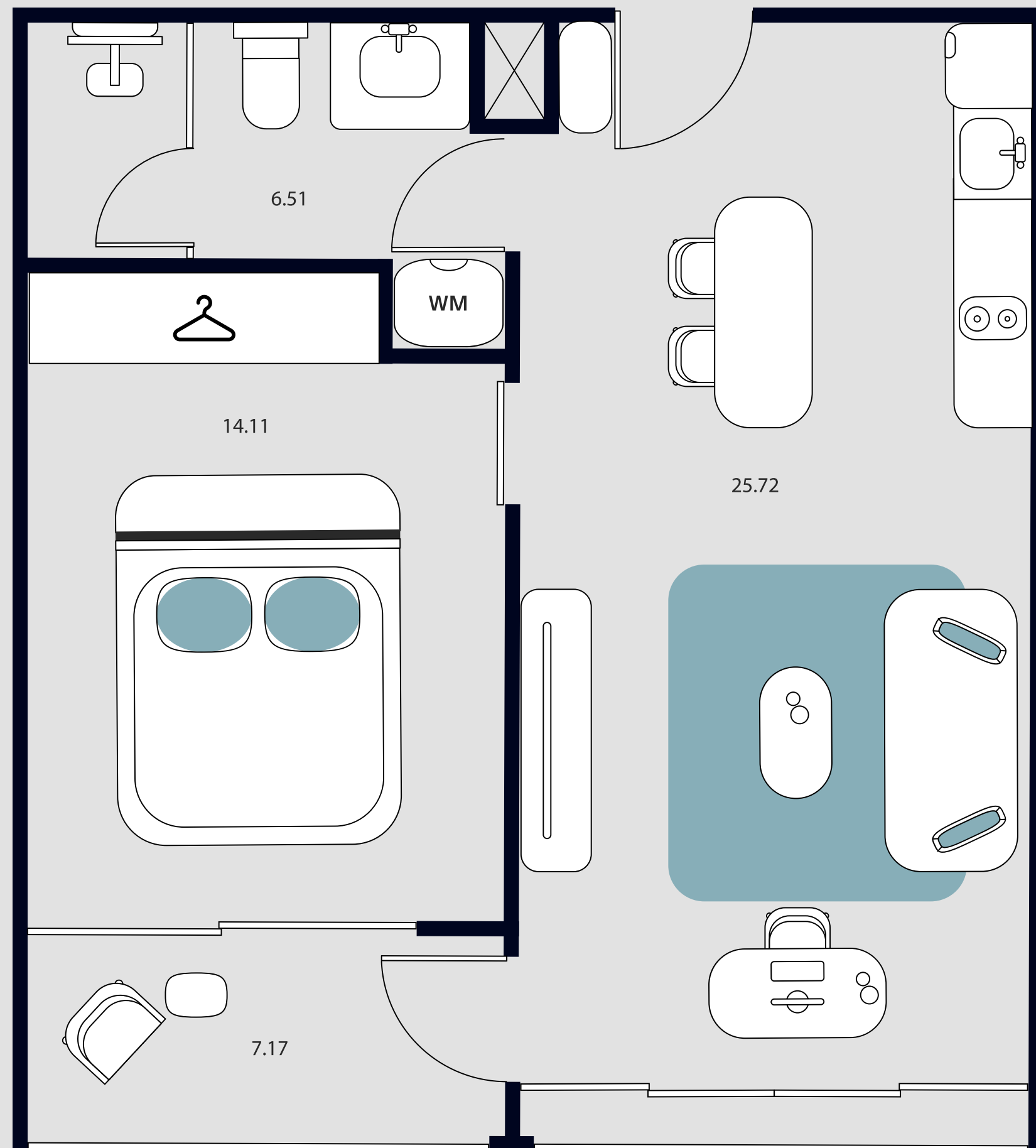
total area: 69.33 – 80.13 m<sup>2</sup>



layout type A4

total area: 52.74 m<sup>2</sup>

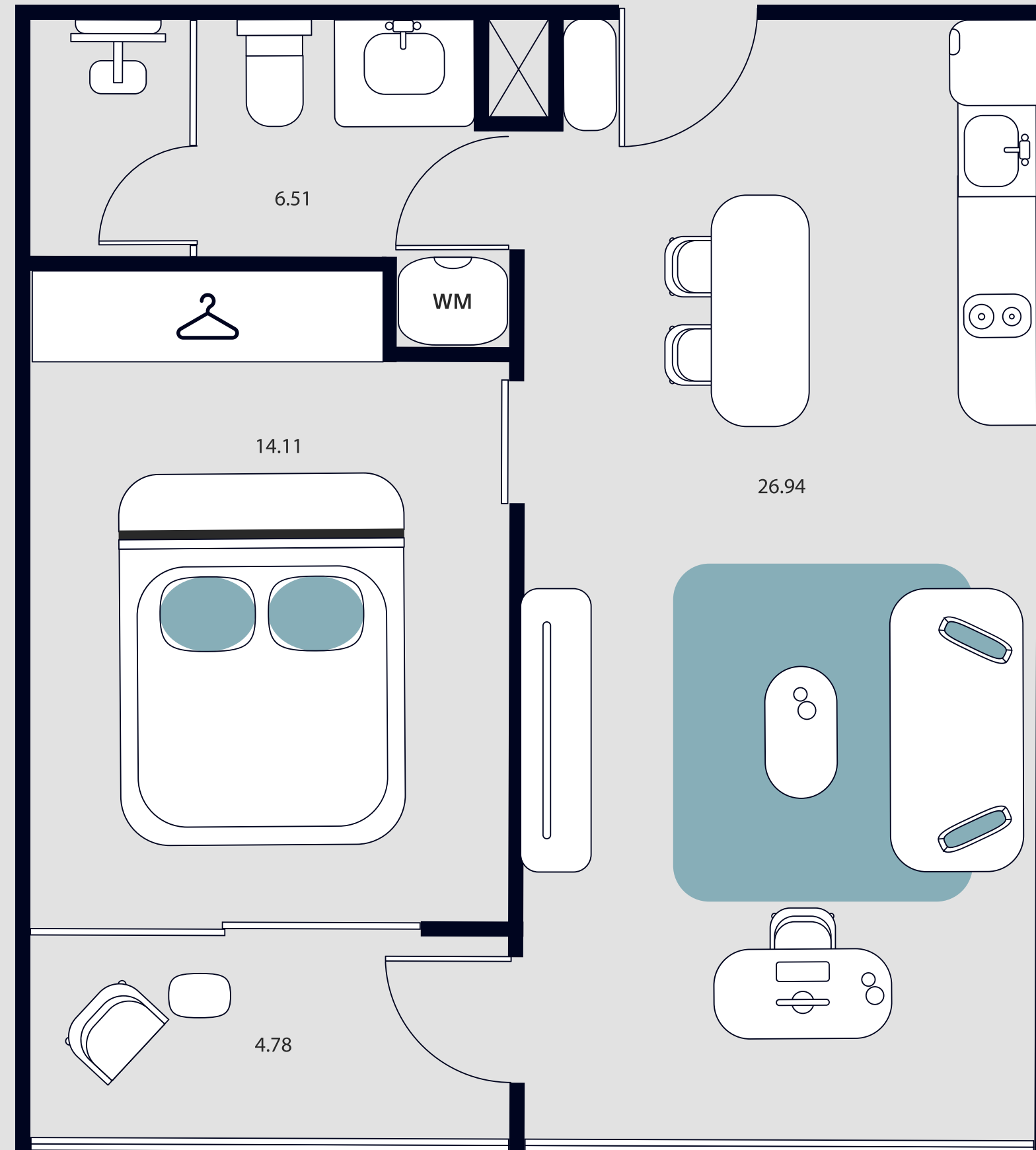




layout type B

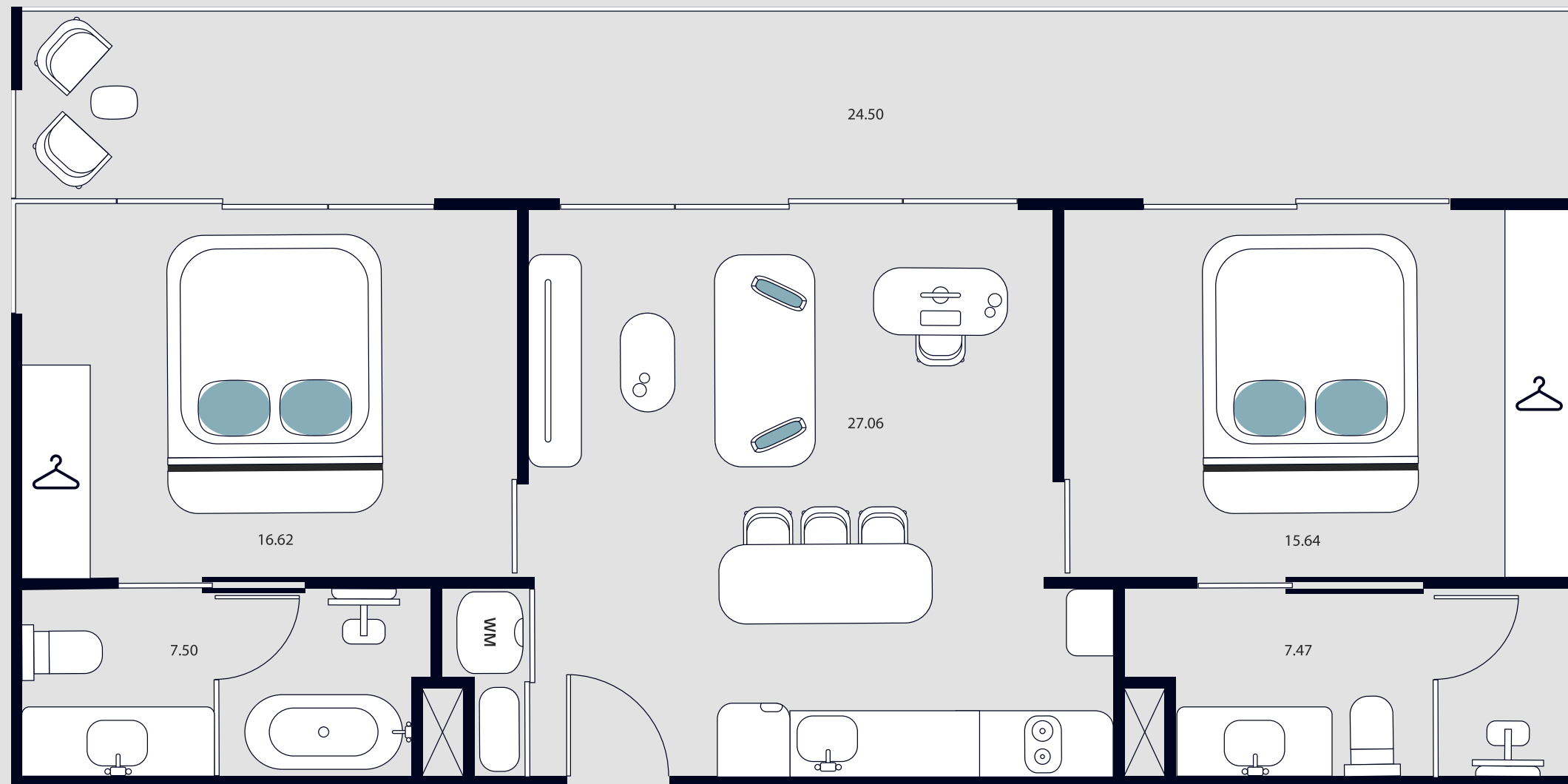
total area: 53.51 m<sup>2</sup>





layout types B4

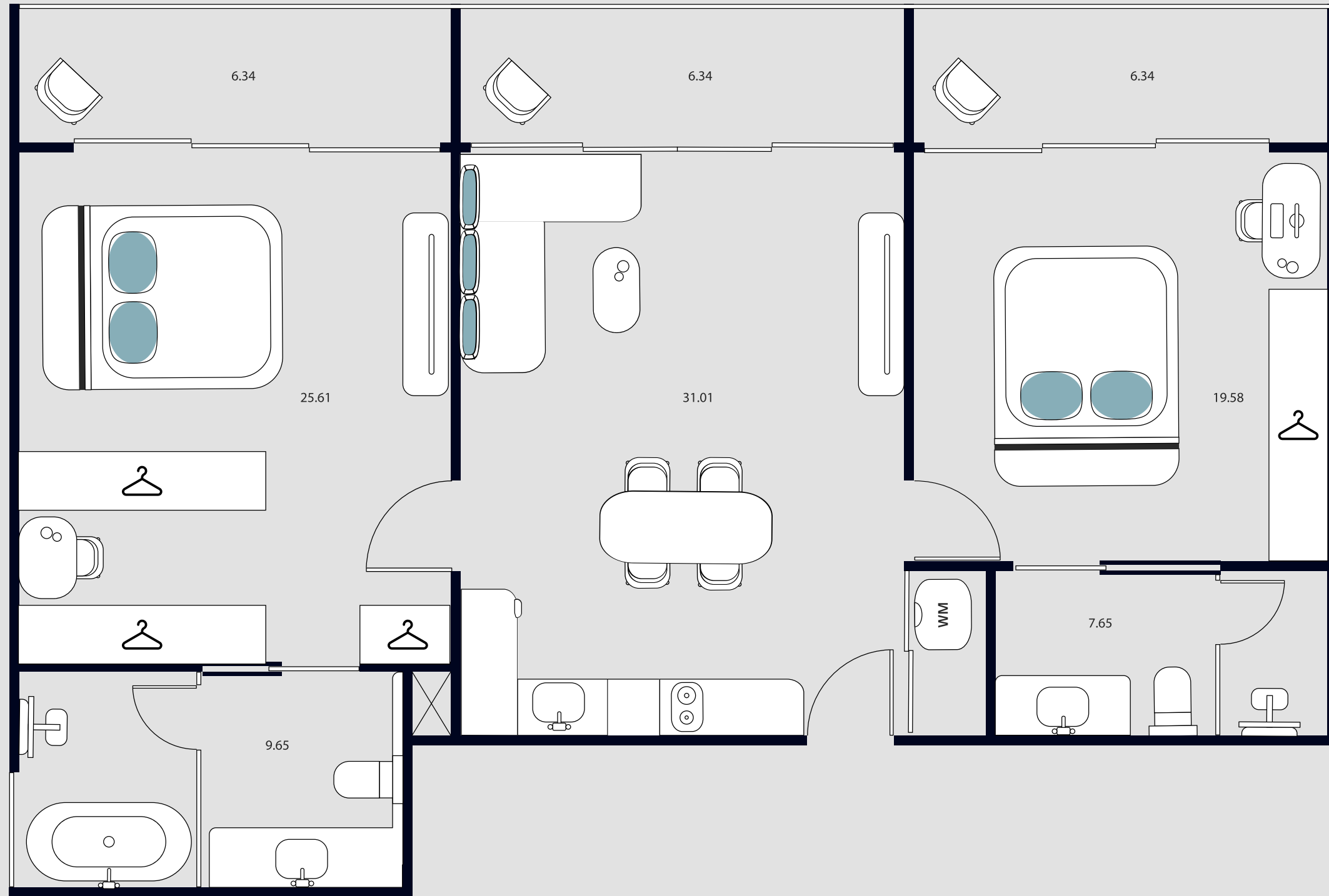
total area: 52.34 m<sup>2</sup>



layout type C

