



# COMPANY PROFILE

## 2023 - 2024

[www.smartland.vn](http://www.smartland.vn) - [www.smartrealtors.vn](http://www.smartrealtors.vn)

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“ We are committed to applying our in-depth experience, together with the excellent team of experts and its long-term vision to enhance Vietnam’s real estate industry values through consulting and distribution of newly built real estate projects. ”

## 2023 - 2024

Our vision is to maintain the leading position in real estate consulting and distribution of real estate, hence become one of the most reliable strategic partners to the developers of Vietnam real estate industry.

# ABOUT US

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Smartland Co, Ltd has constructed great reputation for professional competence and affirmed its position in the market through constantly building and strengthening trust from well-known developers as well as thousands of domestic and foreign investors. We have demonstrated an excellent ability to apply our in-depth experience to identify opportunities, advise major developers on sales strategic planning, on the other hand bridging clients to real estate projects with great potential. We have always accompanied, making efforts and strive to be reliable in the extremely challenging Vietnam's real estate market.

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## **SMARTLAND**

Established in 2004, Smartland's predecessor is Netxinh Real Estate Design & Construction Company. After a period of change and adaption, the founders decided to change the brand name into Smartland Real Estate Co.,Ltd., reorient and focus on real estate distribution and investment consulting.

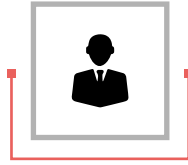
## **SMARTREALTORS & PARTNERS**

In 2016, recognized the upwards trending and increasing demands for vacation properties, Smart Realtors & Partners was established. After just over 5 years of presence, Smart Realtors & Partners is now one of the leading agent in Vietnam's real estate market specialized in vacation properties.

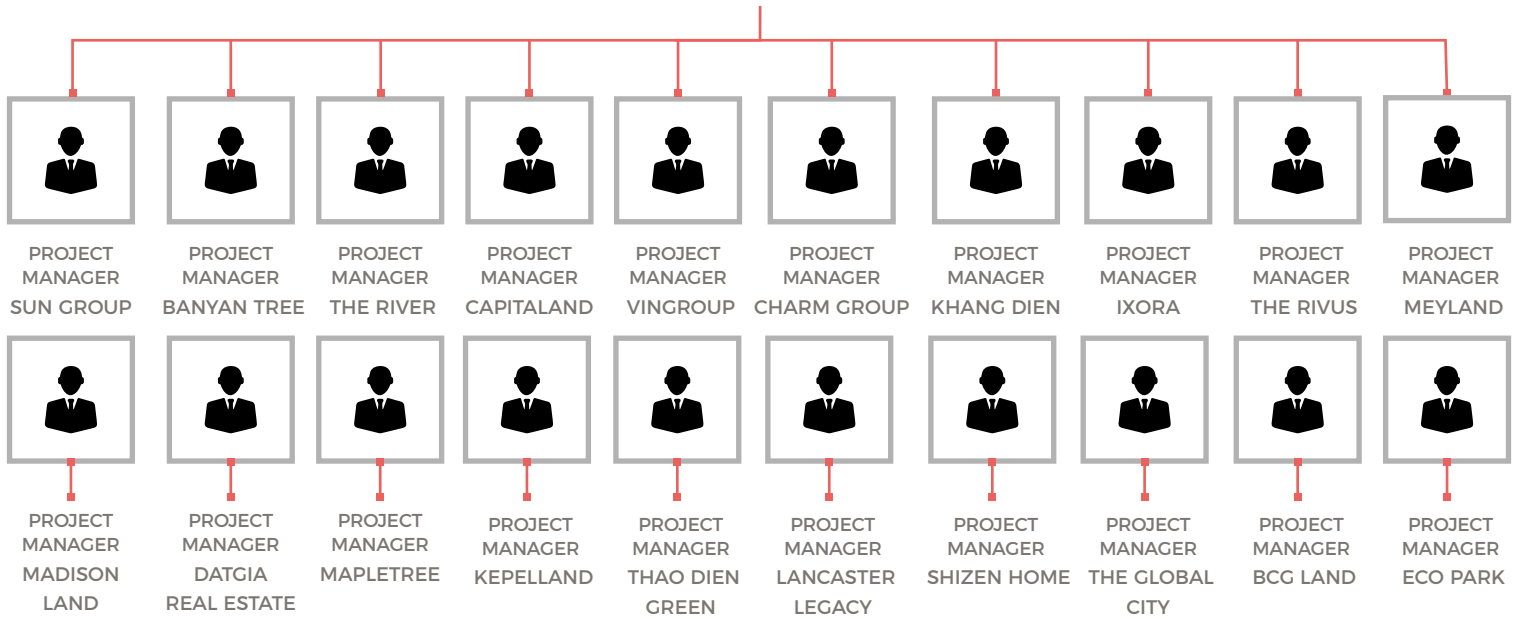
*We believe in building a strategic business linkage network, working closely with investors and leading real estate developers to enhance commercial activities as well as contributing to the development of Vietnam's real estate industry.*

