ESSENCE

by HARMONY GROUP

*people-first development

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LSV

Apartments from TBH 3M

1-Year Visa

Renewable Annually

Family Members Can Apply

Clear Step-by-Step Process

You may apply for a Thai bank account

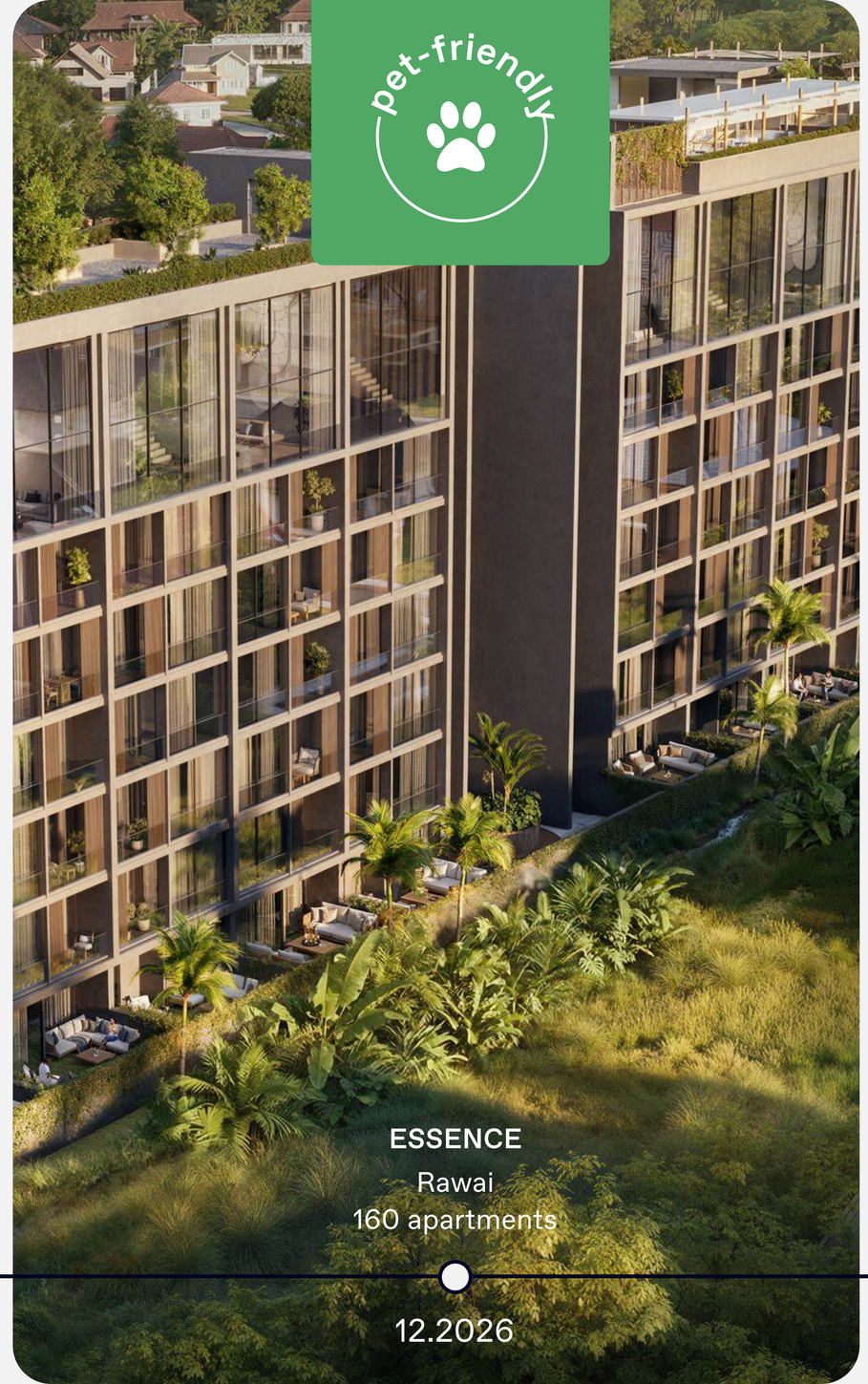
Buyers of apartments in ESSENCE may be eligible for a one-year visa in Thailand.

CLICK HERE to open the Full Guide or Ask Your Manager

*long stay visa

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 m²





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
Layan
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

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

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

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

Phuket’s real estate market is not one-size-fits-all

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

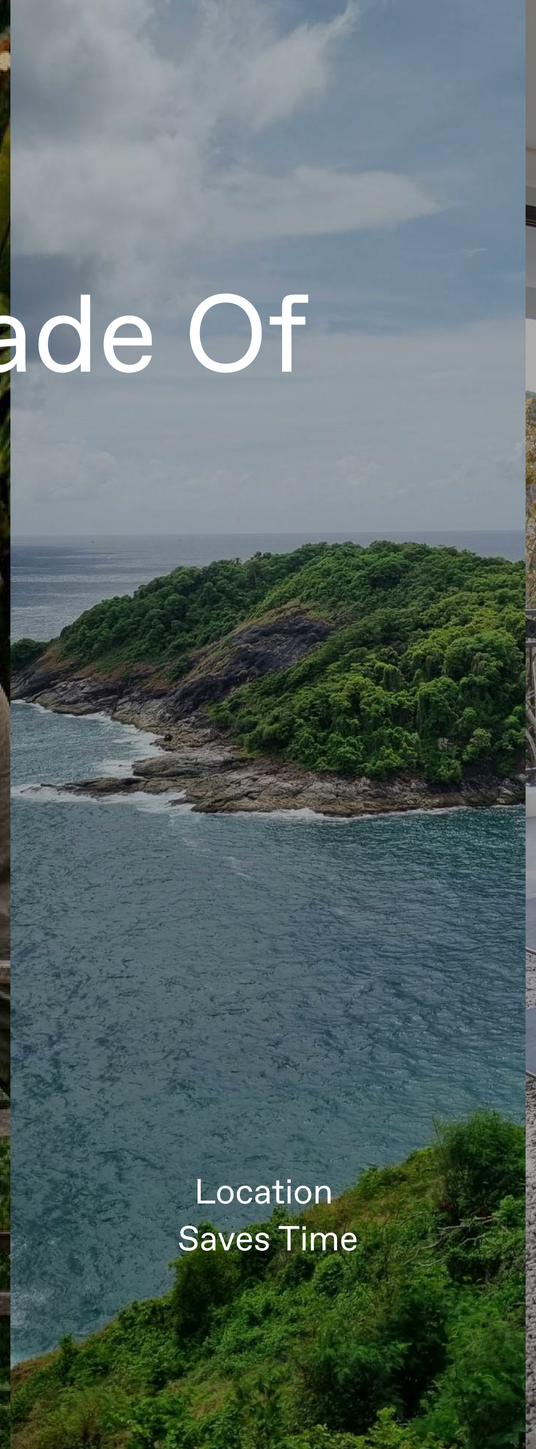
What People-First Development Is Made Of



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.

Location



Spaces for Everyday Living

Living spaces:

- convenient, logical layouts
- high-quality apartment finishes
- panoramic glazing
- full kitchens
- thoughtful storage solutions
- modern engineering system

Amenities for everyday life:

- underground parking
- lobby
- cafe with coworking space
- 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.




bar
shaded lounge area
open-air cinema
infinity pool
landscaping
mirrored glazing
gym
yoga place
decorative sun-shading screens
guests parking
parking entrance
cafe with coworking space
lobby
kids pool
ESSENCE
kids playground