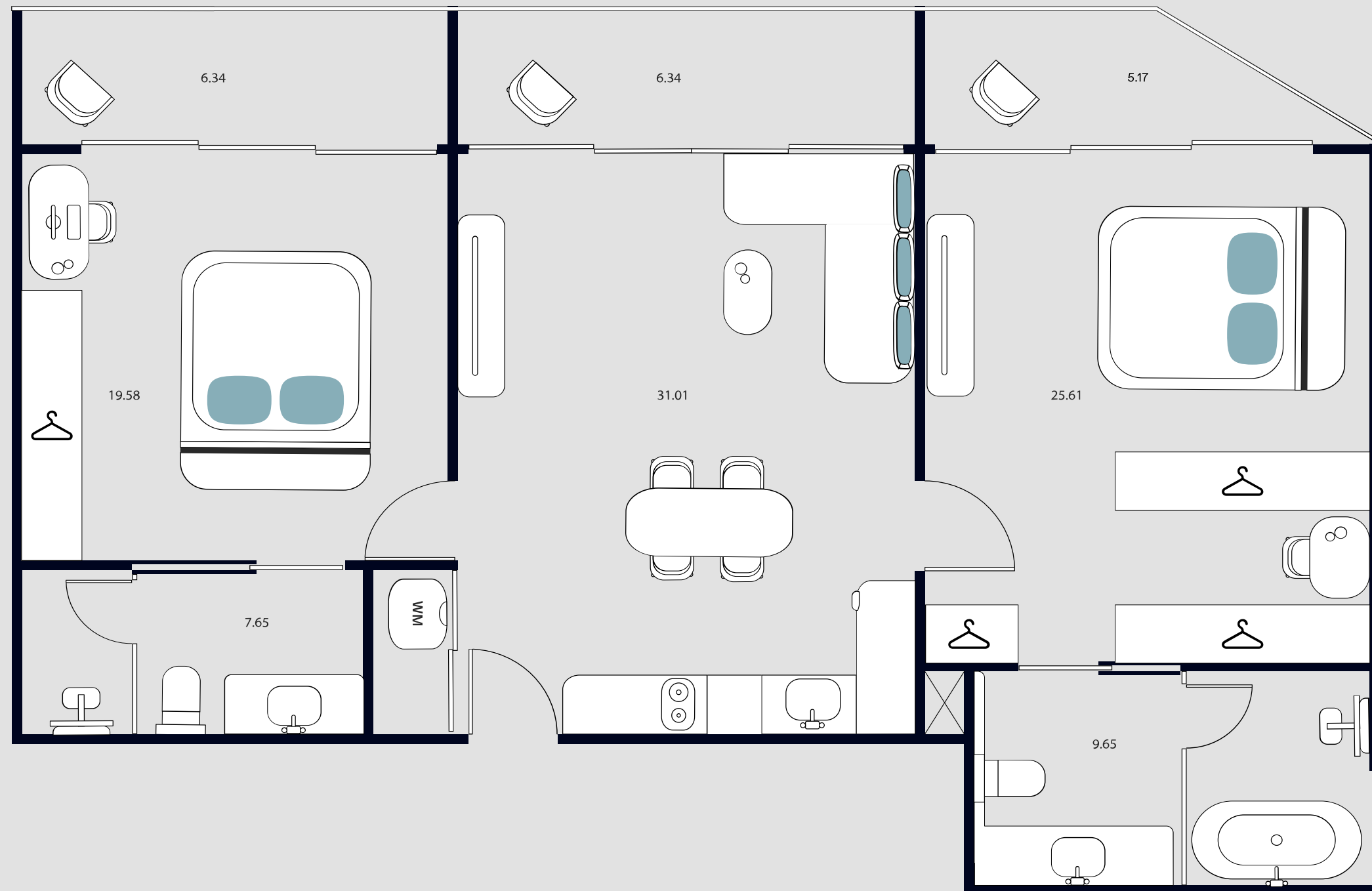
total area: 98.79 m<sup>2</sup>





layout type C1

total area: 112.37 m<sup>2</sup>

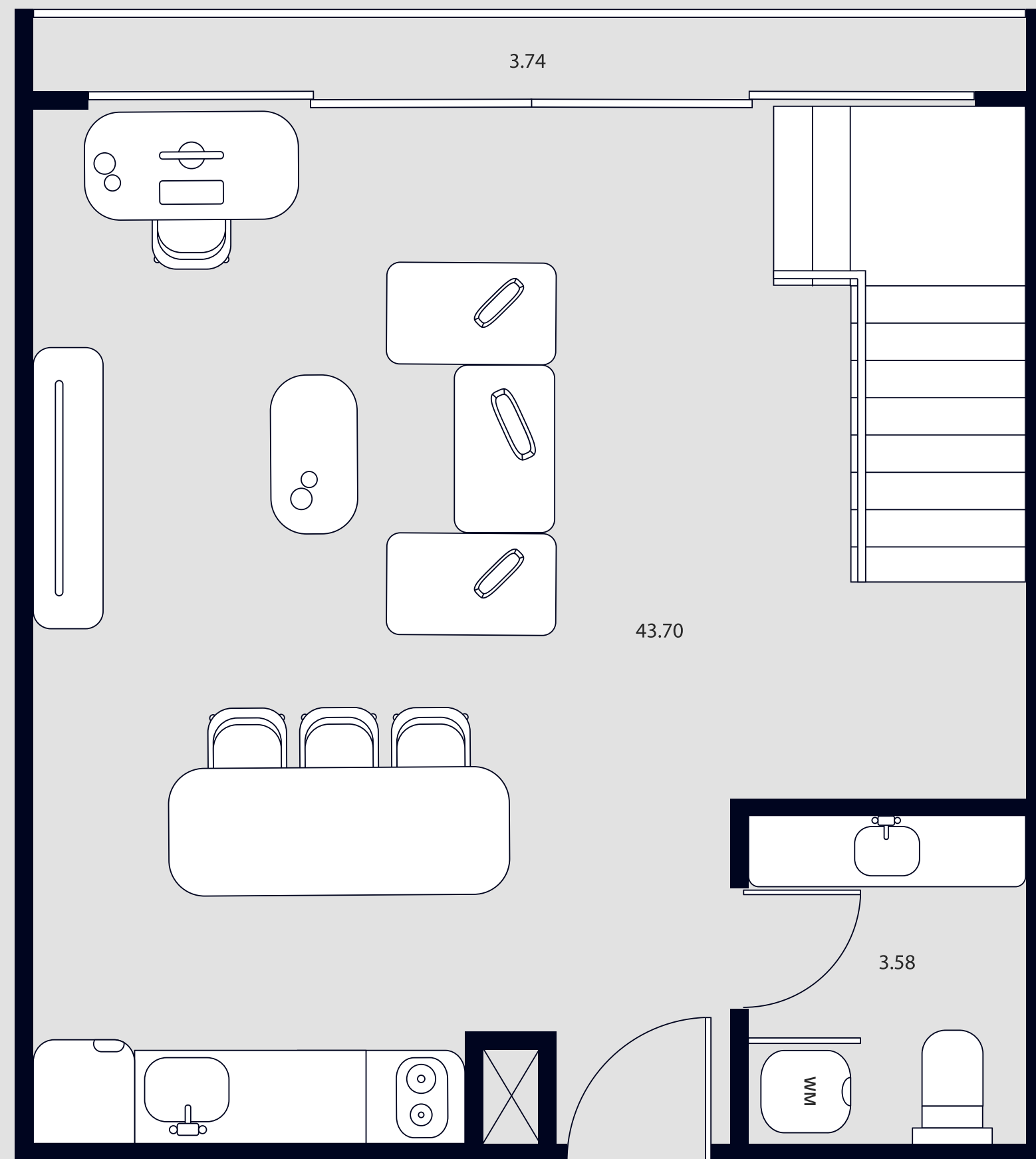


layout type C2

total area: 111.2 m<sup>2</sup>



1 floor

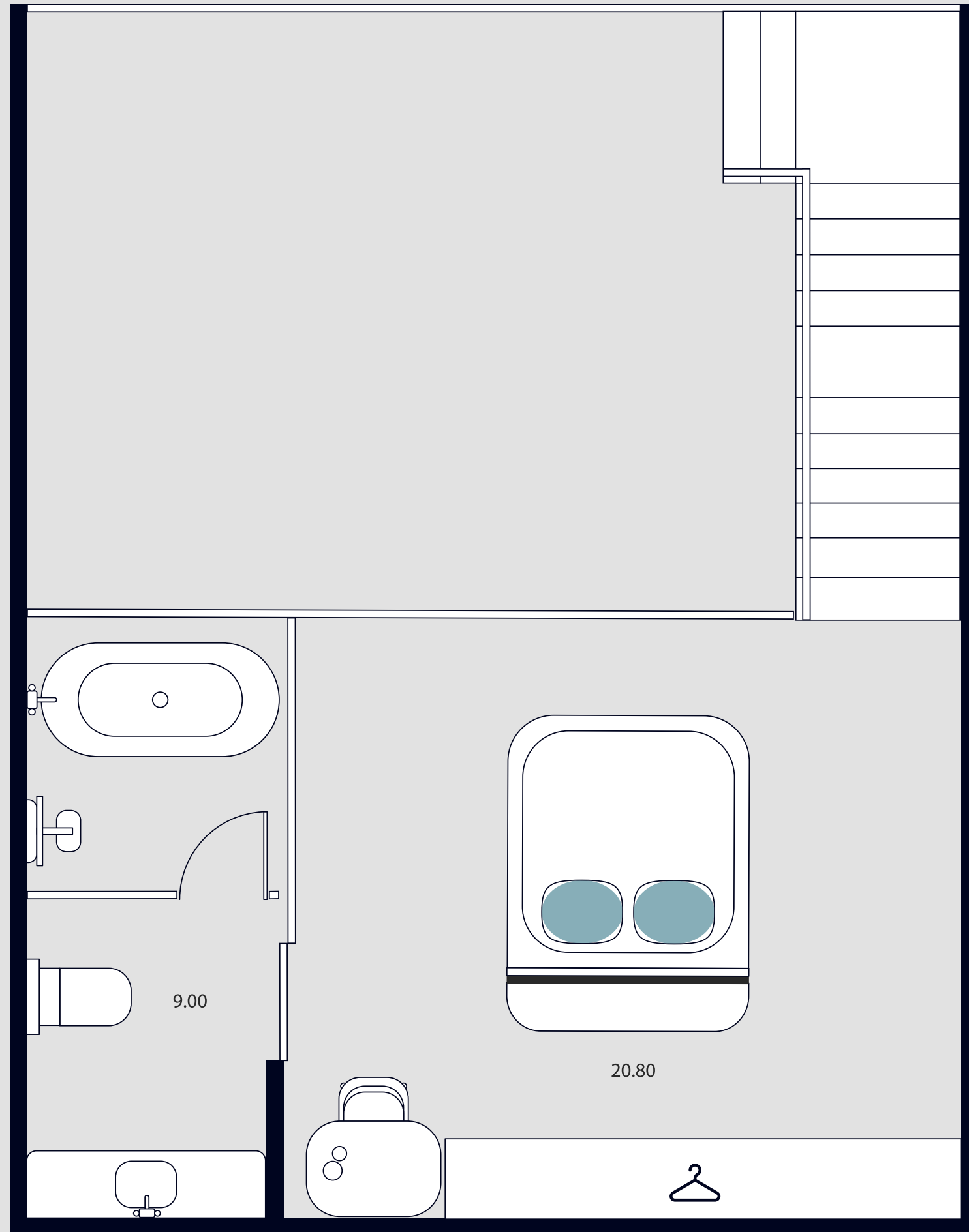


layout type D

total area: 80.82 m<sup>2</sup>



2 floor



layout type D

total area: 80.82 m<sup>2</sup>



# Building A. 1 floor

- Studio