# ORGANIZATIONAL STRUCTURE

## MANAGEMENT TEAM



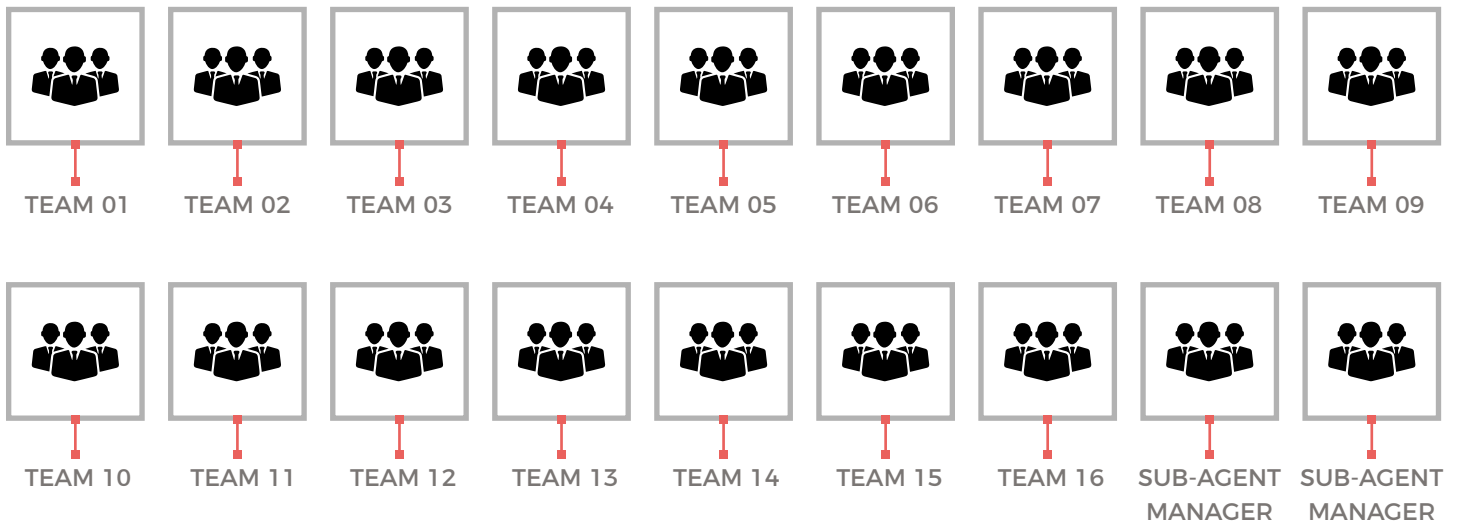
## BOARD OF DIRECTORS



## BACK OFFICE



## SALES TEAM



# OUR TEAM

“ WE PRIORITIZE THE BENEFITS OF OUR CLIENTS AND ALWAYS BE A TRUSTWORTHY COMPANION OF OUR BUSINESS PARTNERS. ”



The company’s organizational structure is modernly and scientifically built to ensure smooth coordination between sales teams as well as to improve the efficiency of supports between departments. The management team, project managers, team leaders and sub-agency managers are all professionals with 5 to 20 years of in-depth experiences in real estate industry, always following up, training, supporting and motivating junior staff in accomplish business goals.

We are honored to have great team of well-trained, professional consultants who always try their best to meet client’s needs as well as supporting each others to achieve company’s target.

Our employees are intensively trained through many specific programs such as sales skills, market analysis, soft skills training, negotiating & consulting, technology updates, clients network development...Our Board of Directors, managers and consultants always works with the word “Ethic” on the top of mind. Thanks to the solid foundation from the high quality human resources and upholding the word “Prestige”, Smartland and Smart Realtors & Partners has been possessing a firm position, regardless of market fluctuations.



