



**Agency for Real Estate Affairs**

## **Communication on Progress (COP)**

May 6, 2009

I

### **Statement of the President Commitment on the UN Global Compact**



**AREA and the International Role on CSR**

Source: [http://www.area.co.th/English/Corporate/Co\\_previews.php?strquey=Co\\_activ164.htm](http://www.area.co.th/English/Corporate/Co_previews.php?strquey=Co_activ164.htm)

Our 2008-2009 period is another year for our engagement with the UN Global Compact and our practices on the Corporate Social Responsibility (CSR). As usual, our operations and strategies are kept with the ten principles in the areas of human rights, labour, the environment and anti-corruption. We believe that to have a sustainable growth with secure steps and stages of development of our firm, Agency for Real Estate Affairs, CSR is a must.

Please review our 2009 COP to learn about our exercises on the Global Compact framework. You can help by making comments and suggestions for further development of our activities as well.

Sincerely yours,



**Sopon Pornchokchai, Ph.D., RICS**  
President, Agency for Real Estate Affairs



## Our Value of

Founded in 1982, the Agency for Real Estate Affairs (AREA) is “Thailand’s independent property consultant, specializing in international standard valuation, survey, research and information services while refraining from real estate brokerage and self-interest property development in order to avert a potential conflict of interest, thereby ensuring the integrity of our valuation and research work”.

The above is a statement that appeared at our website and in other materials of AREA. It clearly indicates that we do not do business in order to make money by any means, especially when there are potential conflicts of interest, ethics or professional standards.

We are proud to inform you that we are the largest real estate information centre and most reliable source of information in Thailand, with the most comprehensive database from field survey continually conducted since 1994. We have released numerous warnings and have helped provide information for planning purposes for both the public and the private sectors.

Due to our high standard of performance and strict ethical practices, we, as local property consultants, can compete with international ones and remain leaders in the field of property consultants, thus demonstrating local initiatives and competence in fair competition in business.

Since 2009, AREA has been the only property consultant firm certified with the ISO 9001-2008 for its overall services. This is our latest development.





### III

## 2008 Communication on Progress (COP)

### Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights

AREA strictly follows the [Universal Declaration of Human Rights](#) in its performance in business. The following are some examples.

Our employees (Article 1) “are endowed with reason and conscience and act towards one another in a spirit of brotherhood.”

**What we do:** We always promote this concept through our activities, such as on Songkran Day (Thai New Years and Family Day) where every year our younger staff members pay respect to their seniors regardless of their education or work status.



Source: [http://www.area.co.th/English/Family/Default\\_E.php](http://www.area.co.th/English/Family/Default_E.php)

According to Article 2, AREA treats our employees and clients “without distinction of any kind, such as race, colour, sex, language, religion, political or other opinions, national or social origin, property, birth or other status.”

**What we do:** We announce that everyone has equal right to work with us if they are competent. Last year, we have some minority groups as well, such as the Mhong and Karen hill tribes. In 2009, only the Mhong stays. Our Karen colleague left us to go back to their home town with their family.

According to Article 18, “Everyone has the right to freedom of thought, conscience and religion.”

**What we do:** At AREA, we recruit people regardless of their religion. Although most of us are Buddhists, some of our staff members are Muslims and Christians.

Principle 2: Make sure that they are not complicit in human rights abuses.

This is confirmed. In 2008-2009 or even since AREA was established in 1982, we have never been accused or charged to be against the law or any regulations regarding the abuse of human rights.



## **Labour Standards**

In AREA, with 150 staff members, most of our staff are professionals and highly skilled labourers in research and valuation.

**Principle 3:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

**What we do:** Legally, we have an employees' committee which has been established by law to protect the right of the employee. However, we don't have a labour union. This does not mean that we do not promote it but perhaps, we treat our employees fairly. However, with every division every month, there is a staff meeting to allow them to raise problems, difficulties and needs (if any). The heads of all divisions will then have a meeting with top management in the next week to discuss and disseminate written results of the decisions to all staff members.

**Principle 4:** The elimination of all forms of forced and compulsory labour.

**What we do:** We are never complicit in forced and compulsory labour at all.

**Principle 5:** The effective abolition of child labour.

**What we do:** We are never complicit in the uses of child labour forced and compulsory labour at all.

**Principle 6:** The elimination of discrimination in respect of employment and occupation.

**What we do:** We have never had any discrimination in employment or occupation regarding the sexes, race, religion or political beliefs. There has never been any complaint on this issue.

## **Environment**

AREA is in the service or tertiary sector with no production of any pollution at all. We also help promote good environment.

**Principle 7:** Businesses should support a precautionary approach to environmental challenges.

**What we do:** AREA, through the work of our librarian, helps disseminate knowledge and recognition of issues on environmental challenges in the office, at home or in the society at large to our staff members.

**Principle 8:** Undertake initiatives to promote greater environmental responsibility.

**What we do:** We have been studying on how to be certified for the ISO 14000 on environment.



**Principle 9: Encourage the development and diffusion of environmentally friendly technologies.**

**What we do:** AREA has a computer division to help maintain the over 100 sets of computers in our office. Computer monitors or other outdated computer items which can be harmful for health and particularly the eyes are checked and replaced accordingly.