- 1-bedroom apartment
- Private garden

Type	B2
Number	A110
S chanot	48.70
S total	69.01

Type	B2
Number	A109
S chanot	48.70
S total	69.01

Type	B1
Number	A107
S chanot	49.86
S total	69.01

Type	B1
Number	A105
S chanot	49.86
S total	69.01

Type	B1
Number	A103
S chanot	49.86
S total	69.01

Type	B1
Number	A101
S chanot	49.86
S total	69.01



Type	A1
Number	A111
S chanot	37.91
S total	57.03

Type	A1
Number	A112
S chanot	37.91
S total	57.03

Type	A
Number	A113
S chanot	49.15
S total	81.21

Type	B4
Number	A108
S chanot	52.34
S total	52.34

Type	B4
Number	A106
S chanot	52.34
S total	52.34

Type	B4
Number	A104
S chanot	52.34
S total	52.34

Type	B4
Number	A102
S chanot	52.34
S total	52.34

# Building A. 2-6 floors

- Studio
- 1-bedroom apartment
- 2-bedroom apartment

Type	C1
Number	A209
S chanot	112.37
S total	112.37

Type	B
Number	A207
S chanot	53.51
S total	53.51

Type	B
Number	A205
S chanot	53.51
S total	53.51

Type	B
Number	A203
S chanot	53.51
S total	53.51

Type	B
Number	A201
S chanot	53.51
S total	53.51

Type	C
Number	A210
S chanot	98.79
S total	98.79

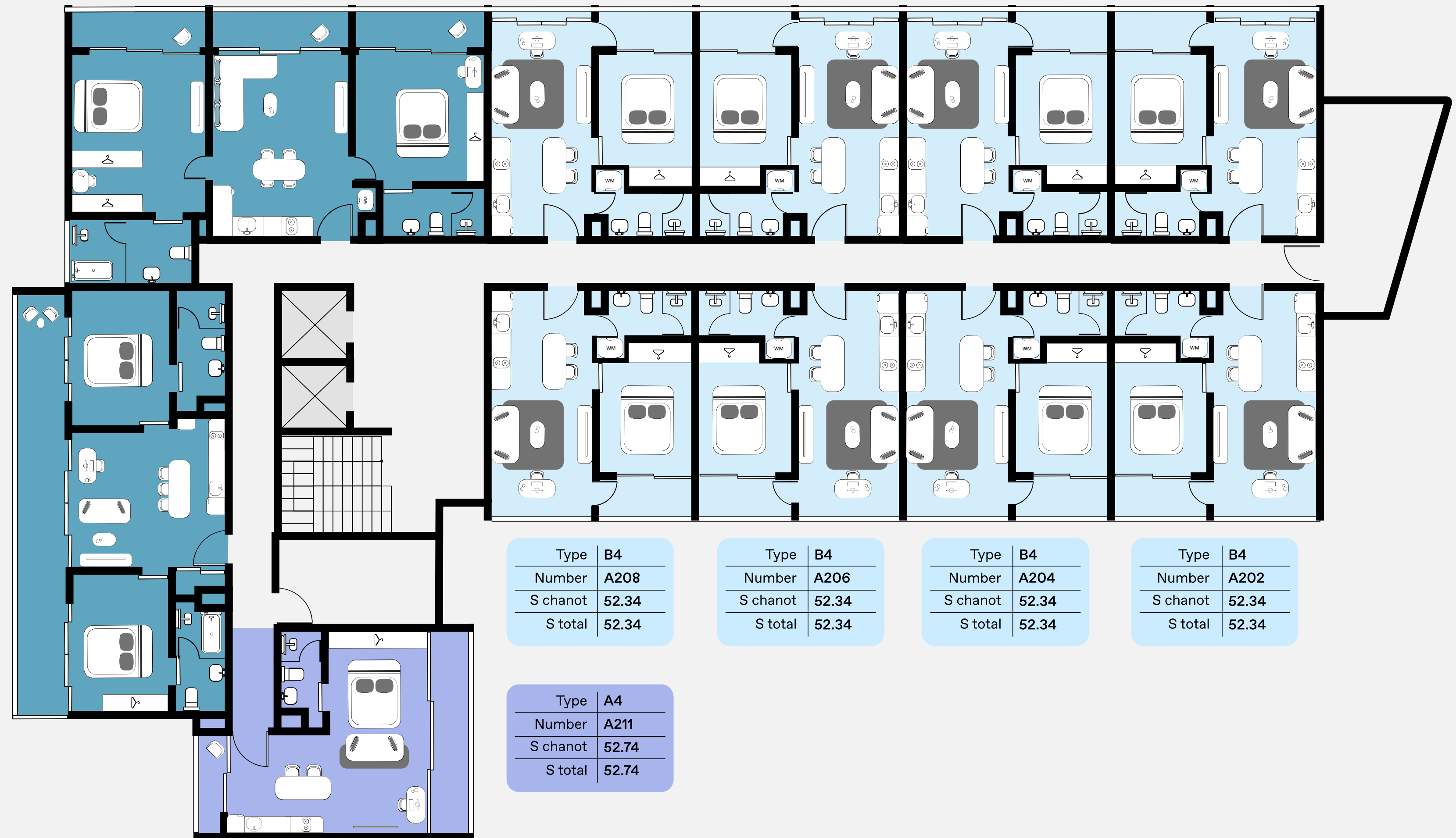
Type	B4
Number	A208
S chanot	52.34
S total	52.34