# OUR CORE VALUES

**SmartLand** has established a corporate value system that serves as our philosophy and operating motto to create a distinctive standard for the quality of our services. These values are:

**1. Excellence:** We focus on providing outstanding quality of service and professionalism in every project we handle.

**2. Trust & Professionalism:** We build our business on a professional, trustful and ethical foundation.

**3. Innovation:** We constantly update to catch up with new trends as well as creating positive changes in our field of expertise.

**4. Quality:** We set high standard for the quality of our services and always committed to those standards while working with our partners and clients.

**5. Transparency:** We participate in all projects with openness and honesty in order to provide services to maximize the benefits of partners and clients.

**6. Partnership:** We value all our partners and always do our best to achieve mutually beneficial business relationships.

## MISSION STATEMENT

Maintain the leading position in the field of real estate distribution and investment consulting, become a leading trusted strategic partner with stakeholders in Vietnam's real estate industry.

# MISSION

Using in-depth experience, outstanding expertise staff and long-term vision to increase value for Vietnam's real estate industry, through the distributing, consulting, investing and managing real estate projects.

# SERVICES

We develop and perfect the service quality through an in-depth understanding of our customers' tastes and taking appropriate steps to meet their needs.



## Human resources development

We believe that the staff is the key driving force behind the company's development. We pay attention focus on building a force of specialists that are professional and reliable.



## The Economy

We contribute to the growth of the economy by creating jobs along with opportunities for career development.



## Trust and Reliability

We provide our services in the best interest of our partners and clients, thereby gaining trust and credibility.



## Development

We intentionally working in playing a vital role in Vietnam's development by bridging domestic and international investors to real estate projects in Vietnam.





# COMPARATIVE ADVANTAGES

The key factors that make our service stand out from the competition.

## **EXPERIENCE**

We have been operating in Vietnam's real estate sector since 2004.

## **EXPERTISE**

We have a team of managers and professionals with many years of accumulated experience in real estate field.

## **PARTNER RELATIONSHIP**

We have built a solid network with many market leading strategic partners in Vietnam's Real estate Industry.

## **QUALITY ASSURANCE**

We provide service with international standards surpassing client's expectations.

## **PROFESSIONALISM**

We always listen and understand from which provided tailored services to the clients.

## **TRANSPARENCY**

The best interests of our client and partners are paramount in our commitments.

# OUR CORE SERVICES

Consulting & Distribution of real estate



Smartland and SmartRealtors & Partners are currently one of the leading distributors of real estate projects in vary of segments including villas, apartments, townhouse, shophouse, land plots, condotel, vacation villas).

We leverage our extensive network and reputation built up over 18 years in the real estate industry, thereby advising on sales policies, product parameters, marketing plan, thereby achieving outstanding performance in projects that we take part in.

With the projects that have been being distributed, our company always achieve its commitment to sales target and in most of the case, we are in the top performed agents. Our team of professionally trained consultants help bridge the gap between investors and developers to create an enabling environment that fosters the trust needed for mutually beneficial business transactions.

# OUR STRATEGIC PARTNERS

SmartLand và SmartRealtors & Partners have secured partnerships with leading domestic and international players in the real estate industry to provide consulting and distribution services. We have helped our partners to achieve unprecedented success and received several awards which are detailed later in this document. Some of our valuable partners are:



# OUR ACHIEVEMENTS

## 2024



### Lumi Ha Noi

Smartland - top 1 Agency of Lumi Hanoi project by Capitaland with 350 units sold at the launching event.



## 2023



### Ecovillage Saigon River

Smartland achieved TOP 1 agency - Best agent of 2023 of Ecovillage Saigon River project by Ecopark.



### Eco Central Park

Smartland is awarded "Breakthrough quality agent" of Eco Central Park project by Eco Park.



# OUR ACHIEVEMENTS



## Eco Central Park

Smartland is awarded "The top quality agent" of Eco Central Park by EcoPark.



## 2022



## Best sales agent in the second quarter

Smart Realtors & Partners - The Best Agent in the second quarter



## The Global City

Smartland - The Best Agent in the second quarter



## Charm Resort Ho Tram

Smartland is honored to be the best agent in 1st and 2nd phase of CHARM Resort HO TRAM.



# OUR ACHIEVEMENTS

## 2021



### Vinhomes Grand Park

Smart Realtors & Partners is honored to be promoted as Platinum Agent of Vinhomes.