Open-air cinema and rooftop bar



Rooftop



Infinity pool and shaded lounge area



Night Lighting

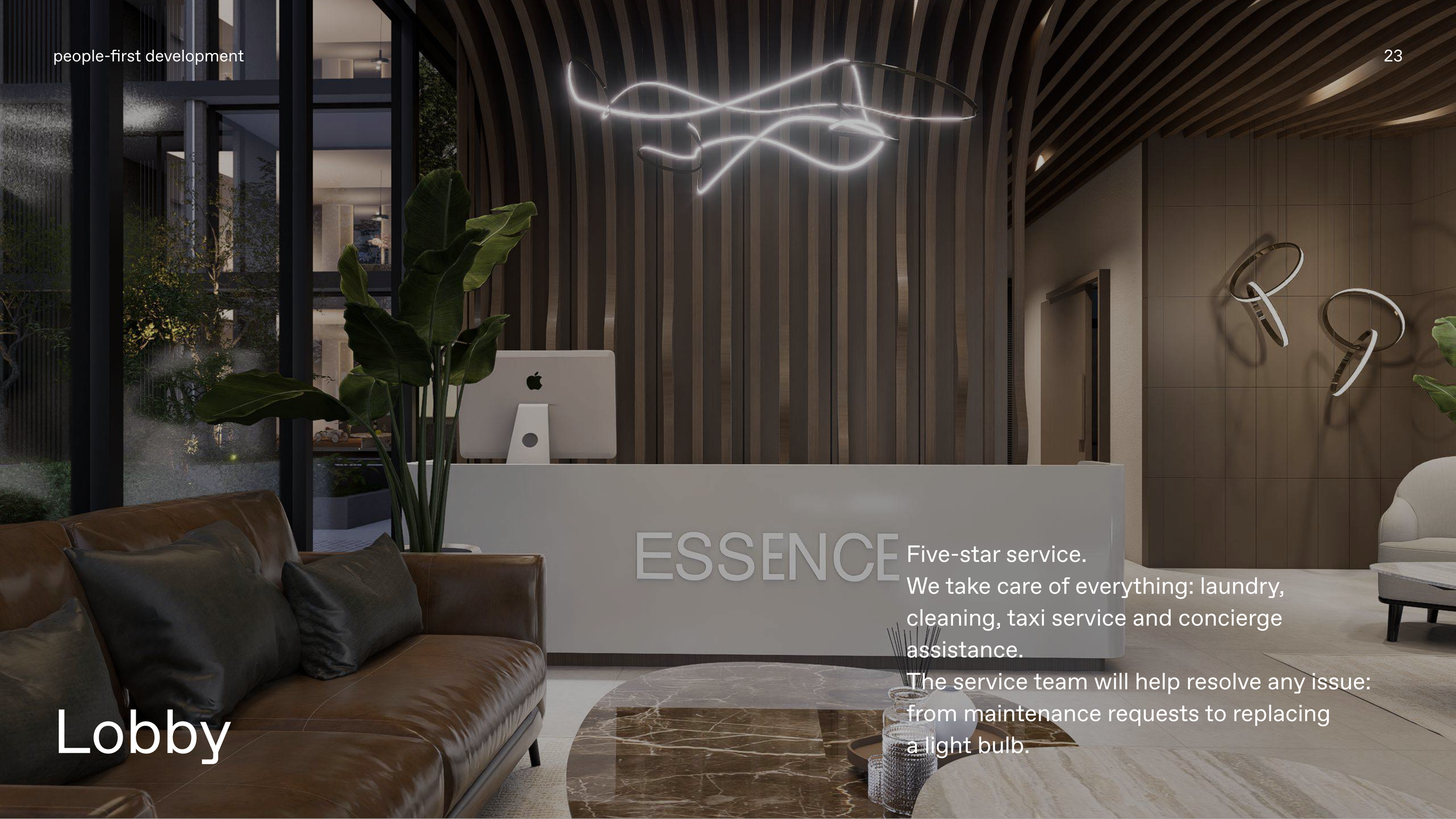
Decorative facade lighting highlights the architecture in the evening and at night, turning the building into one of the key visual landmarks of the area.

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.

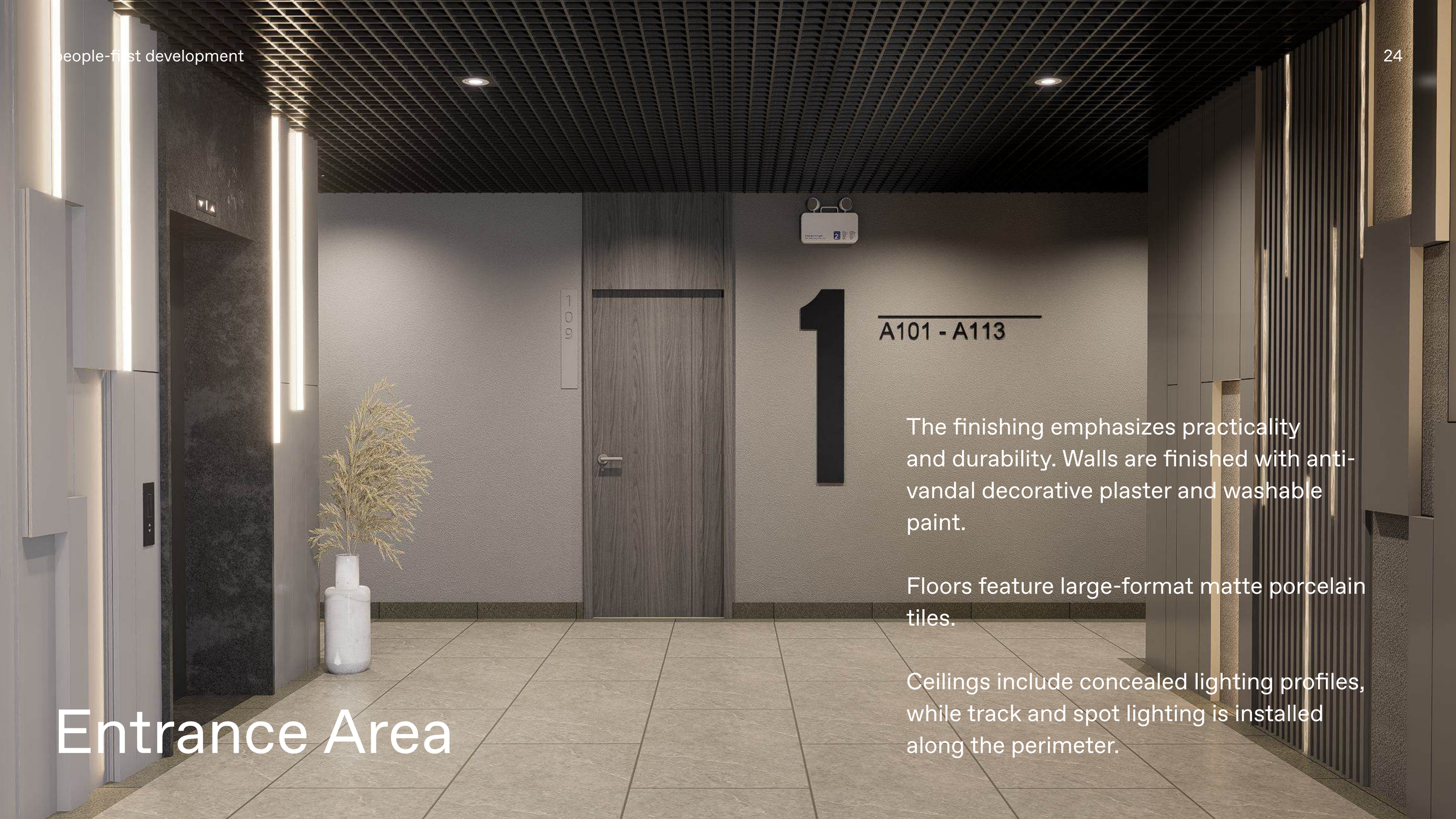
Sauna

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



Lobby

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.