Type	B4
Number	A206
S chanot	52.34
S total	52.34

Type	B4
Number	A204
S chanot	52.34
S total	52.34

Type	B4
Number	A202
S chanot	52.34
S total	52.34

Type	A4
Number	A211
S chanot	52.74
S total	52.74



# Building A. 7 floor

- Studio
- 1-bedroom apartment
- 2-bedroom apartment
- Duplex

Type	A5
Number	A710
S chanot	80.82
S total	80.82

Type	D3
Number	A709
S chanot	80.82
S total	126.64

Type	D
Number	A707
S chanot	80.82
S total	126.64

Type	D
Number	A705
S chanot	80.82
S total	126.64

Type	D
Number	A703
S chanot	80.82
S total	126.64

Type	D
Number	A701
S chanot	80.82
S total	126.64

Type	C
Number	A711
S chanot	98.79
S total	98.79

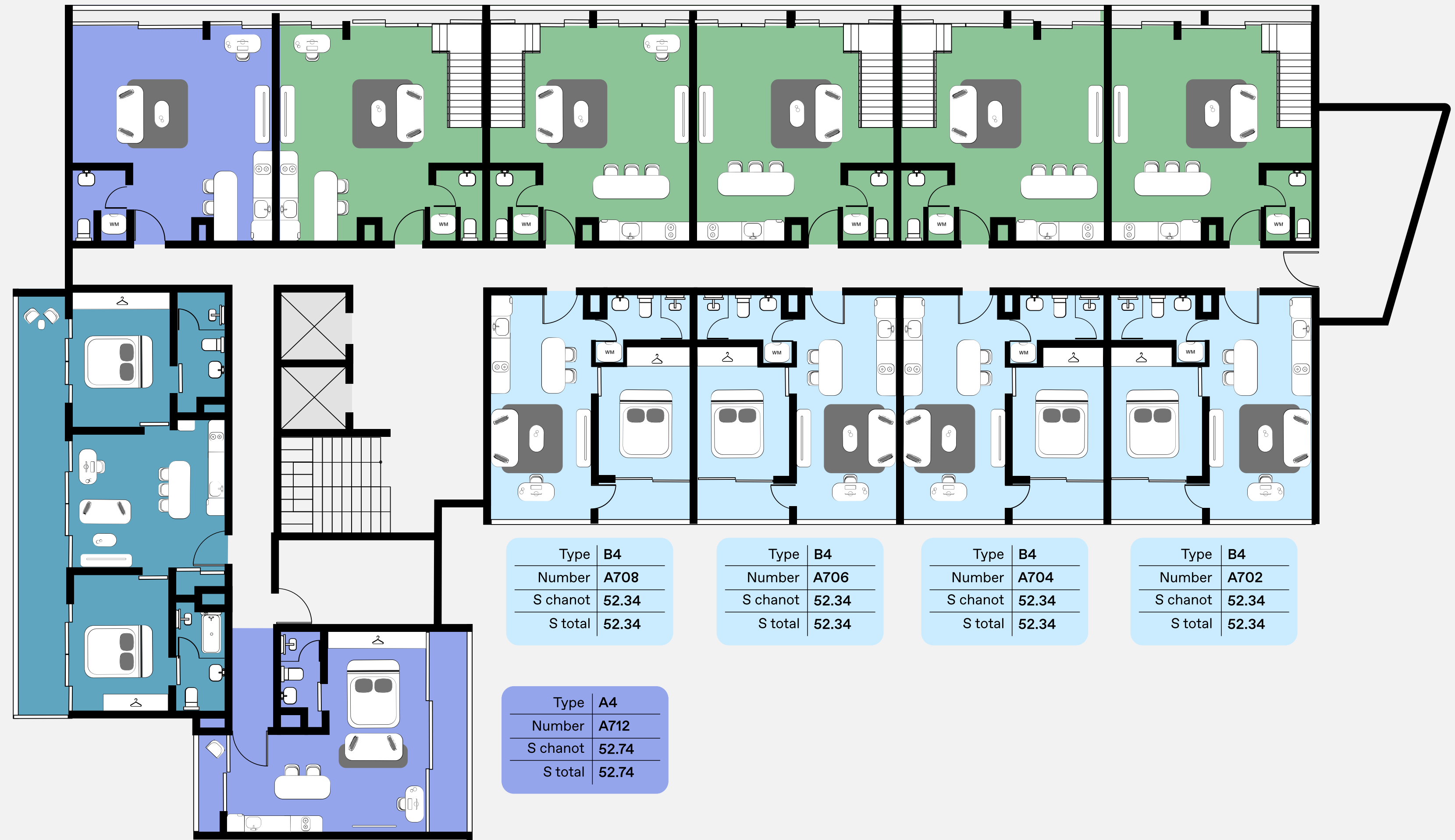
Type	B4
Number	A708
S chanot	52.34
S total	52.34

Type	B4
Number	A706
S chanot	52.34
S total	52.34

Type	B4
Number	A704
S chanot	52.34
S total	52.34

Type	B4
Number	A702
S chanot	52.34
S total	52.34

Type	A4
Number	A712
S chanot	52.74
S total	52.74



# Building A. 8 floor

 Duplex

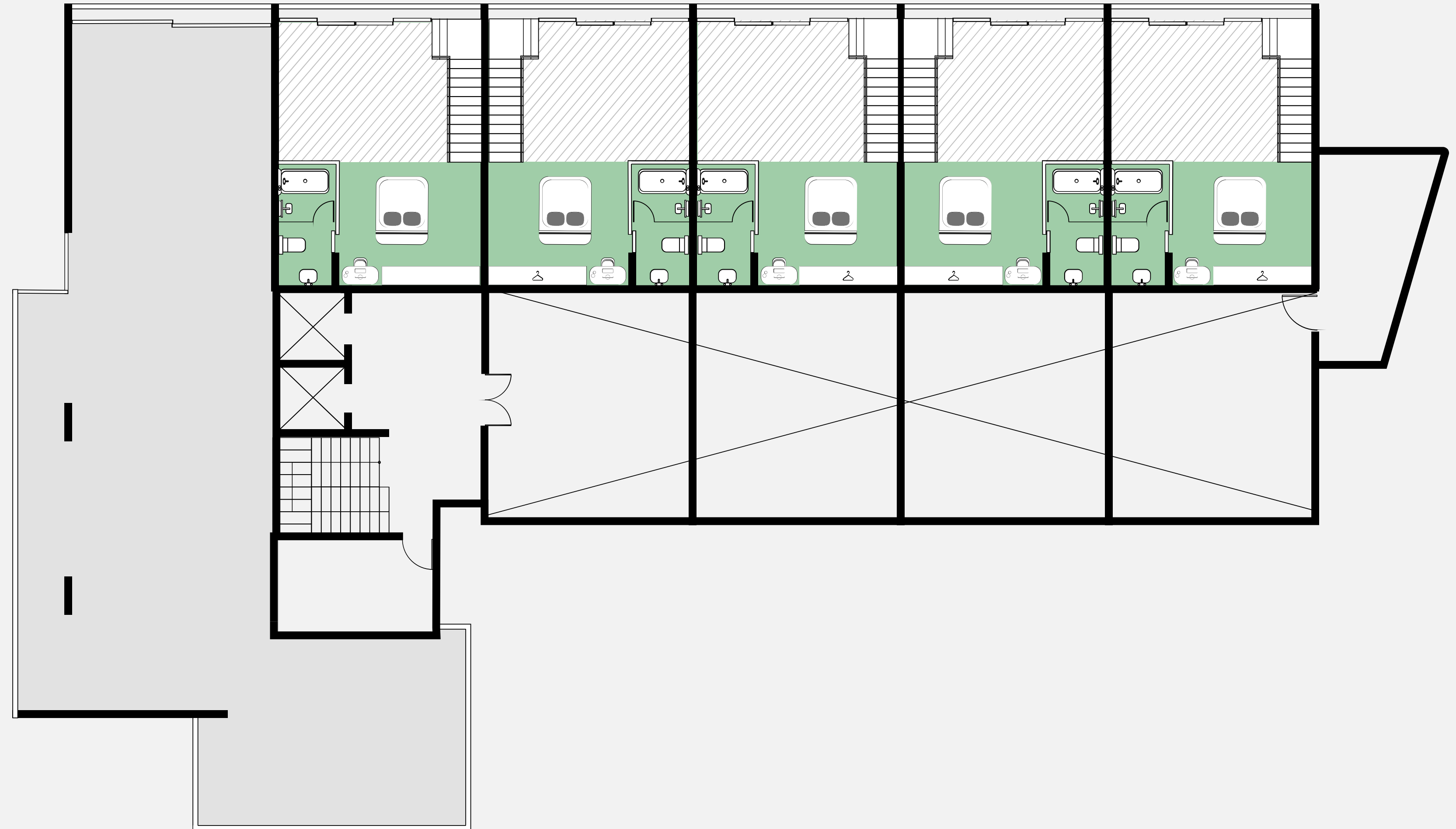
Type	D3
Number	A709
S chanot	80.82
S total	126.64