In practice, we provide clean potable water for staff members. Refreshments, such as coffee, tea, and the like are provided as a free service to all staff members. This was worth approximately Baht 240,000 in 2007 and more or less the same during the period of 2008-2009.

Our office is clean and healthy. We also provide a swimming pool and sport facilities free for our staff members. We believe that if they are in a good environment, they will be more productive, which will be beneficial for them and for the company.



Source: [http://www.area.co.th/New\\_Office.htm](http://www.area.co.th/New_Office.htm)

## **Anti-Corruption**

Anti-corruption is our major policy and in strict practices throughout the organization. We try to have rigid quality checks to avoid any possibility for corruption among our staff members as impartial professional service providers.

**Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.**

**What we do:** Our business never gets involved in any corruption at all. We need to be very professionally reliable and trustworthy. That is why we never practice property brokerage, nor self-interest property developments, in order to avert a potential conflict of interest, thereby ensuring the integrity of our valuation and research work.

The following is a table that shows the costs of our quality checks (QC), including field QC, by sending QC staff to check the work in the field), telephone QC to customers on the behavior of our staff members, and post QC by allowing customers to fill in the evaluation form that is sent directly to management.





<b>Estimated Annual Costs of Quality Checks of AREA</b>			
Items	2007	2008	2009
<b>Field Quality Check</b>			
Staff members	720,000	777,600	587,866
Lodging	60,000	60,000	60,000
Travel expenses	200,000	200,000	140,000
Administration	200,000	200,000	160,000
<b>Telephone Check</b>			
Staff members	324,000	349,920	377,914
Processing	150,000	150,000	150,000
<b>Post Check</b>			
Staff members	162,000	174,960	188,957
Processing	100,000	100,000	100,000
<b>Total</b>	<b>1,916,000</b>	<b>2,012,480</b>	<b>1,764,736</b>

Please note that the budget for 2008-2009 fiscal year is lower because we minimize the cost of field quality check. After years of rigorous checks, fewer mistakes were found over time. This implies our good mechanism. Therefore, we reduce the number of checks from 20% of the cases done to 10%. This also implies that the mechanism of good practices has been established in our firm.

## Our Related Activities 2008-2009

The following are some of our activities related to our UN Global Compact and CSR listed by date. They all appear at our website: [www.area.co.th](http://www.area.co.th) (click activities):



**Sunday, April 19, 2009, Samut Prakan**  
**Ordain Event of Mr.Kaumjondesh Sheesanun**

Mr.Kaumjondesh, our AREA Valuer at the Headquarters ordained into monkhood at Bang Nang Greng Buddhist Temple, Samut Prakan. Dr.Sopon Pornchokchai and other executives and friends at AREA went to his event.



**April 4-5, 2009**

#### **AREA All Staff Training, 1/2009**

The Agency for Real Estate Affairs (AREA) which is the largest real estate research, valuation and information centre in Thailand and the ASEAN Region organized the first all staff training of 2009 for staff members nationwide on April 4-5, 2009 at the AREA Headquarters based in Yannawa, Bangkok. Around 150 staff members from different branches nationwide attended this training. This sort of training was organized twice a year. In addition, AREA also have a retreat program once a year and several training including scholarships for



**March 22, 2009**

#### **CSR Activities at the Baan Lam Sakae School**

Mr. Wason Khongchantr, Managing Director of Agency for Real Estate Affairs (AREA) and other 30 staff members of AREA were giving scholarship for the whole 51 students of the Baan Laem Sakae School in Suphanburi Province. We also provide them with sport equipments as well. We also went for touring at different tourist spots in Suphanburi. ([CSR: Corporate Social Responsibility](#))





**March 21 - April 16, 2009, Taiwan**  
**International Valuation Training**

Mr.Chumpol Dhumripant, a senior valuer of the Agency for Real Estate Affairs (AREA) was a Thai representative to attend the International Valuation Training Course which was jointly organized by the Lincoln Institute of Land Policy and The International Center for Land Policy Studies and Training (ICLPST) held in Tao Yuan, Taiwan.



**Monday, March 16, 2009**

**Our AREA executive officers Training**

Mr.Pattanachai Kulasiriswad, Managing Director of Chaiboon Brothers Group of Companies kindly came to lecture to our AREA executive officers at our office. His lecture was related to "How to" conduct good management and organizational culture. He delivered a lot of good concept for actual "practices". Mr.Pattanachai is a guru on the Total Quality Management (TQM). He is also a board member of Ethics of the Thai Chamber of Commerce.





**March 7, 2009**

**Wedding party of Khun Noree Arayaphong with Khun Nathaphong Sawanakasem**

AREA's family had joined the celebrated wedding party Khun Noree Arayaphong with Khun Nathaphong Sawanakasem our colleague, AREA congratulates this opportunity with a gift vouchure worth Baht 4,000 as a special welfare for our staff members.



