

## Web 2.0 Guidelines

Please find enclosed Inetasia's Web 2.0 Media Syndication criteria and guidelines for successful creation of online articles. By using Web 2.0 Media Syndication in conjunction with Inetasia's Internet Marketing and Web Analytics expertise, we anticipate a minimum of 250 syndications and mentions on targeted sites relevant to your industry.

### Overview

#### Article Content.

You should provide information in your general interest articles that your target market finds useful and informative. Be sure not to overuse your url in the article which simply turns it into a sales pitch! While you are certainly marketing your services, make sure you primarily focus on the reader's needs - not your own need for sales.

#### Use of Links.

Try to resist featuring links within the article, instead save them for the About the Author boxes. Publishers generally tend to turn down this technique which is seen as spamming as well as articles that are really thinly disguised advertisements. They also won't publish articles that are merely 1,000-word pitches for products or services.

#### Do Not Purchase Articles or Plagiarize from Other Sources.

We recommend that the article is written from someone from within your company. Should you choose to hire a writer, you must have an exclusive license that only allows your name to be associated with the articles produced for you.

### Article Category

Inetasia will select up to three categories for your article that are relevant to your industry vertical.

### Title

Include a headline that clearly and accurately sums up the content of your article. The first letter in each word should be upper case. For example: "Bangkok Rental Market Thrives"

### Main Text

Must be a minimum of 400 words and no more than 1,000 words. An ideal article size is 400-800 words. Inetasia will add the top keywords related to your article to help bring more traffic to your article. Each article should have a minimum of 4-5 keywords and a maximum of 25. Please do not repeat your title and author name at the top of the article body.

### Summary

Every article must have a 2-5 sentence article summary and not exceed 200 words. The purpose of the summary is to give an abstract or summary of the benefits that your article delivers.

### Author

You must include your first and last name as the author of the article. The author details can be the writer's name, company name or alias.

### Website Links

Inetasia will add a maximum of 3 "Self-Serving" Links/URLs, active or inactive, in your About the Author box.

### Email Links

We highly recommend not adding email links within the article as spammers will abuse it. If an article is submitted including one, we will take it out.

<p><b>Bangkok Rental Market Thrives</b></p> <p><i>For condominium and apartment owners, this segment of the market is a potential gold mine, particularly given most of these experts are here on a short-term basis. The statistics certainly are promising, but as competition grows, it's not an easy market to enter.</i></p>
<p>High-end rentals increased in 2006 and the number of expatriates in Bangkok with work permits grew to 67,412 in 2006, a 12.5% increase year on year according to statistics by the Alien Occupational Control division of the Department of Employment. The largest segment of this market is Japanese - 22% - as the so-called "land of the rising sun" is the largest foreign direct investor in Thailand.</p> <p>The rental market is actual even higher, as those numbers exclude diplomats and agencies such as the United Nations. They also exclude foreigners without work permits, but most of these are part of the retiree market, who traditionally buy their units.</p> <p>Last year there was only a limited amount of new supply in apartments, and there were only about 330 units completed last year. But the number of condominium units grew by over 4,000 units. That will continue to be the case in the next two to three years.</p>
<p>From a supply point of view, the big question is, how many of these apartments are expat quality, and how many owners of these new condominiums will want to lease them out? Recently a new supply has appeared in the downtown area, and there's been a greater focus on small sized units, many of them aimed at the Thai market, so not all the new condo supply will be of a standard that appeals to expats, but there are a lot of condo units.</p> <p>The proportion of owner occupation and units purchased by people on a buy-to-lease basis varies from building to building. Of the developments that are just coming up to completion, the number that will be available for rent ranges between 30-50% at the moment. So, although demand has risen, there will be quite a lot of condominium supply coming on.</p> <p>This means that competition is going to be tight in the coming year. Generally, expats given the choice would prefer a single ownership apartment, because the owner is able to service all their requirements whereas in a condo the owner might not even be in Thailand. And in many cases the owner has not put in place a local manager to look after his apartment. So the challenge for condominium owners who have bought to lease out is how to manage their units because tenants will have questions.</p>
<p>This includes implementing pest control contracts, regular A/C maintenance contracts, and, most importantly, there has to be a clear understanding between the owner and the tenant of who's responsible for doing what.</p> <p>The most popular area for expats is still Sukhumvit, followed by Central Lumpini and the Sathorn area. There are two satellites, one being around the International School of Bangkok and there is also a smaller cluster around Bangkok Pattana School. As for the up-and-coming riverside, currently there is limited demand from expatriate tenants, generally because of access issues. A small segment of expats are heading to other areas, such as Thonglor.</p> <p>The expat rental market is driven generally by housing allowances granted to employees and employees generally spend all of their allowances, but not put their own money in. Japanese with families now receive higher allowances than they did previously. Some will give B170,000 or B175,000 for a three-bedroom apartment. The Japanese tend to be at the lower end of the market but they are a significant level of demand.</p>
<p>Much of the existing stock is over 10 years old. Very few apartments were built since the financial crisis over the last 10 years, more condominiums, and what has been happening is that new supply, with smaller units, is actually getting higher rents because it looks better.</p> <p>As for housing rentals, the market is small because there is a limited supply of homes in central areas, including in the Sukhumvit area.</p> <p>As for two-tiered pricing for Thais and Foreigners, there really isn't a Thai rental market. Given that Thais have the freedom to buy and sell what they choose, unlike foreigners, those with high salaries and incomes just won't go out and rent 75,000 a month apartments. So there is no Thai market above B15,000 a month.</p> <p>The rental market is efficient in terms of transparent pricing, information on products and a regular turnover, so if a building doesn't maintain its standards, then new expats will not move in.</p>
<p><b>About the Author / Resource Box:</b></p> <p>CB Richard Ellis established an office in Bangkok in 1988 and in Phuket in 2004. The firm has grown to be a leading real estate services provider, offering a full range of services including sales and leasing for all types of property, property and facilities management, valuation and advisory, and research and consulting.</p>