Type	D
Number	A707
S chanot	80.82
S total	126.64

Type	D
Number	A705
S chanot	80.82
S total	126.64

Type	D
Number	A703
S chanot	80.82
S total	126.64

Type	D
Number	A701
S chanot	80.82
S total	126.64



# Building B. 1 floor

- Studio
- 1-bedroom apartment
- Private garden

Type	B1
Number	B101
S chanot	49.86
S total	69.01

Type	B1
Number	B103
S chanot	49.86
S total	69.01

Type	B1
Number	B105
S chanot	49.86
S total	69.01

Type	B1
Number	B107
S chanot	49.86
S total	69.01

Type	B1
Number	B109
S chanot	48.70
S total	69.01

Type	B3
Number	B110
S chanot	48.70
S total	69.01



Type	B4
Number	B102
S chanot	52.34
S total	52.34

Type	B4
Number	B104
S chanot	52.34
S total	52.34

Type	B4
Number	B106
S chanot	52.34
S total	52.34

Type	B4
Number	B108
S chanot	52.34
S total	52.34

Type	A3
Number	B111
S chanot	37.91
S total	57.03

Type	A2
Number	B112
S chanot	37.91
S total	57.03

Type	A
Number	B113
S chanot	49.15
S total	81.21

# Building B. 2-6 floors

- Studio
- 1-bedroom apartment
- 2-bedroom apartment

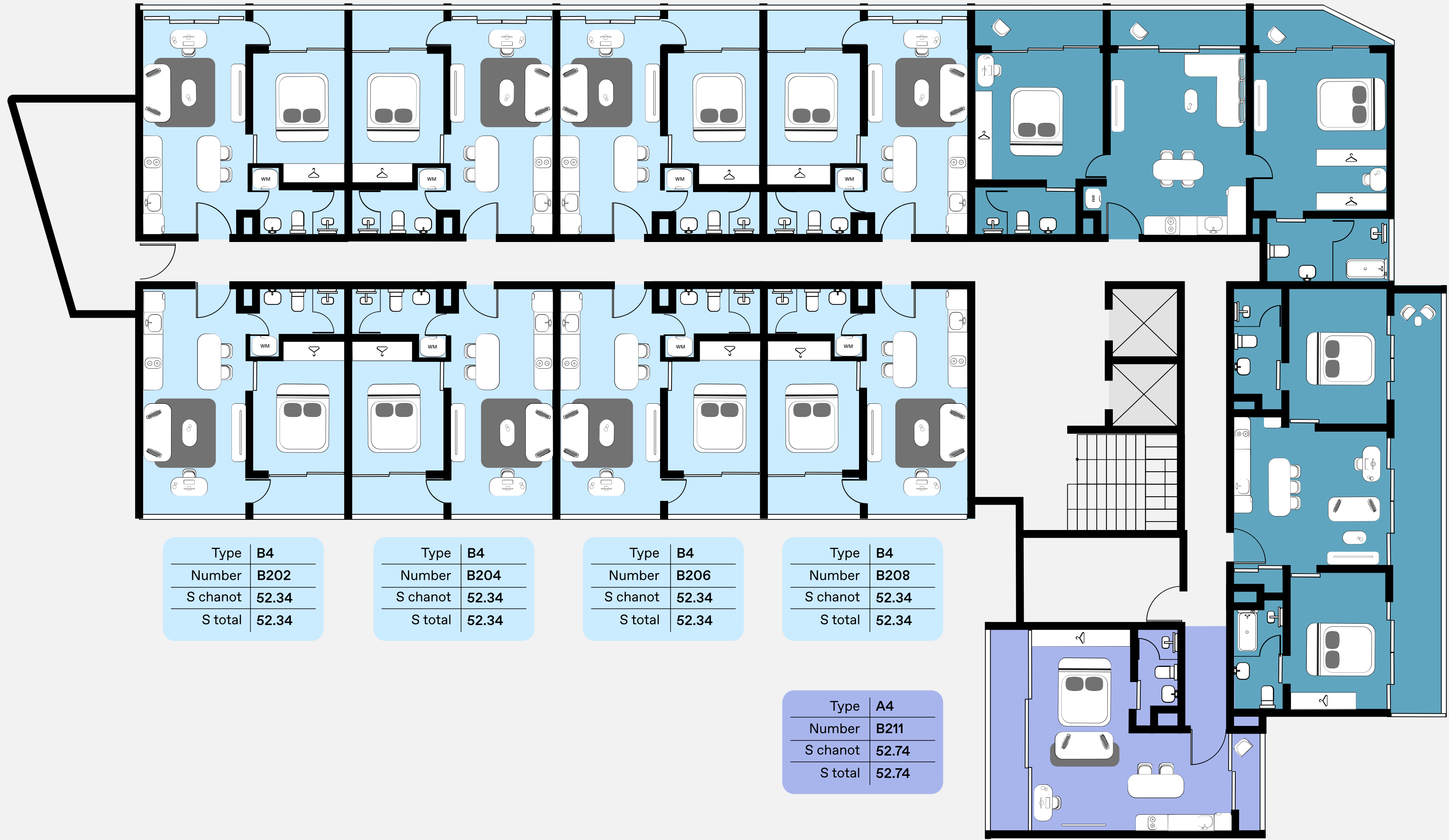
Type	B
Number	B201
S chanot	53.51
S total	53.51