**January 15-18, 2009**

**Staff Touring to HCMC, Vietnam**

Six of our staff members who worked with AREA for some time and most of them are still single were sponsored by AREA to have a tour in Ho Chi Minh City (HCMC), Vietnam. Every year, AREA sponsors outbound tours for different groups of staff members as an encouragement for them.





December 20, 2008  
Happy New Year Party 2009

#### OUR AREA'S FAMILY ACTIVITIES

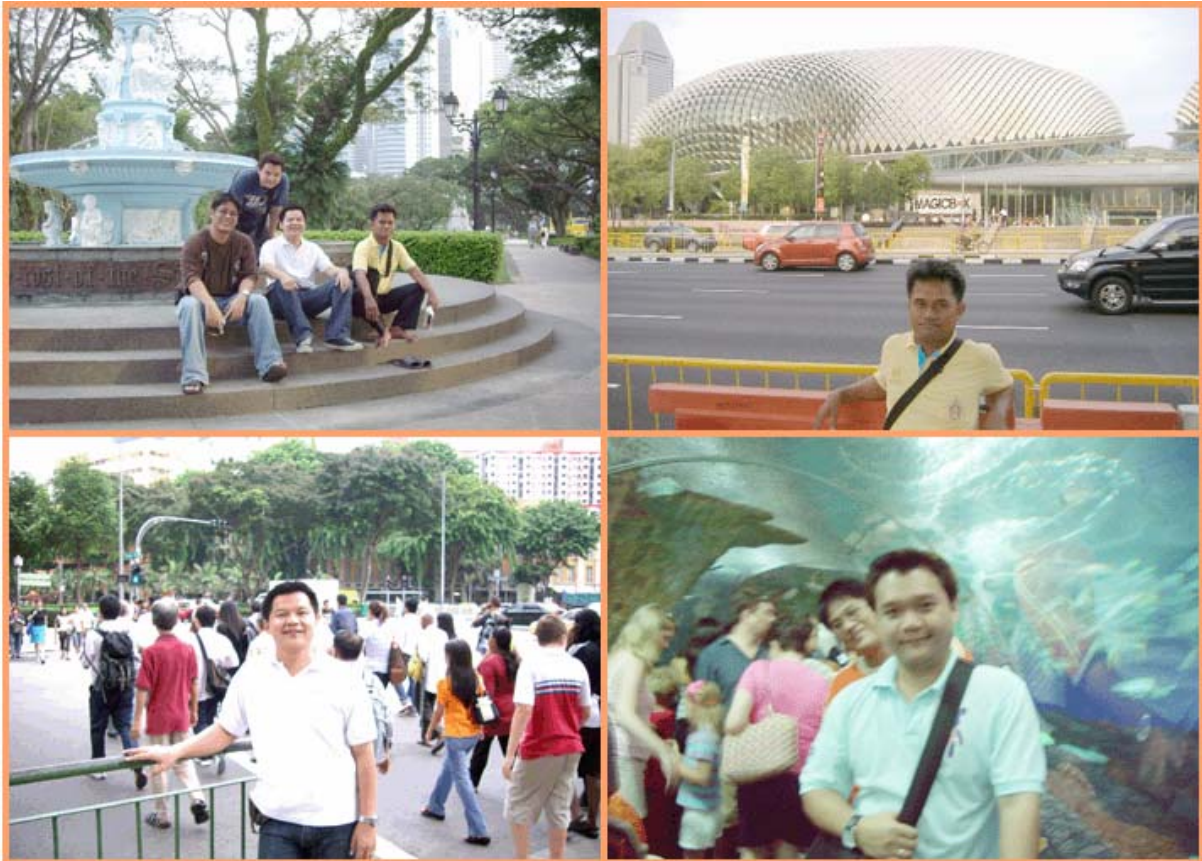


July 26, 2008  
Scholarships for Our Next Generation  
As an annual event, AREA gives scholarship for the children of our staff members. Each child is given a scholarship of Baht 5,000. In 2008, we held this event on July 26, 2008. The children and their parents were invited for lunch as well.



July 11, 2008  
New Family Member of "Kheonrean"  
Mr. Thunyawut Kheonrean have a good opportunity to give birth to a new family member of AREA, Thunyathep Kheonrean(Nicky) who is a boy. AREA congratulates this opportunity with a card of congratulation from all members as well as a money gift of Baht 4,000 to every new child born (twin will get double!).





July 4-6, 2008

"Staff of the Year" Tour to Singapore

Four of our "Staff of the Year" of 2007 was sponsored by AREA to have a tour in Singapore. Every year, AREA sponsors outbound tours for different groups of staff members as an encouragement for them.



June 7, 2008

AREA Annual Sport Day

Agency for Real Estate Affairs and its subsidiary companies held the 2008 AREA Annual Sport Day in order to help boost the spirit of all the staff members. Our colleagues come to have lunch together as well. AREA takes good care of health and well being of its staff members and colleagues.

There were a lot more activities in 2008-2009 for our staff members as well as to the public. Please see details at: [http://www.area.co.th/English/Family/Default\\_E.php](http://www.area.co.th/English/Family/Default_E.php)