

Smartland
EST. 2004



SmartRealtors
& Partners

COMPANY PROFILE

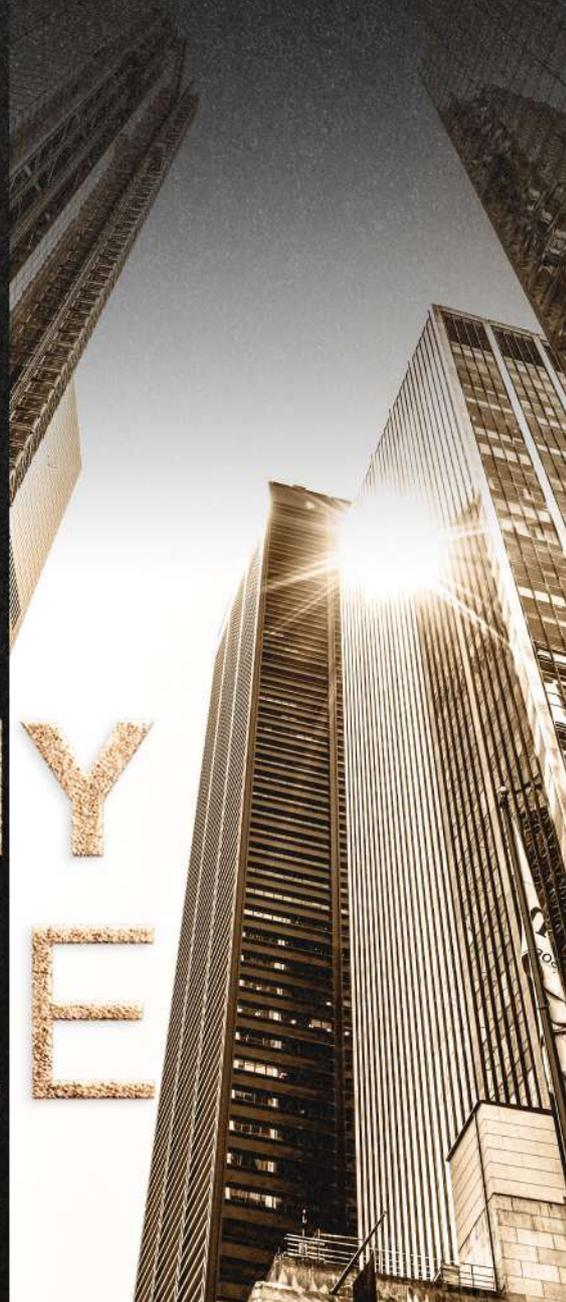
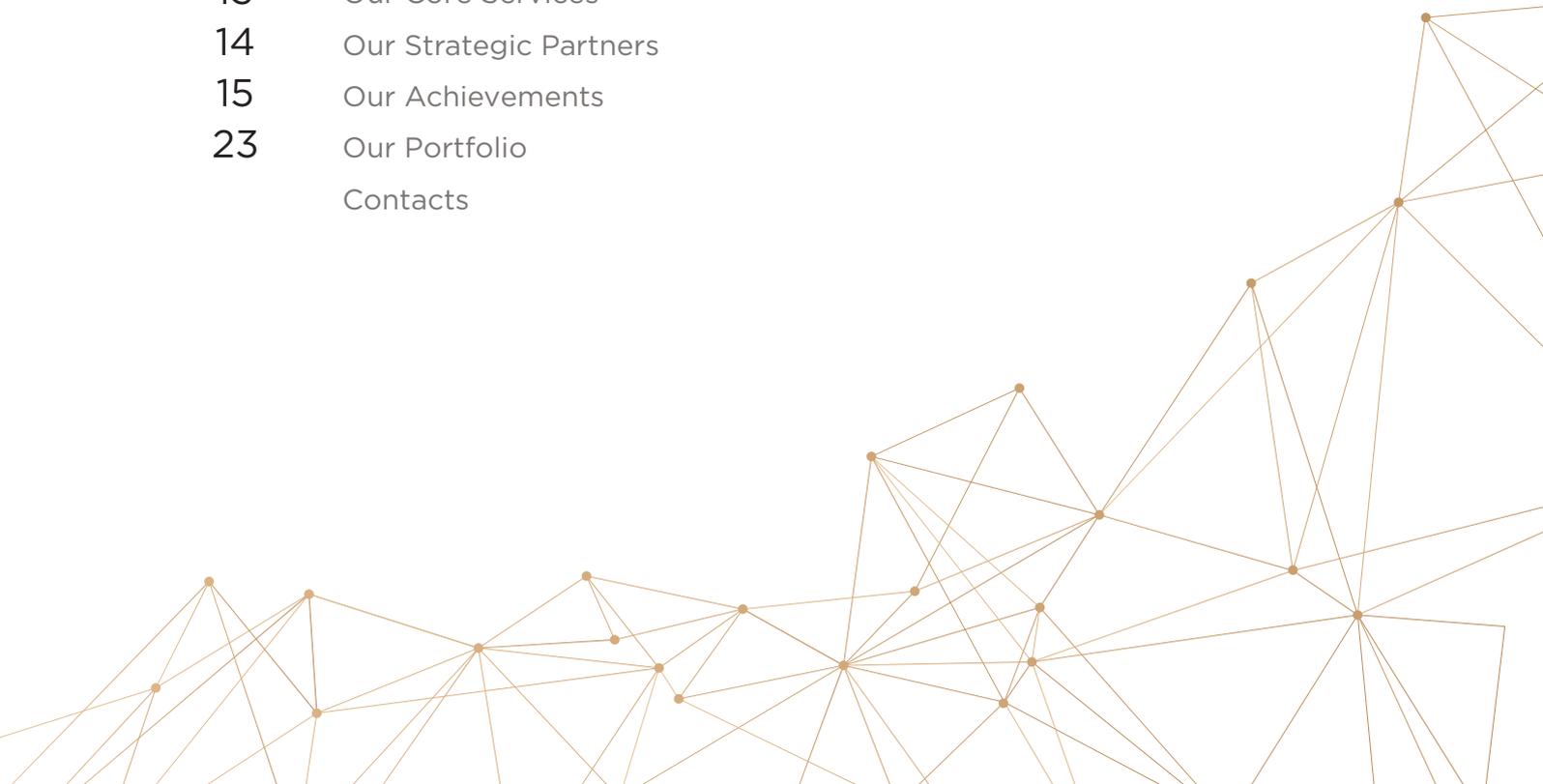