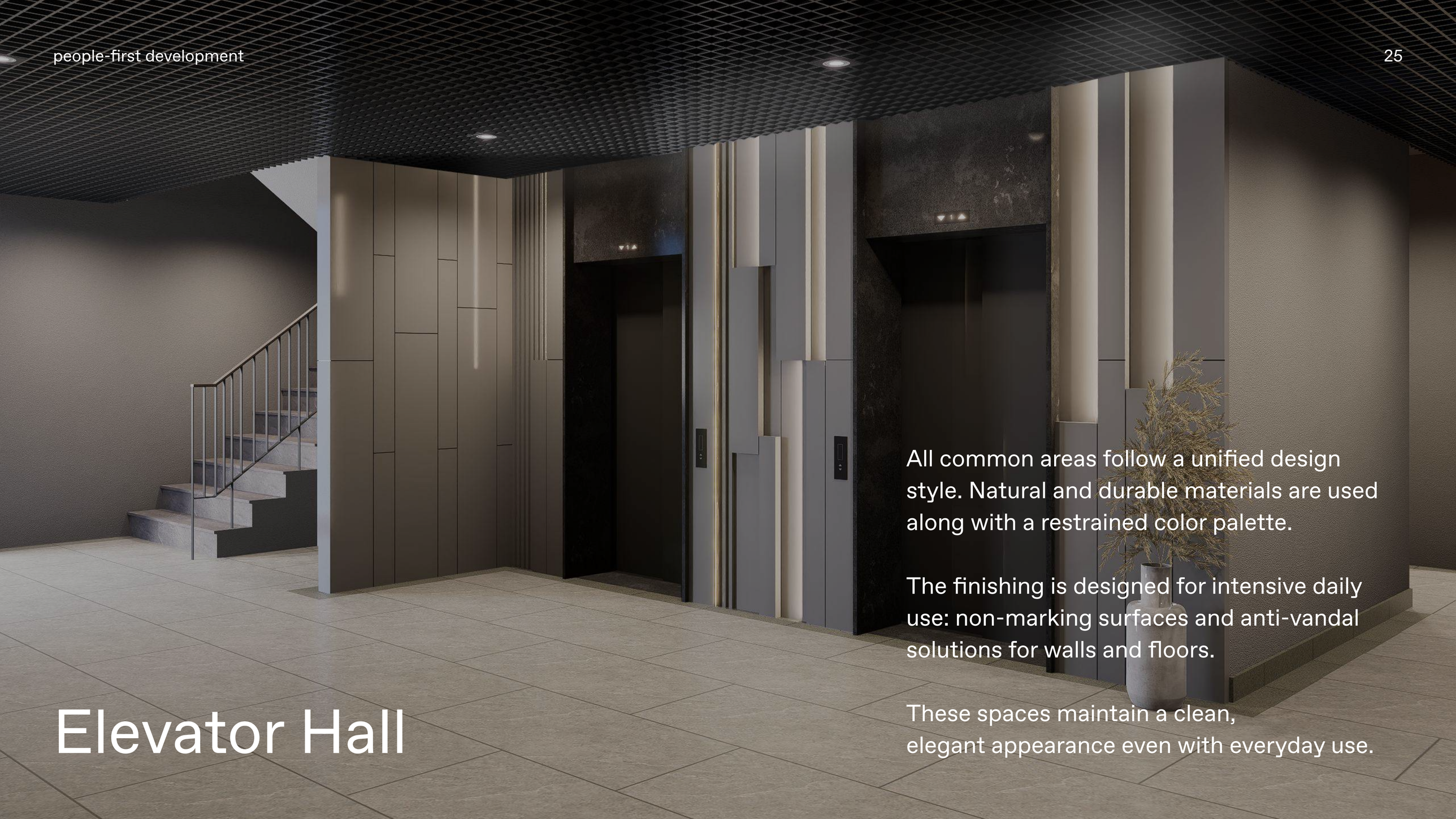


Entrance Area

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



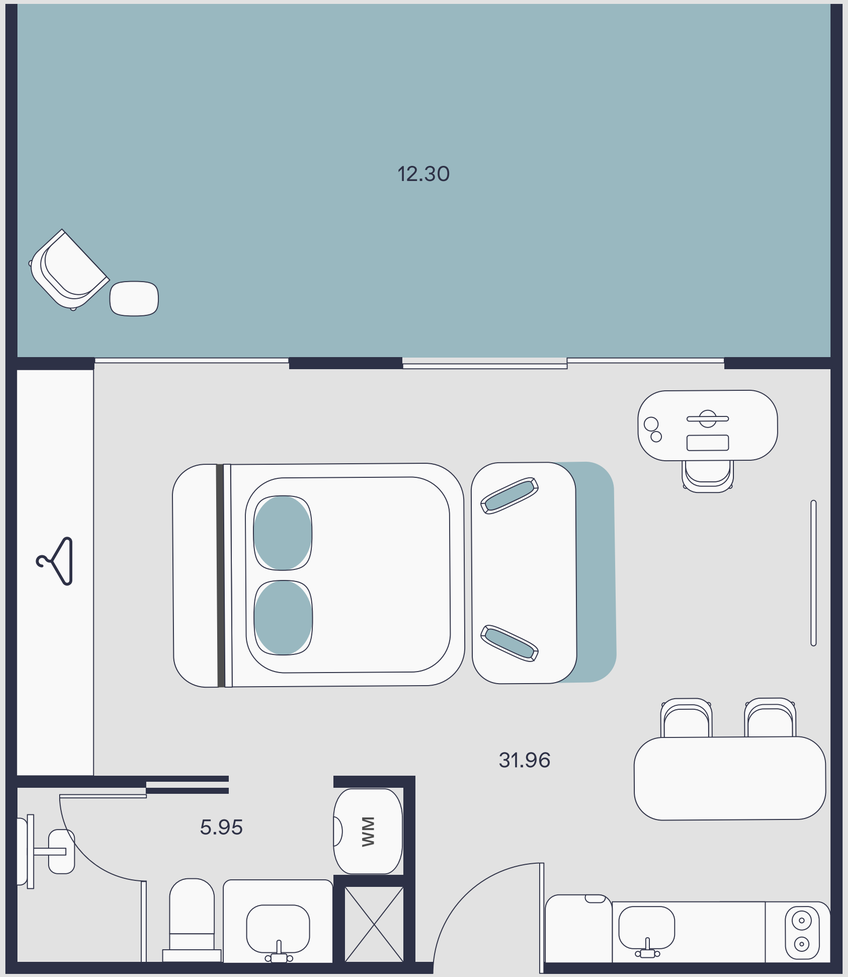
Details you don’t notice, but that make everyday life more comfortable.


TRACK LIGHTING CONTROL
CLIMATE CONTROL
DECORATIVE LIGHTING CONTROL
MOTORIZED CURTAINS AND SHEERS
AUTOMATIC TV ON/OFF
SMART SOCKETS
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