### Sun Group Phu Quoc

Smart Realtors & Partners - The Best Agent of Sun Property Group in 2021.



### Define

Smartland - Best Agent of Capitaland in DEFINE project.



# OUR ACHIEVEMENTS

## 2020



### Best sales agent in 2020

Smart Realtors & Partners – The Best Agent of Sun Property Group in 2020.



### The River Thu Thiem

Smartland – Best Agent of The River project



### The River Thu Thiem

Smartland was honored as the Agent with highest sales revenue in the VIP launch of The River Thu Thiem



### Verosa Park

Smartland – The Platinum Agent of Verosa Park Project.



# OUR ACHIEVEMENTS



## SS City

Smartland was honored as 2020 best Agent of Sunshine City Saigon Project.



## 2019



## Vinhomes Grand Park

Smartland was honored to be in top 5 agent of Vinhomes Grand Park Project.



## SS City

Smartland was honored as 2019 top 1 out 21 agents of Sunshine City Saigon.



## Sun Premier Village Primavera - Melodia Boutique Shophouse - Sun Premier Village The Eden Bay

SmartRealtors & Partners was honored to be best agent of Sungroup in 2019.





# OUR ACHIEVEMENTS

## 2018



### Mövenpick Resort Cam Ranh

SmartRealtors & Partners was honored to be the best agent of Movenpick Resort Cam Ranh by Eurowindow.



### Banyan Tree Residences Lang Co

SmartRealtors & Partners was honored to become the exclusive distributor of Banyan Tree Residences Lang Co by Banyan Tree Group (Singapore).



### Sun Premier Village Primavera - Melodia Boutique Shophouse

SmartRealtors & Partners was honored to be best agent of Sungroup in 2018.



### T&T Millennia City

Smartland was honored to be the best agent of T&T Millennia City by T&T Group.



# OUR ACHIEVEMENTS



maple<sup>tree</sup>

## One Verandah

Smartland was honored to be the best agent of One Verandah by Mapple Tree (Singapore).



## 2017



SUN GROUP

## Premier Village Kem Beach Resort - Sun Premier Village the Eden Bay

SmartRealtors & Partners was honored to be best agent of Sungroup in 2017.



## 2016



SUN GROUP

## Sun Premier Village - Premier Residences Phú Quốc

SmartRealtors & Partners was honored to be best agent of Sungroup in 2016.



VINHOMES

## Vinhomes Central Park

Smartland was honored to be strategic distributor of Vinhomes Central Park by Vin Group.