TABLE OF CONTENTS

03	About The Company
04	BOD Statement
06	Sales Team
07	Professional Training System
08	Organizational Structure
09	Our Team
10	Core Values – Mission Statement
11	Mission
12	Comparative Advantages
13	Our Core Services
14	Our Strategic Partners
15	Our Achievements
23	Our Portfolio
	Contacts





“

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.

”

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 THE COMPANY

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.

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.

BOD

STATEMENT



From the early days of starting his business, when he founded the Smartland - SmartRealtors brand, Mr. Dang Quoc Viet has nurtured an ambition and remained steadfast in the goal of becoming one of the leading real estate companies in Vietnam and globally.

Leveraging his 30 years of experience in the industry, his strategic foresight in market analysis, and his ability to predict trends, he has guided Smartland - SmartRealtors through numerous challenges and achieved many praiseworthy accomplishments to this day.

Viet Dang

MR. QUOC VIET DANG

Chairman & CEO

BOD

STATEMENT



**MR.
TRAN VIET ANH DANG**

Deputy Director

Owing to his keen instincts, extensive expertise, and 15 years of experience in real estate distribution both domestically and internationally, he has consistently formulated effective business strategies and actively participated in training the company's personnel.



**MS.
THACH BANG NGUYEN**

Deputy Director

A talented female executive with 15 years of experience in the real estate battlefield across the country. Not only does she possess impressive sales achievements, but she is also an emotional woman, always brimming with energy and passion.



**MR.
LE HAI DANG NGUYEN**

Deputy Director

of Strategic Planning & Business Development

As a renowned speaker with an "immense" portfolio of achievements in the fields of business representation, strategic consulting, negotiation, and in-depth sales training for premium real estate projects and various other domains.

SALES TEAM



“

Smartland is proud to have a workforce of over 500 people, divided into more than 50 business teams, all of whom are leading experts in the real estate industry. Particularly noteworthy are the professional best sales teams, which bring together exceptional consultants with many years of experience and impressive sales achievements in the projects the company is involved in distributing.