## Sample Web 2.0 Article

### Bangkok Rental Market Thrives

For condominium and apartment owners, this segment of the market is a potential gold mine, particularly given most of these expects are here on a short-term basis. The statistics certainly are promising, but as competition grows, it's not an easy market to enter.

High-end rentals increased in 2006 and the number of expatriates in Bangkok with work permits grew to 67,412 in 2006, a 12.5% increase year on year according to statistics by the Alien Occupational Control division of the Department of Employment. The largest segment of this market is Japanese - 22% - as the so-called "land of the rising sun" is the largest foreign direct investor in Thailand.

The rental market is actual even higher, as those numbers exclude diplomats and agencies such as the United Nations. They also exclude foreigners without work permits, but most of these are part of the retiree market, who traditionally buy their units.

Last year there was only a limited amount of new supply in apartments, and there were only about 330 units completed last year. But the number of condominium units grew by over 4,000 units. That will continue to be the case in the next two to three years.

From a supply point of view, the big question is, how many of these apartments are expat quality, and how many owners of these new condominiums will want to lease them out? Recently a new supply has appeared in the downtown area, and there's been a greater focus on small sized units, many of them aimed at the Thai market, so not all the new condo supply will be of a standard that appeals to expats, but there are a lot of condo units.

The proportion of owner occupation and units purchased by people on a buy-to-lease basis varies from building to building. Of the developments that are just coming up to completion, the number that will be available for rent ranges between 30-50% at the moment. So, although demand has risen, there will be quite a lot of condominium supply coming on.

This means that competition is going to be tight in the coming year. Generally, expats given the choice would prefer a single ownership apartment, because the owner is able to service all their requirements whereas in a condo the owner might not even be in Thailand. And in many cases the owner has not put in place a local manager to look after his apartment. So the challenge for condominium owners who have bought to lease out is how to manage their units because tenants will have questions.

This includes implementing pest control contracts, regular A/C maintenance contracts, and, most importantly, there has to be a clear understanding between the owner and the tenant of who's responsible for doing what.

The most popular area for expats is still Sukhumvit, followed by Central Lumpini and the Sathorn area. There are two satellites, one being around the International School of Bangkok and there is also a smaller cluster around Bangkok Pattana School. As for the up-and-coming riverside, currently there is limited demand from expatriate tenants, generally because of access issues. A small segment of expats are heading to other areas, such as Thonglor.

The expat rental market is driven generally by housing allowances granted to employees and employees generally spend all of their allowances, but not put their own money in. Japanese with families now receive higher allowances than they did previously, some will give Bt70,000 or Bt75,000 for a three-bedroom apartment. The Japanese tend to be at the lower end of the market but they are a significant level of demand.

Much of the existing stock is over 10 years old. Very few apartments were built since the financial crisis over the last 10 years, more condominiums, and what has been happening is that new supply, with smaller units, is actually getting higher rents because it looks better.