Type	B
Number	B203
S chanot	53.51
S total	53.51

Type	B
Number	B205
S chanot	53.51
S total	53.51

Type	B
Number	B207
S chanot	53.51
S total	53.51

Type	C2
Number	B209
S chanot	111.2
S total	111.2



Type	B4
Number	B202
S chanot	52.34
S total	52.34

Type	B4
Number	B204
S chanot	52.34
S total	52.34

Type	B4
Number	B206
S chanot	52.34
S total	52.34

Type	B4
Number	B208
S chanot	52.34
S total	52.34

Type	A4
Number	B211
S chanot	52.74
S total	52.74

Type	C
Number	B210
S chanot	98.79
S total	98.79

# Building B. 7 floors

- Studio
- 1-bedroom apartments
- 2-bedroom apartments
- Duplex

Type	D
Number	B701
S chanot	80.82
S total	126.64

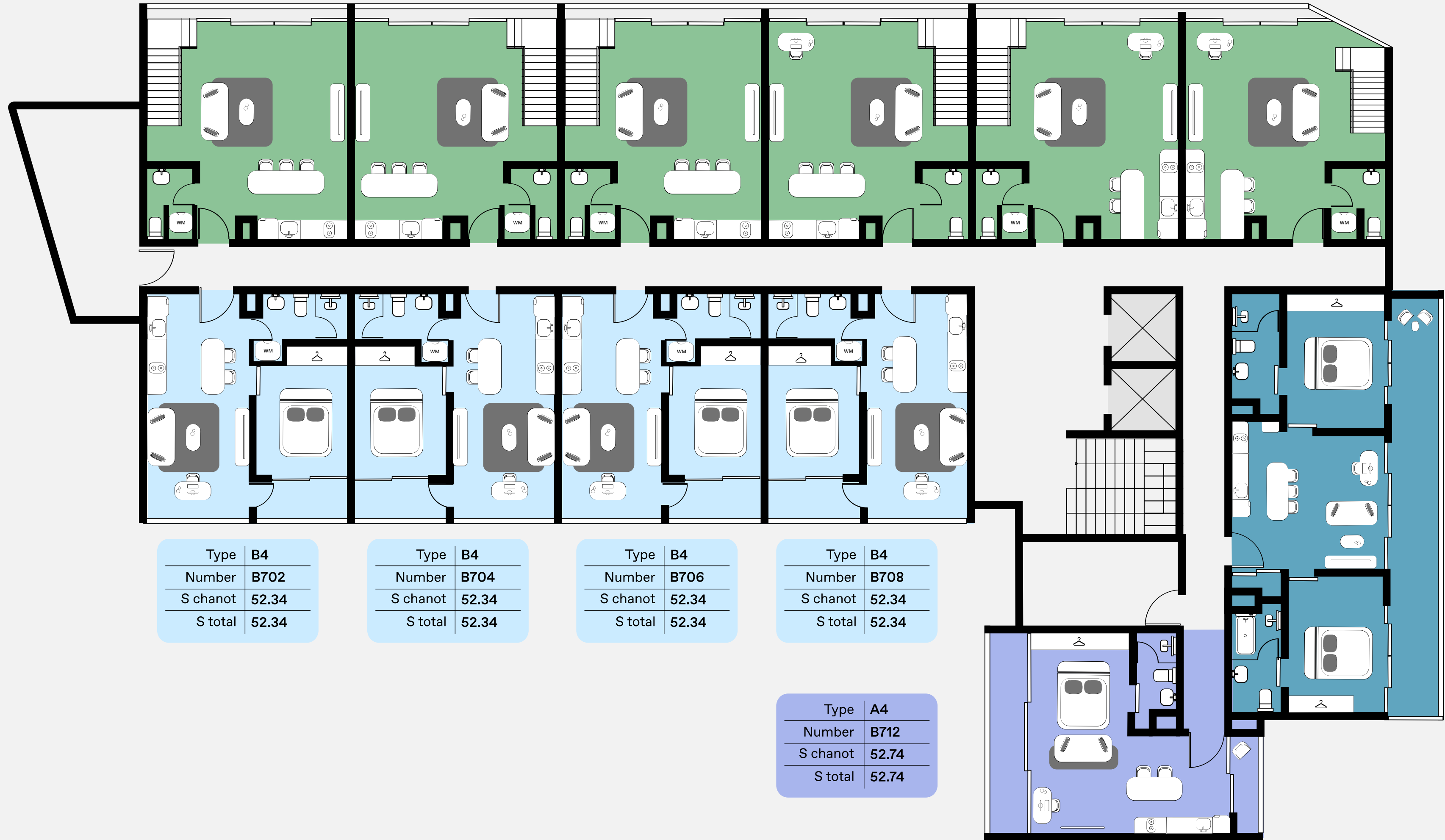
Type	D
Number	B703
S chanot	80.82
S total	126.64

Type	D
Number	B705
S chanot	80.82
S total	126.64

Type	D1
Number	B707
S chanot	80.82
S total	126.64

Type	D3
Number	B709
S chanot	80.82
S total	126.64

Type	D2
Number	B710
S chanot	162.05
S total	260.90



Type	B4
Number	B702
S chanot	52.34
S total	52.34

Type	B4
Number	B704
S chanot	52.34
S total	52.34

Type	B4
Number	B706
S chanot	52.34
S total	52.34

Type	B4
Number	B708
S chanot	52.34
S total	52.34

Type	A4
Number	B712
S chanot	52.74
S total	52.74

Type	C
Number	B711
S chanot	98.79
S total	98.79

# Building B. 8 floor

 Duplex

Type	D
Number	B701
S chanot	80.82
S total	126.64

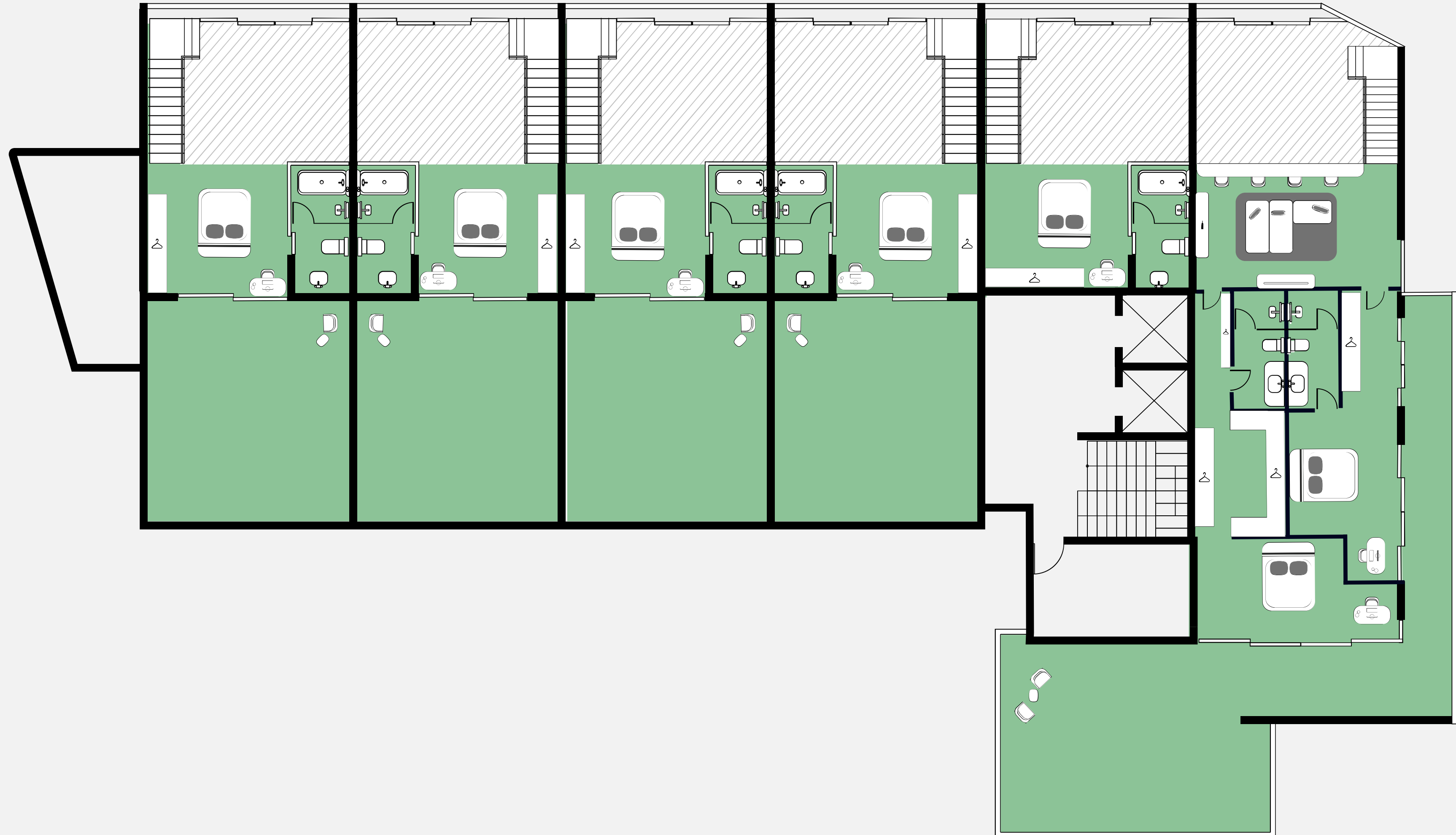
Type	D
Number	B703
S chanot	80.82
S total	126.64

Type	D
Number	B705
S chanot	80.82
S total	126.64

Type	D1
Number	B707
S chanot	80.82
S total	126.64

Type	D3
Number	B709
S chanot	80.82
S total	126.64

Type	D2
Number	B710
S chanot	162.05
S total	260.90



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