”

PROFESSIONAL TRAINING SYSTEM

The real estate brokerage consulting firm with the most professional training system in Vietnam



“ At Smartland - SmartRealtors, the development of people is the guiding principle throughout the journey to success. ”

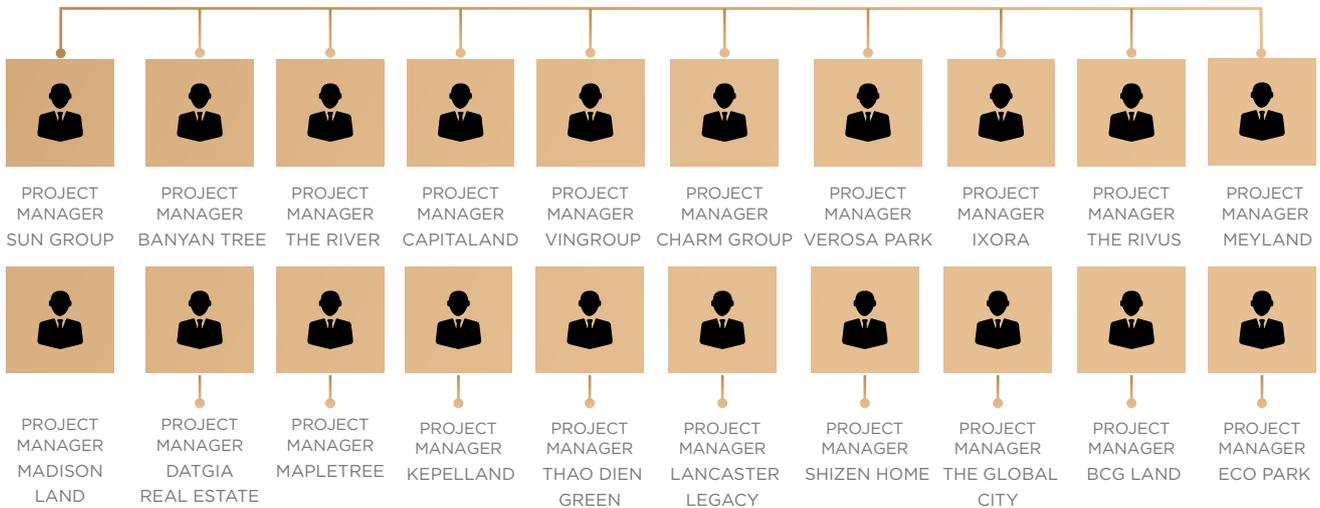
With a sustainable human development strategy, the company regularly organizes training programs, assessments, and real estate distribution certifications to enhance the capabilities of each member. As a result, every business warrior in the Smartland - SmartRealtors family is equipped with comprehensive professional knowledge, specialized skills, and a strong sense of responsibility.

ORGANIZATIONAL STRUCTURE

MANAGEMENT TEAM



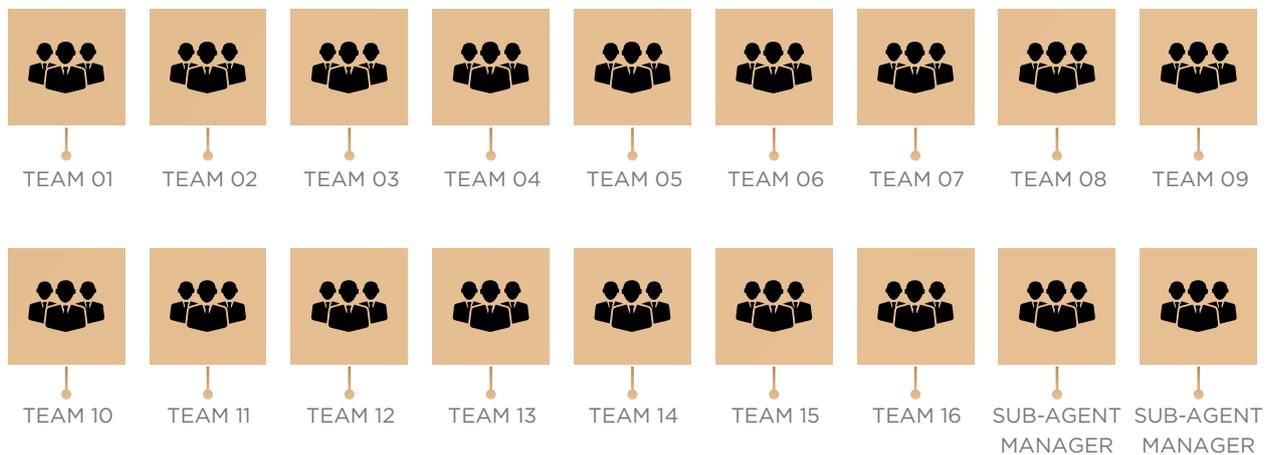
BOARD OF DIRECTORS



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.