# OUR PORTFOLIO



**EMPIRE CITY**



**ONE VERANDAH**



**THE RIVER THU THIEM**



**THU THIEM ZEIT RIVER**



**CELESTA RISE**



**CELESTA HEIGHTS**



**D1 MENSION**



**ZENITY**

# OUR PORTFOLIO



**ECO CENTRAL PARK**



**ECOVILLAGE SAIGON RIVER**



**DE LA SOL**



**SHIZEN HOME**



**VINHOMES GOLDEN RIVER**



**VINHOMES CENTRAL PARK**



**VICTORIA VILLAS BASON**



**VINHOMES GRAND PARK**

# OUR PORTFOLIO



MASTERISE HOMES



GRAND MARINA

## GRAND MARINA SAIGON



MASTERISE HOMES

LUMIÈRE  
riverside

## LUMIERE RIVERSIDE



MASTERISE HOMES



MASTERI  
CENTRE POINT

## MASTERI CENTRE POINT



HO TRAM

HO TRAM  
ixora  
by fusion

## IXORA HO TRAM



IFF  
HOLDINGS



HYATT  
REGENCY

## HYATT REGENCY HỒ TRÀM



BANYAN TREE



BANYAN TREE  
RESIDENCES  
LAGUNA LANG CO

## BANYAN TREE RESIDENCES- LAGUNA LANG CO



KHANG ĐIỀN



LOVERA VISTA

## LOVERA VISTA



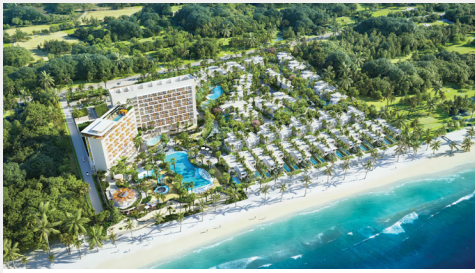
SUN SHINE  
GROUP



SUNSHINE CITY  
SAIGON

## SUNSHINE CITY SAIGON

# OUR PORTFOLIO



**ANGSANA RESIDENCES  
HỒ TRÀM**



**LAGOONA BÌNH CHÂU**



**DEFINE**



**HERITAGE WEST LAKE**



**SOMERSET FELIZ**



**LANCASTER LEGACY**



**THAO DIEN GREEN**



**THE GLOBAL CITY**

# OUR PORTFOLIO



THE RIVUS  
OFFICE DESIGN COLLAB BY  
 ELIE SAAB

## THE RIVUS



LUMIÈRE  
 Boulevard

## LUMIÈRE BOULEVARD



## OCEAN LUXURY VILLA BY RADISSON BLU



CHARM GROUP



CHARM RESORT  
 HỒ TRÀM

## CHARM RESORT HỒ TRÀM

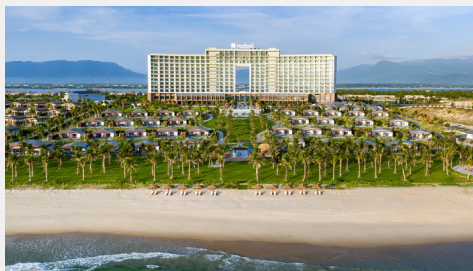


## MOVENPICK RESORT CAM RANH



Le MERIDIEN THE RESIDENCES  
 DA NANG

## LE MERIDIEN DA NANG



## OCEAN LUXURY VILLA BY RADISSON BLU



## MOVENPICK RESORT CAM RANH

# OUR PORTFOLIO



**SYCAMORE**



**LUMI HANOI**



**EATON PARK**



**THE INFINITI**



**KING CROWN INFINITY**



**VEROSA PARK**



**VINHOMES ROYAL ISLAND**



**CAM RANH BAY  
HOTELS & RESORTS**



# OUR PORTFOLIO



**MEYHOMES  
CAPITAL PHU QUOC**



**SUN GRAND CITY  
HILLSIDE RESIDENCE**



**BOUTIQUE SHOPHOUSE  
MELODIA**



**SUN PREMIER VILLAGE  
THE EDEN BAY**



**PREMIER RESIDENCES  
PHU QUOC RESORT**



**PREMIER VILLAGE  
PHU QUOC RESORT**



**SUN PREMIER VILLAGE  
PRIMAVERA**



**SUN GRAND CITY  
NEW AN THOI**

# OUR PORTFOLIO



**HON THOM PARADISE ISLAND**



**NEW WORLD  
PHU QUOC RESORT**



**SUN SECRET VALLEY**



**SUNNEVA ISLAND**



**THE CENTER SUN GRAND CITY  
HILLSIDE RESIDENCE**



**SUN TROPICAL VILLAGE  
NAM PHU QUOC**

# OUR PORTFOLIO



**SUN COSMO RESIDENCE  
DANANG**



**SUN SYMPHONY RESIDENCE**



**SUN URBAN CITY**



**NOBU RESIDENCES DANANG**



**THE FILMORE DANANG**

## **OFFICE SYSTEM COMPANY**

HEAD OFFICE

### **HO CHI MINH CITY**

2nd floor, Dai Dung Building  
92 Nguyen Huu Canh, Ward 22, Binh Thanh District, Ho Chi Minh City

REPRESENTATIVE OFFICE

### **HA NOI**

OFFICE 1:

1st Floor, Sun Grand City Ancora Residence Building  
No. 03 Luong Yen, Hai Ba Trung District - Hanoi

OFFICE 2:

5th Floor, No. 19 Le Van Luong Street, Thanh Xuan District, Hanoi

### **HA NAM**

18 Ho Xanh, Lam Ha Urban Area, Lam Ha Ward, Phu Ly City, Ha Nam Province

### **HAI PHONG**

BH01 - 43 Vinhomes Imperia, Thuong Ly Ward, Hong Bang District, Hai Phong City

### **NGHE AN**

130 Nguyen Sy Sach Street, Hung Phuc Ward, Vinh City, Nghe An Province

### **DA NANG**

Lot 14 Area B2-3 Nguyen Phuoc Lan Street, Hoa Quy Ward, Ngu Hanh Son District, Da Nang City

### **PHU QUOC**

AT 56-58 Sun Grand City New An Thoi, An Thoi Ward, Phu Quoc City, Kien Giang Province

## **CONTACTS**

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