APARTMENT LAYOUTS

Studio

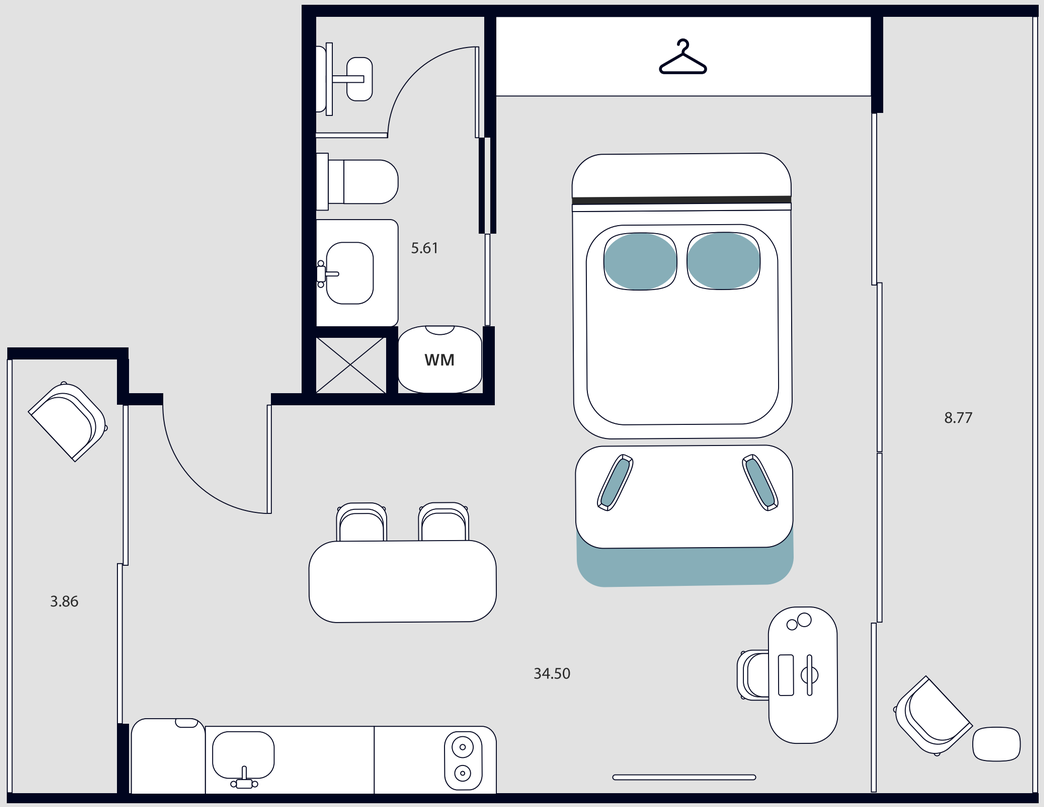


layout types: A1, A2, A3

total area: 69.33 – 80.13 m²



Studio

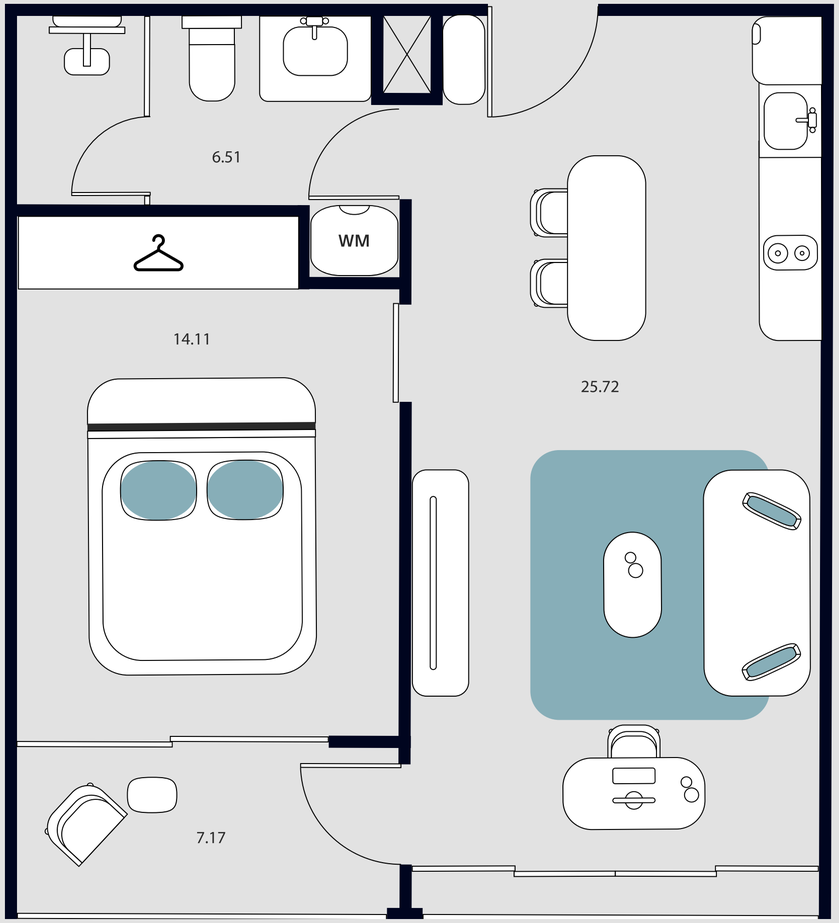




layout type A4

total area: 52.74 m²

1-bedroom

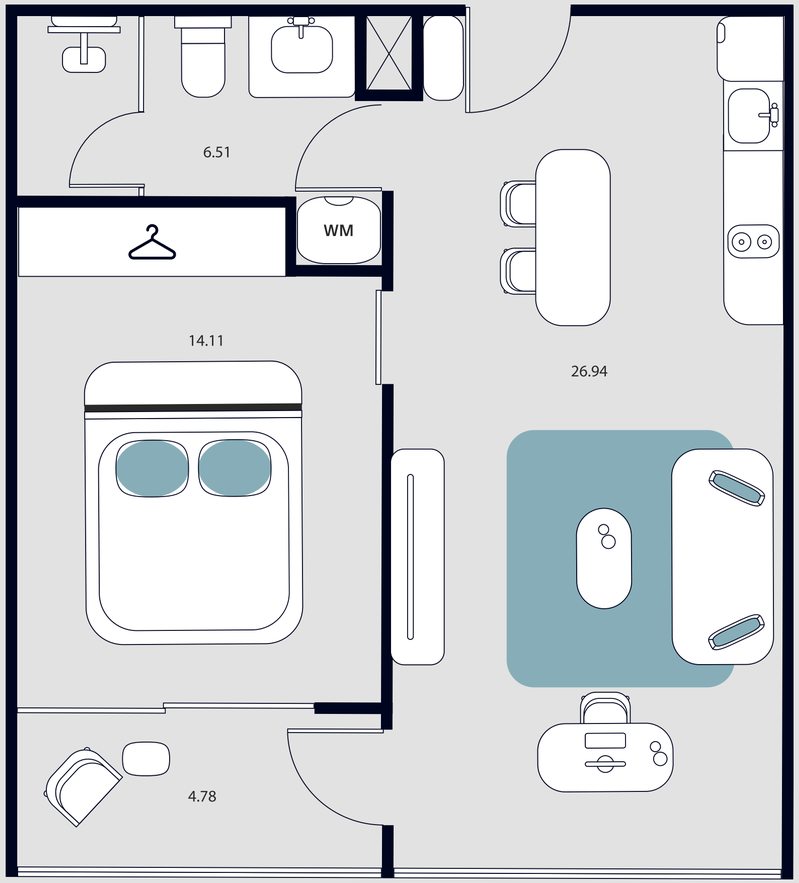


layout type B

total area: 53.51 m²



1-bedroom

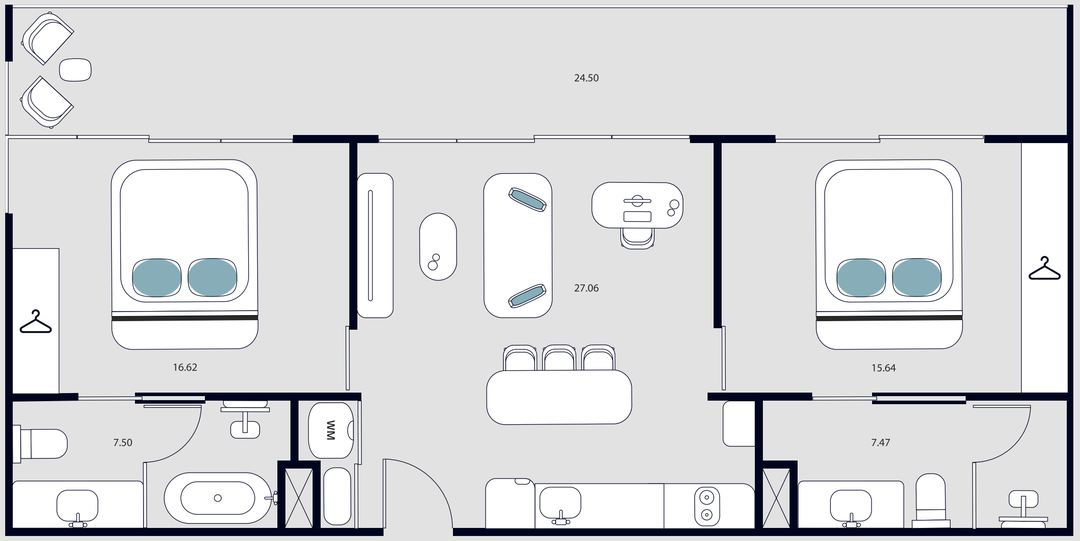


layout types B4

total area: 52.34 m²



2-bedroom

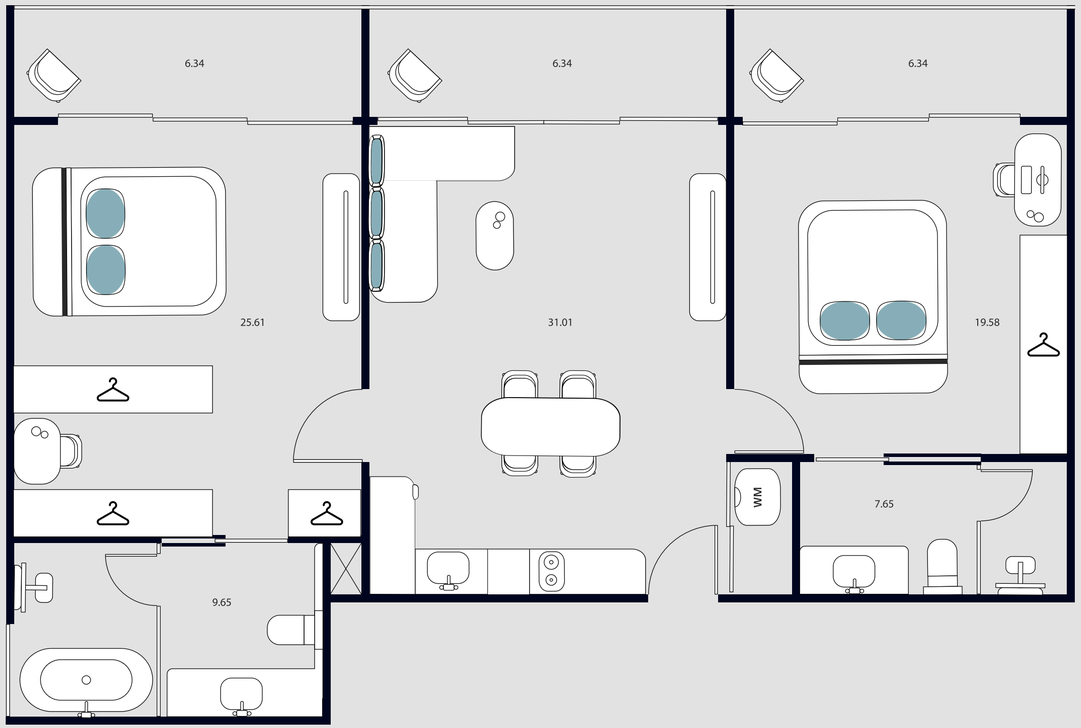


layout type C

total area: 98.79 m²



2-bedroom