2004

Netxinh Company was established

2008

Brand Name was changed into Smartland Co Ltd

2016

Smart Realtors & Partners was established, specialize in vacation real estate

OUR CORE VALUES

“ MISSION STATEMENT

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



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:

01

Excellence

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

02

Trust & Professionalism

We build our business on a professionalism, trustful and ethical foundation.

03

Innovation

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

04

Quality

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

05

Transparency

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

06

Partnership

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

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



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.

QUALITY ASSURANCE

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

EXPERTISE

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

PROFESSIONALISM

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

PARTNER RELATIONSHIP

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

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 and 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



Ecovillage Saigon River

Smartland was honored by Ecopark's founder with the Best Agents of Blue Zones 2024 award for the Ecovillage Saigon River project



Lumi Ha Noi

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



Eco Central Park

Smartland ranked among the top sales performers in the first four months of the year at the Eco Central Park project.



Eco Central Park

Smartland joined the club of agents with revenue over 500 billion VND at the Eco Central Park project.



OUR ACHIEVEMENTS



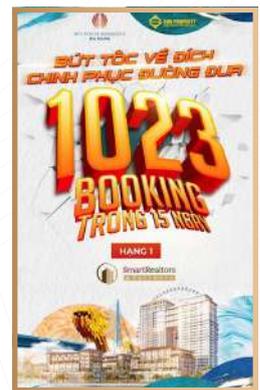
Ecovillage Saigon River

Smartland achieved the top 3 outstanding agents at the Ecovillage Saigon River project in June 2024.



Sun Ponte Residences Da Nang

SmartRealtors and Partners led the "accelerate to the finish line, conquer the race" campaign with 1,023 bookings in just 15 days.



Sun Symphony Residences Da Nang

SmartRealtors and Partners ranked Top 1 Outstanding Agent distributing the Sun Symphony Residences Da Nang project



OUR ACHIEVEMENTS

★ 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.



Eco Central Park

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



OUR ACHIEVEMENTS

★ 2021



Vinhomes Grand Park

SmartRealtors & Partners is honored to be promoted as Platinum Agent of Vin-homes.



Sun Group Phu Quoc

SmartRealtors & 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

SmartRealtors & 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

SmartRealtors & Partners - The Best Agent of Sun Property Group in 2020.



