

Branded residences: the per-sqm premium

Hotel brand vs the rest of the catalogue — in numbers

Data as of 2026-09-02. Calculated from the [layanre.com](#) price index

Metric	Branded	Non-branded
Projects in sample	25	323
Median entry price	\$416,960	\$596,943
Median \$/sqm	\$6,393	\$3,298
Of which off-plan	13	202
Of which completed	12	121

Median \$/sqm is based on 433 unit rows carrying both price and area. A dash means a small sample, not a cheap district.

The “branded” slice is the branded-residences collection: projects where a hotel operator (Dusit, Marriott, Anantara, Wyndham, Banyan...) is visible to the buyer and guest. A hotel mentioned in developer marketing does not qualify.

The per-sqm gap

A branded square metre costs 94% more. That is the price of the brand — the question is when rent and resale pay it back.

Yield quoted across the catalogue

281 catalogue projects quote a yield forecast. The median is 6% a year, the range 3–15%.

These are developer FORECASTS, not verified returns and not guaranteed payments. The actual result depends on occupancy, the management programme and the specific unit.

One-off transaction costs

Cost	Rate (2026)	Paid by
Sinking fund	THB 850/sqm, one-off	Buyer
Leasehold registration duty	1.1% of value, every 30 years	Buyer
Transfer fee (freehold)	~2% of appraised value	Split / by contract
Water and electricity meters	THB 15,000, fixed	Buyer

Rates and the full cost breakdown: [layanre.com/blog/cost-of-buying-property-phuket](#)

How this was calculated

- Medians come from the Phuket project catalogue on [layanre.com](#) — the same calculation that powers the public price index page. The figures in this PDF and on the site cannot diverge: they share one source.
- Median, not mean: a single \$8m villa moves a district average, the median holds.
- Entry price is the lowest published price for a project. The price of a specific unit depends on floor, layout and view, and is confirmed on request.

Next step

We will send a unit shortlist for your budget with a calculation on a specific lot: payment schedule, fees, yield. Message us on Telegram or WhatsApp — contacts on [layanre.com](#).