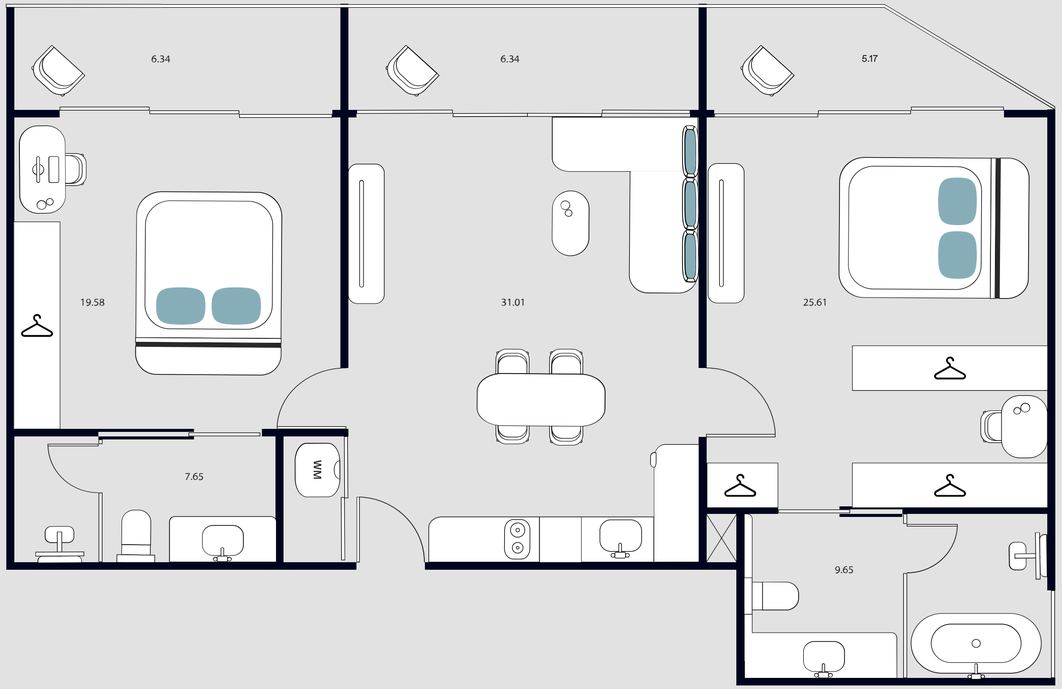


layout type C1

total area: 112.37 m²



2-bedroom



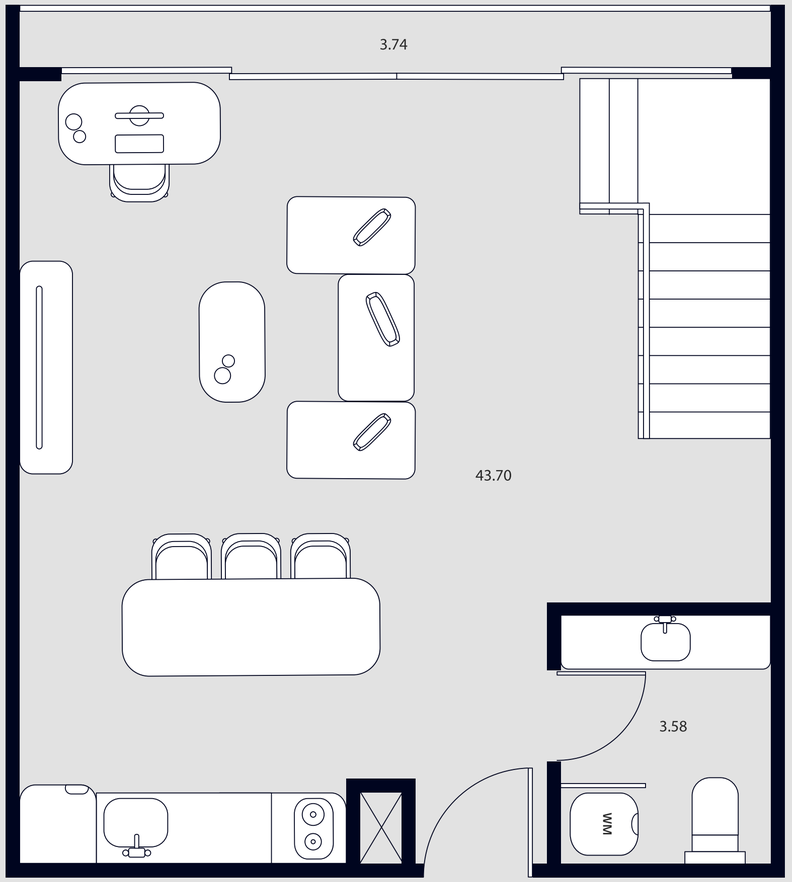


layout type C2

total area: 111.2 m²

Duplex

1 floor



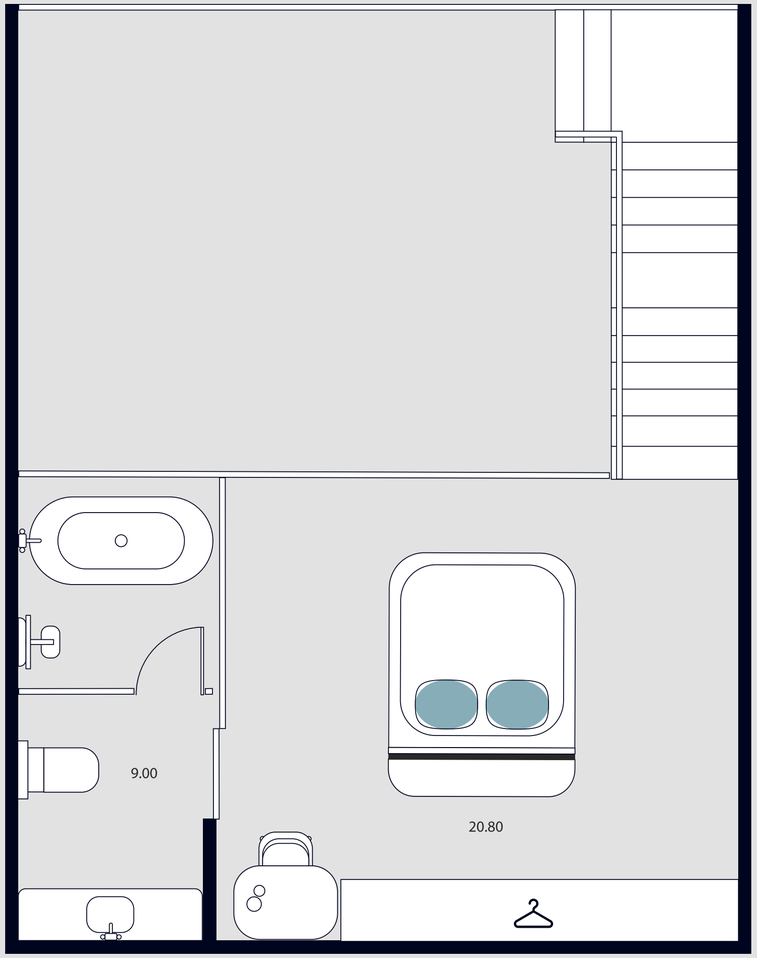


layout type D

total area: 80.82 m²

Duplex

2 floor



layout type D

total area: 80.82 m²



Building A. 1 floor

Studio
1-bedroom apartment
Private garden



Type	B2
Number	A110
S chanot	48.70
S total	69.01

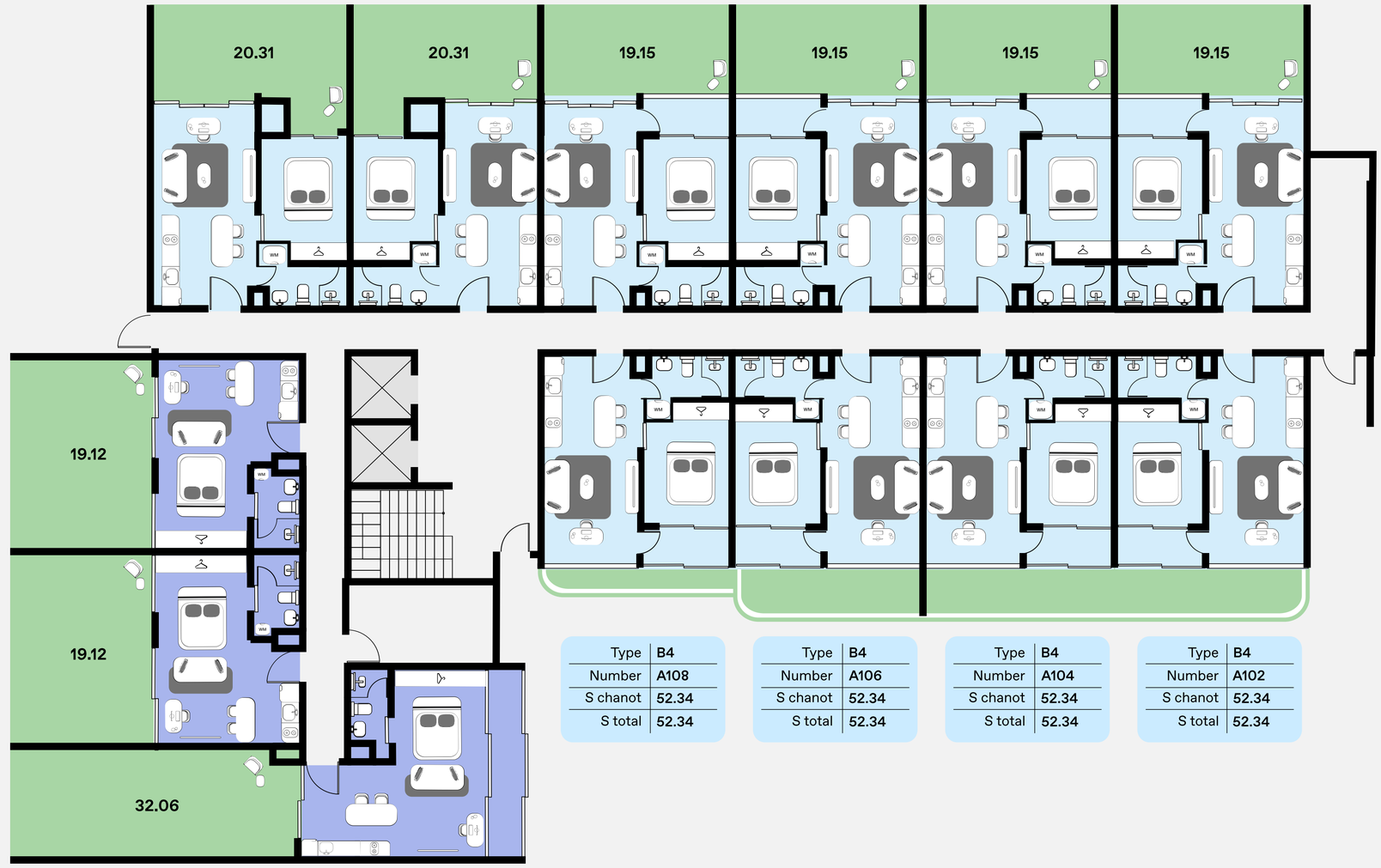
Type	B2
Number	A109
S chanot	48.70
S total	69.01