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



Sun Premier Village Primavera - Melodia Boutique Shophouse

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



T&T Millennia City

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



OUR ACHIEVEMENTS



One Verandah

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



★ 2017



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

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



★ 2016



Sun Premier Village - Premier Residences Phú Quốc

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



Vinhomes Central Park

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



OUR PORTFOLIO

HO CHI MINH CITY



GAMUDA LAND EATON PARK

EATON PARK



MASTERISE HOMES THE GLOBAL CITY

THE GLOBAL CITY



MASTERISE HOMES GRAND MARINA

GRAND MARINA SAIGON



MASTERISE HOMES THE RIVUS
SAVED DESIGN BY ELIE SAAB

THE RIVUS



VINGROUP VINHOMES Grand Park

VINHOMES GRAND PARK



MASTERISE HOMES VINHOMES LUMIÈRE Boulevard

LUMIÈRE BOULEVARD

OUR PORTFOLIO

HO CHI MINH CITY



MASTERI CENTRE POINT



THE OPUSK RESIDENCES



DE LA SOL



ZENITY



THE CLASSIA



THU THIEM ZEIT RIVER

OUR PORTFOLIO

HO CHI MINH CITY



THE RIVER THU THIEM



ONE VERANDAH



CELESTA RISE



CELESTA HEIGHTS



DEFINE



LUMIERE RIVERSIDE



VINHOMES GREEN PARADISE

OUR PORTFOLIO

BINH DUONG



GAMUDA LAND



ARTISAN PARK



THE TEN



SYCAMORE



THE GLORY



SUN CASA CENTRAL



THE NEST



SUN CASA SQUARE

OUR PORTFOLIO

DONG NAI - DA LAT



ECOVILLAGE SAIGON RIVER

LONG AN



ECO RETREAT LONG AN



HAUS ĐÀ LẠT



VINHOMES GREEN CITY

NHA TRANG



CHARMORA CITY

OUR PORTFOLIO

HO TRAM



MELIÀ
HO TRAM
VIETNAM

MELIA HO TRAM



HO TRAM
ixora
by fusion

IXORA HO TRAM



HYATT REGENCY HO TRAM



HAI VUONG TOURISM
JOINT STOCK COMPANY

SANCTUARY
RESIDENTIAL RESORT COMMUNITY

SANCTUARY



CHARM GROUP



CHARM RESORT
HỒ TRAM

CHARM RESORT HO TRAM



ANGSANA RESIDENCES
HO TRAM



SUN GROUP

BLANCA CITY
BY SUN GROUP

BLANCA CITY



GOLD COAST
VUNG TAU

GOLD COAST VŨNG TÀU

OUR PORTFOLIO

PHU QUOC



**MEYHOMES
CAPITAL PHU QUOC**



**THE CENTER SUN GRAND CITY
HILLSIDE RESIDENCE**



**SUN GRAND CITY
HILLSIDE RESIDENCE**



SUN FESTIVAL AVENUE



THE SANTO PORT



THE SAILING BAY

OUR PORTFOLIO

PHU QUOC



SUN SECRET VALLEY



**SUN TROPICAL VILLAGE
NAM PHU QUOC**



**NEW WORLD
PHU QUOC RESORT**



SUN GRAND CITY NEW AN THOI



SUN PREMIER VILLAGE PRIMAVERA



**SUN PREMIER VILLAGE
THE EDEN BAY**

OUR PORTFOLIO

DANANG & HUE



NOBU RESIDENCES DANANG



THE FILMORE DANANG



SUN SYMPHONY RESIDENCE



SUN PONTE RESIDENCE DANANG



SUN COSMO RESIDENCE DANANG



SUNNEVA ISLAND



THE RESIDENCES AT ARBORA



BANYAN TREE RESIDENCES-LAGUNA LANG CO

OUR PORTFOLIO

DANANG & HUE



FUTA RESIDENCE



M LANDMARK RESIDENCE



SPANA TOWER



CORA TOWER



SUN SOLAR RESIDENCE



**FUSION RESORT & VILLAS
DA NANG**

OUR PORTFOLIO

NGHE AN



ECO CENTRAL PARK

THE NORTH SIDE



LUMI HANOI

THE NORTH SIDE



THE SOLAR PARK



VINHOMES GLOBAL GATE



VINHOMES ROYAL ISLAND



THE SENIQUE HANOI

OUR PORTFOLIO

THE NORTH SIDE



HANOI SIGNATURE



SUN URBAN CITY



**IMPERIA SIGNATURE
CỔ LOA**



THE COSMOPOLITAN



GEM PARK



XANH ISLAND

OFFICE SYSTEM COMPANY

HEAD OFFICE

HO CHI MINH CITY

2nd floor, Dai Dung Building
92 Nguyen Huu Canh, Ward 22, Binh Thanh, HCM City

REPRESENTATIVE OFFICE

THU DUC CITY

No. 91, N3D Street, The Global City, An Phu Ward,
Thu Duc City, Ho Chi Minh City

BINH DUONG

17th Floor - WTC Tower Building, No. 1 Hung Vuong,
Hoa Phu Ward, Thu Dau Mot City

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

OFFICE 1:

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

OFFICE 2:

C11-121 & C11-123, C11 Street, Sun Urban City Project,
Vo Nguyen Giap Street, Ha Nam Ward, Ninh Binh

BAC NINH

259-263 Nguyen Gia Thieu Street, Kinh Bac Ward,
Bac Ninh City

HUNG YEN

No. 74, San Ho Boulevard, Vinhomes Ocean Park 2,
Nghia Lo, Hung Yen Province

HAI PHONG

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

CAT BA

165 1/4 Street, Cat Ba Town, Cat Hai District,
Hai Phong City

NGHE AN

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

DA NANG

6th Floor, 218 Tran Hung Dao St, Son Tra, Da Nang

NHA TRANG

202 Thich Quang Duc, Nam Nha Trang, Khanh Hoa

VUNG TAU

GA 01.16, Block A, Vung Tau Gateway Apartment,
3/2 St, Chi Linh Urban Area, Ward 10, Vung Tau City

PHU QUOC

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

LONG AN

Kiosk K15 Eco Bazaar, Eco Retreat Project,
Ben Luc Commune, Tay Ninh Province

LONG HẬU

SH.17-5, T&T City Millennia Project, 826E Street,
Can Giuoc Commune, Tay Ninh Province

CONTACTS

Hotline: (+84) 909 80 39 39 - Email: info@smartland.vn

www.smartland.vn - www.smartrealtors.vn