As for housing rentals, the market is small because there a limited supply of homes in central areas, including in the Sukhumvit area.

As for two-tiered pricing for Thais and Foreigners, there really isn't a Thai rental market. Given that Thais have the freedom to buy and sell what they choose, unlike foreigners, those with high salaries and incomes just won't go out and rent 75,000 a month apartments. So there is no Thai market above Bt15,000 a month.

The rental market is efficient in terms of transparent pricing, information on products and a regular turnover, so if a building doesn't maintain its standards, then new expats will not move in.

#### About the Author / Resource Box:

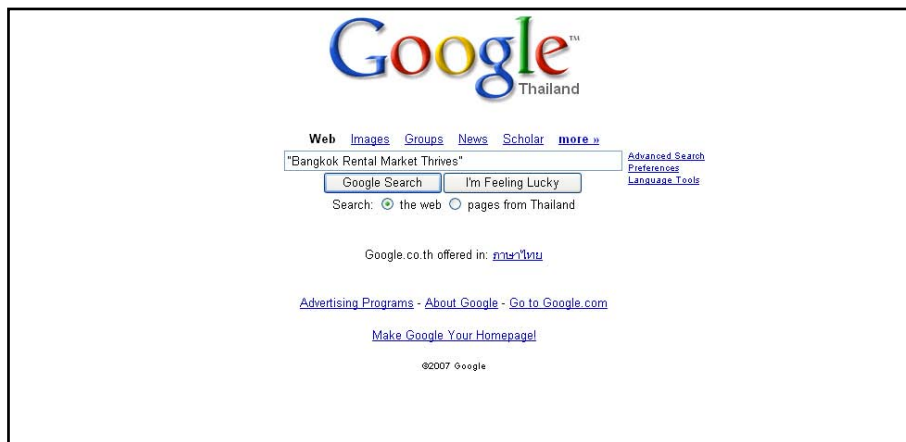
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## How to Check the Number of Times Syndicated

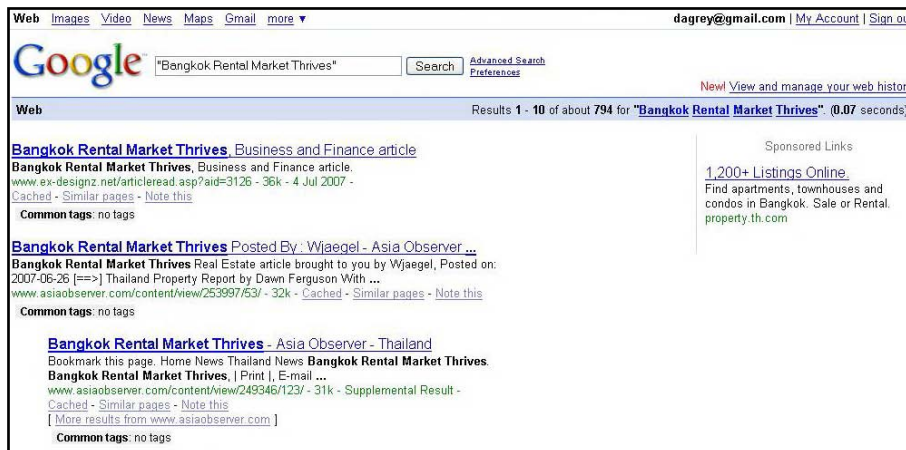
### Overview

You can get an overview of the number of times syndicated via every search engine. The length of time it takes an article to be syndicated is dependant on the website it is syndicated too. Some websites are spidered in day 1, whilst others can take up to 2 months. Therefore the number of times it has been syndicated will vary each day. Please note that this method does not provide an exact number, but provides an approximate number of times syndicated.

Type in the name of the url of the search engine you would like to search for (google.com, yahoo.com, msn.com) and type in the title of the press release with a “ at the beginning and end.



The search results will be displayed at the top of the search page.