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



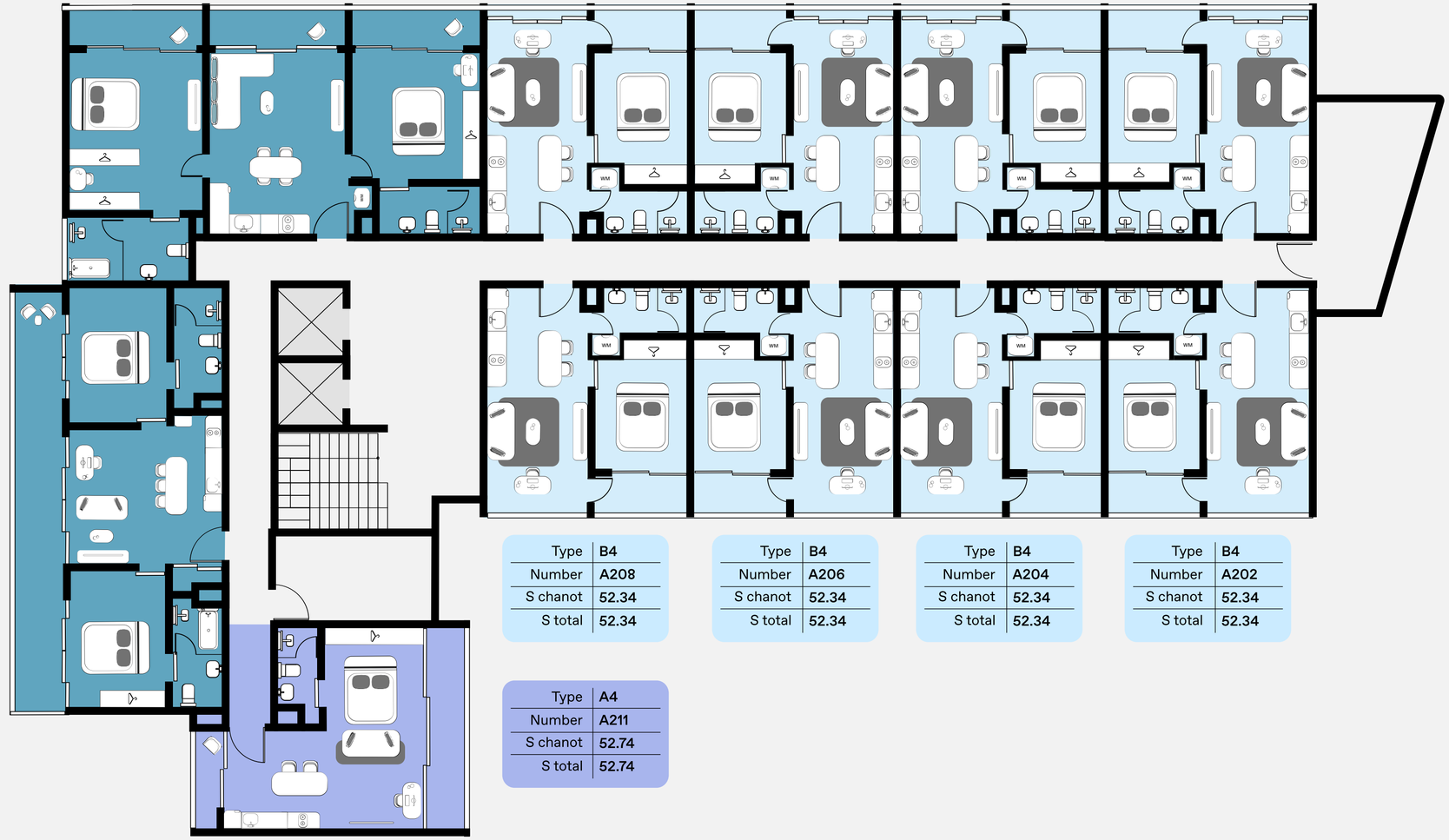
Type	C1
Number	A209
S chanot	112.37
S total	112.37

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

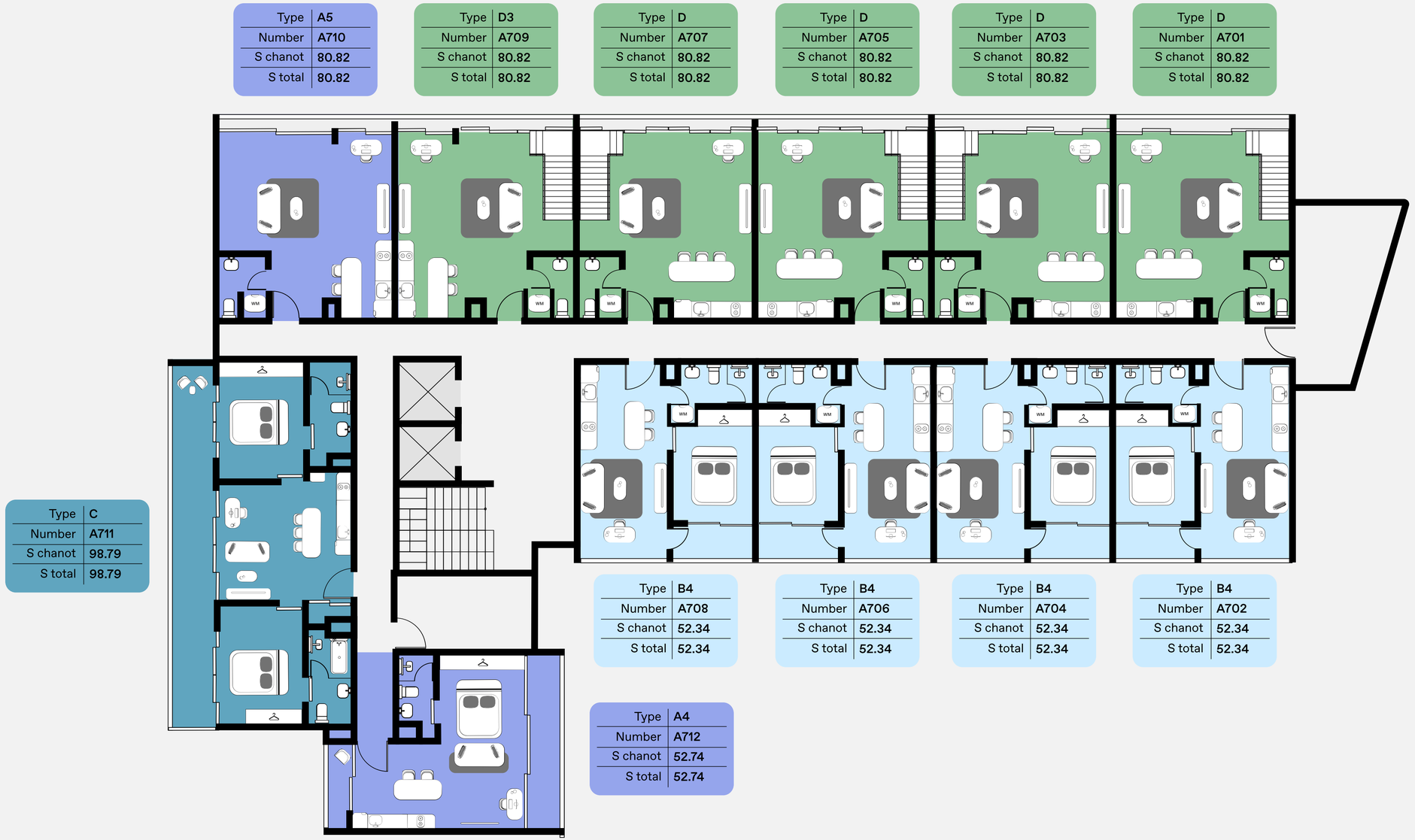
Type	B4
Number	A202
S chanot	52.34
S total	52.34

