Leasehold vs. Traditional Ownership

Auraya Leasehold Ownership	Conventional Property Ownership in Thailand
30 years + extension option – Legally registered leasehold, predictable & extendable, legal for foreigners.	Direct land ownership for foreigners generally not possible – often requires complex company structures.
Boutique hotel comfort included – Access to pool, gym, lounge, co-working, concierge, owner app, 24/7 security, etc.	Usually just an apartment without professional hotel operations – no concierge, limited services.
Hands-free rental management – Auraya handles marketing, bookings, guest services & cleaning, with a fair 55/45 revenue split.	Self-management or Airbnb hosting on your own – time-consuming, no guaranteed quality standards.
Predictable costs & fair residence fee – No unexpected special levies, clearly defined reserves & maintenance planning.	Often hidden costs, no reserve funds for common areas, risk of later special payments.
Design-driven & boutique community – Limited units, community spirit, owner events, stylish architecture.	Anonymous condo blocks, standard apartments, little sense of community or identity.
Premium value retention & resale – Rental income option, attractive secondary market thanks to hotel brand & quality standards.	More difficult resale for standard apartments without brand – often subject to price depreciation.
Full service & peace of mind – Housekeeping, garden care, facility management & maintenance all included.	Often requires self-management, no central service, higher personal maintenance effort.