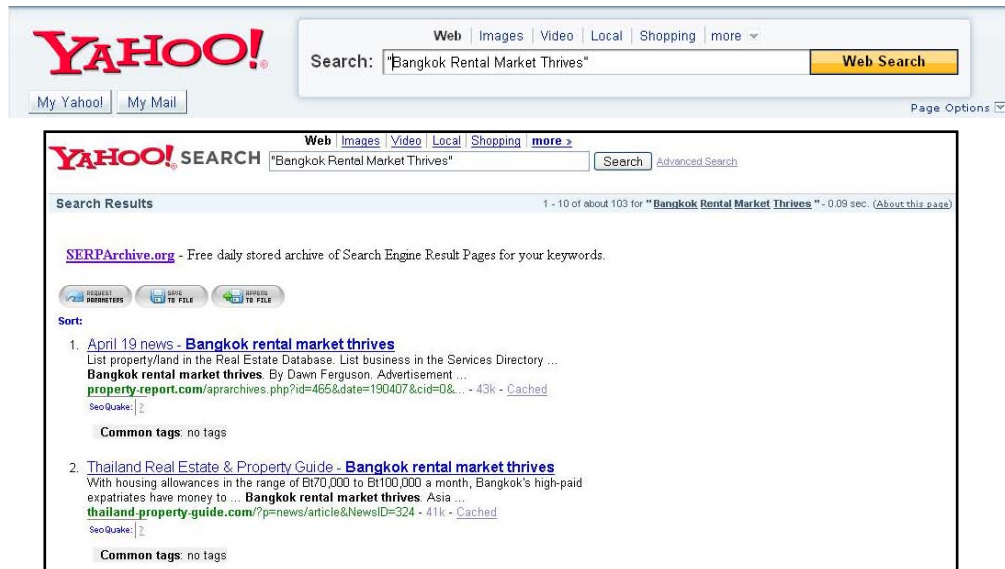


### CBRE TH Web 2.0 EXAMPLE:

Syndication stats: checked on 6 July 2007  
 Syndications indexed on Google: 794

## How to Check the Number of Times Syndicated

To find out the approximate number of times syndicated on Yahoo, log onto [www.yahoo.com](http://www.yahoo.com) and type the exact title into the search bar with a “ “ at either end of the title.

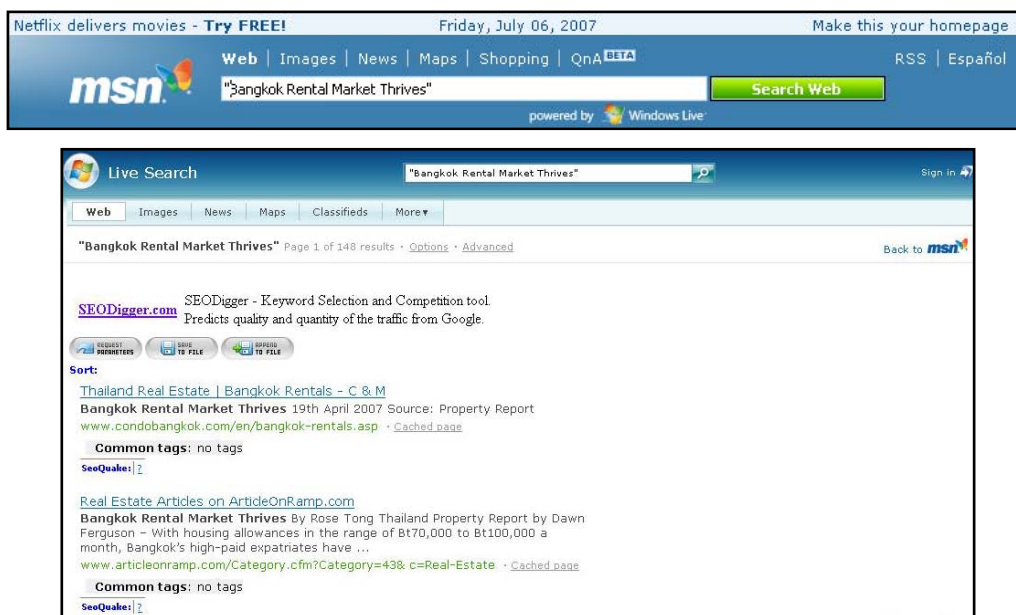


The search results are displayed at the top of the page.

### CBRE TH Web 2.0 EXAMPLE:

Syndication stats: checked on 6 July 2007  
 Syndications indexed on Yahoo: 109

To find out the approximate number of times syndicated on MSN, log onto [www.msn.com](http://www.msn.com) and type the exact title into the search bar with a “ “ at either end of the title.



The search results are displayed at the top of the page.

### CBRE TH Web 2.0 EXAMPLE:

Syndication stats: checked on 6 July 2007  
 Syndications indexed on MSN: 149