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	80.82

Type	D
Number	A707
S chanot	80.82
S total	80.82

Type	D
Number	A705
S chanot	80.82
S total	80.82

Type	D
Number	A703
S chanot	80.82
S total	80.82

Type	D
Number	A701
S chanot	80.82
S total	80.82

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



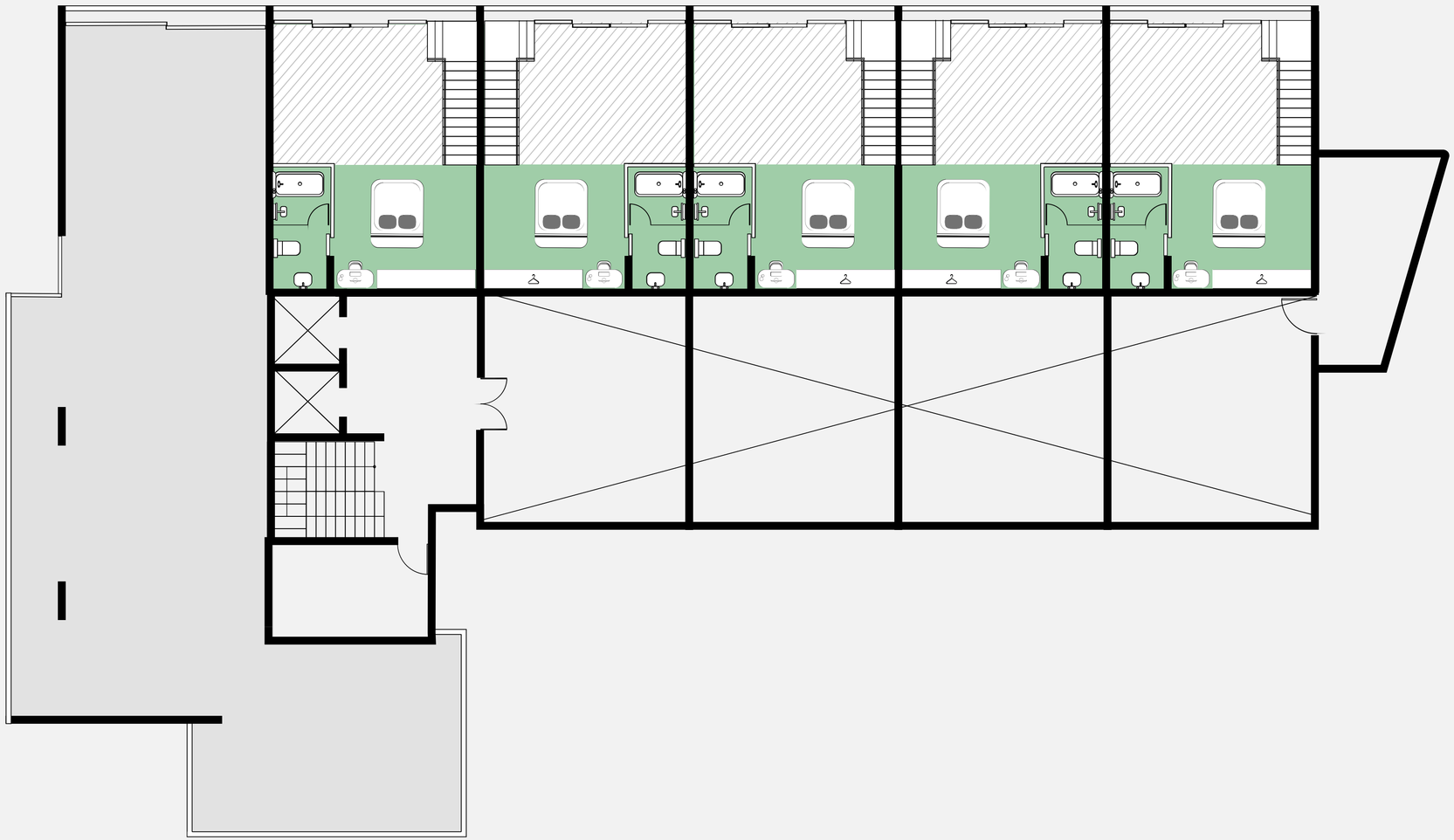
Type	D3
Number	A709
S chanot	80.82
S total	80.82

Type	D
Number	A707
S chanot	80.82
S total	80.82

Type	D
Number	A705
S chanot	80.82
S total	80.82

Type	D
Number	A703
S chanot	80.82
S total	80.82

Type	D
Number	A701
S chanot	80.82
S total	80.82



Building B. 1 floor

Studio
1-bedroom apartment
Private garden



Type	B1
Number	B101
S chanot	49.86
S total	69.01

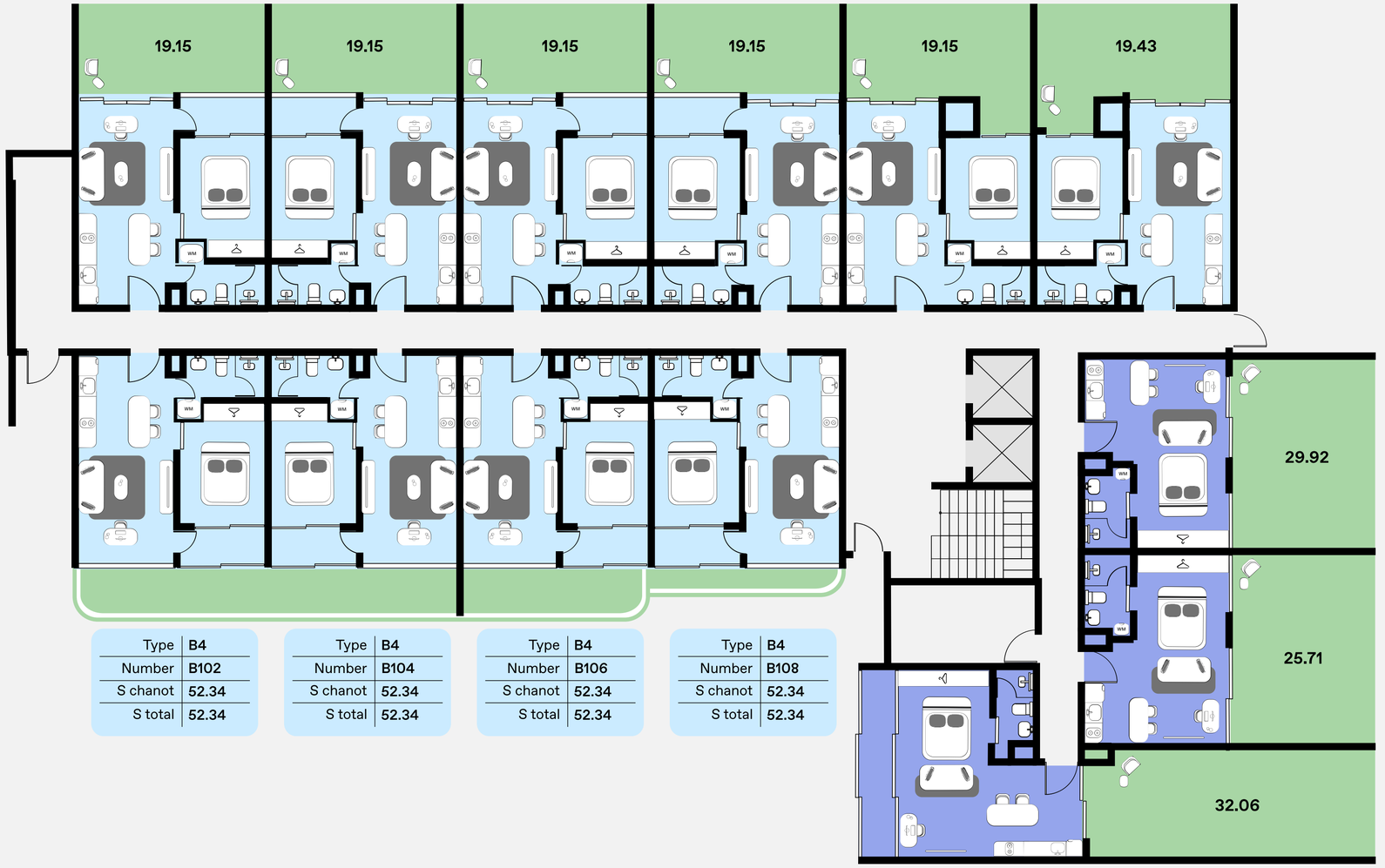
Type	B1
Number	B103
S chanot	49.86
S total	69.01

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	67.83

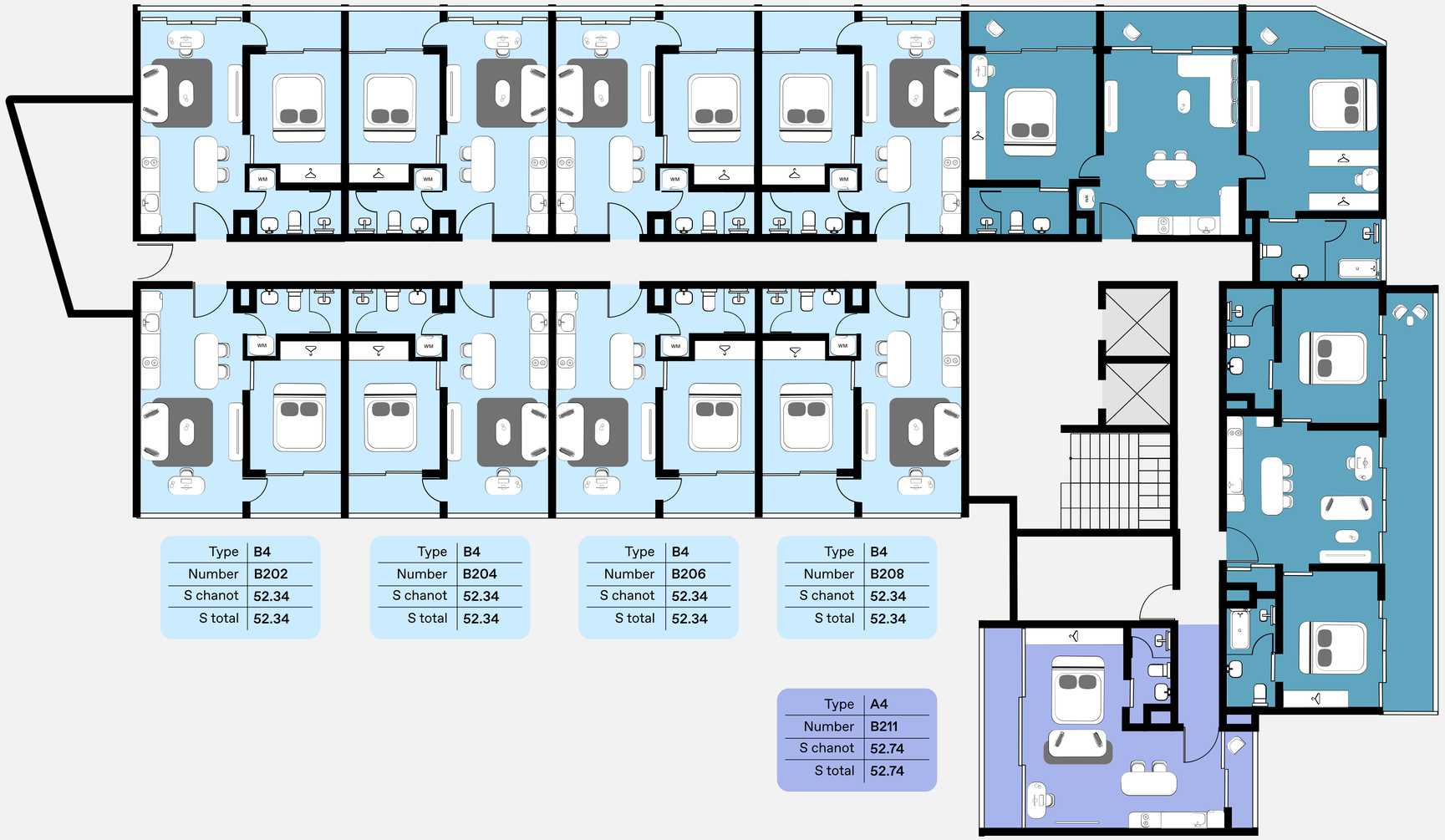
Type	A2
Number	B112
S chanot	37.91
S total	63.62

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

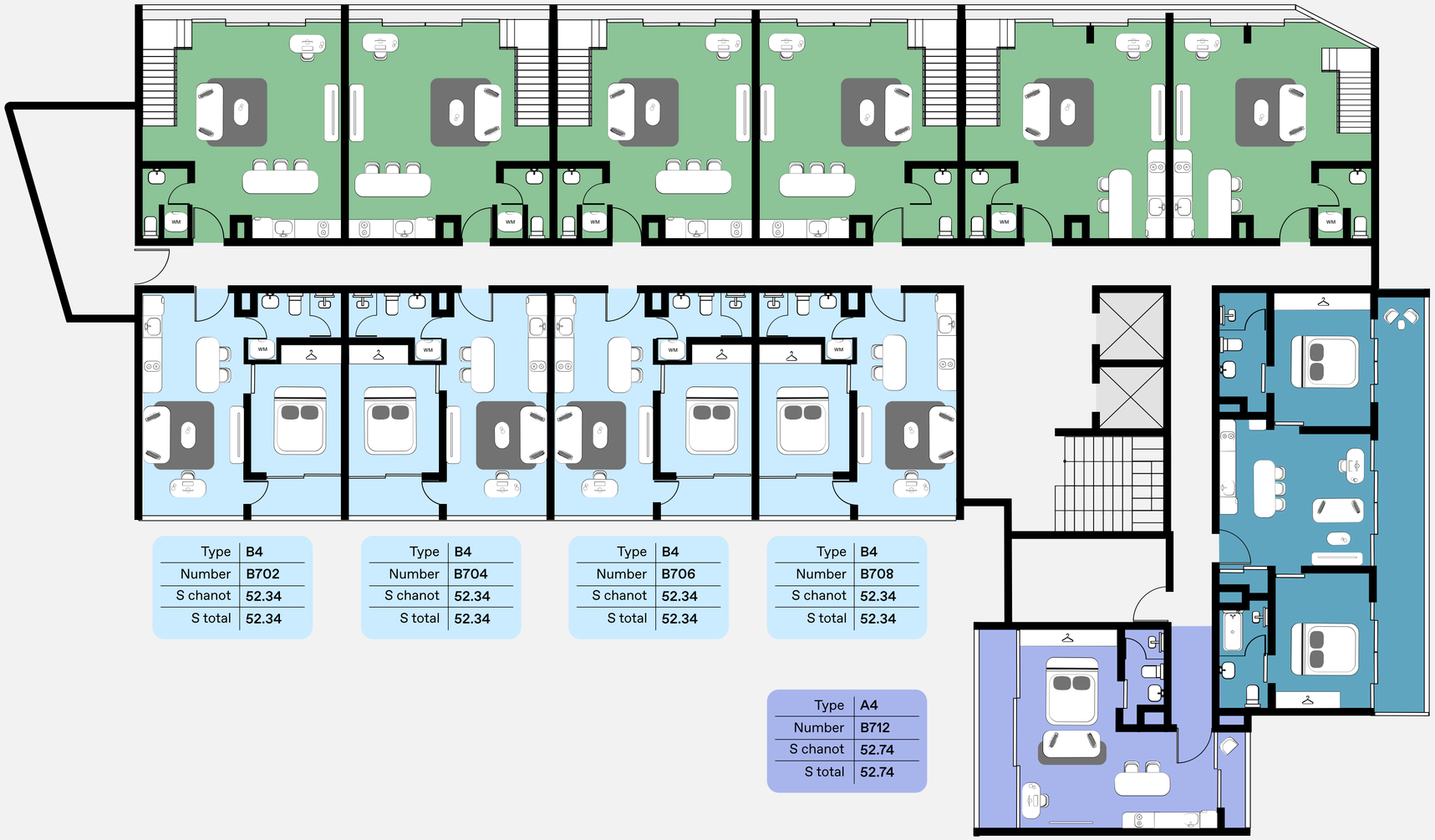
Type	A4
Number	B211
S chanot	52.74
S total	52.74

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	125.46

Type	D
Number	B703
S chanot	80.82
S total	125.46

Type	D
Number	B705
S chanot	80.82
S total	125.46

Type	D1
Number	B707
S chanot	80.82
S total	125.46

Type	D3
Number	B709
S chanot	80.82
S total	80.82

Type	D2
Number	B710
S chanot	162.05
S total	244.40

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	D1
Number	B701
S chanot	80.82
S total	125.46

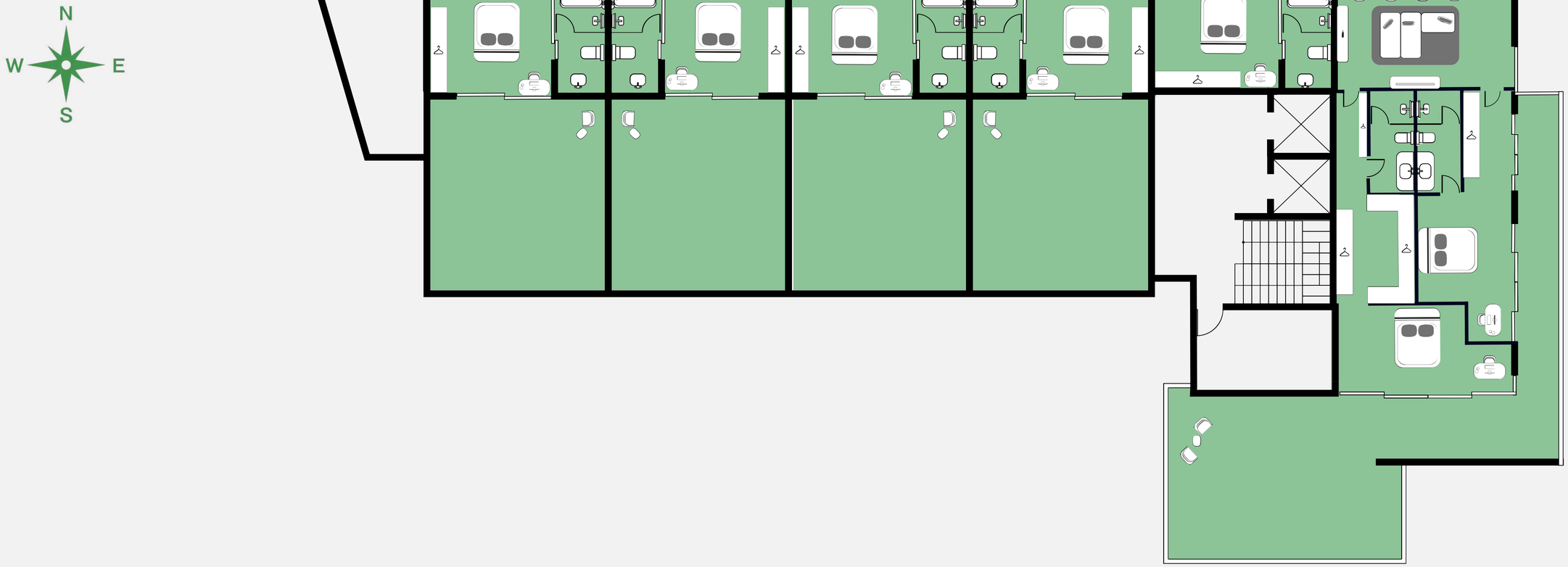
Type	D1
Number	B703
S chanot	80.82
S total	125.46

Type	D1
Number	B705
S chanot	80.82
S total	125.46

Type	D1
Number	B707
S chanot	80.82
S total	125.46

Type	D3
Number	B709
S chanot	80.82
S total	80.82

Type	D2
Number	B710
S chanot	162.05
S total	244.40



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