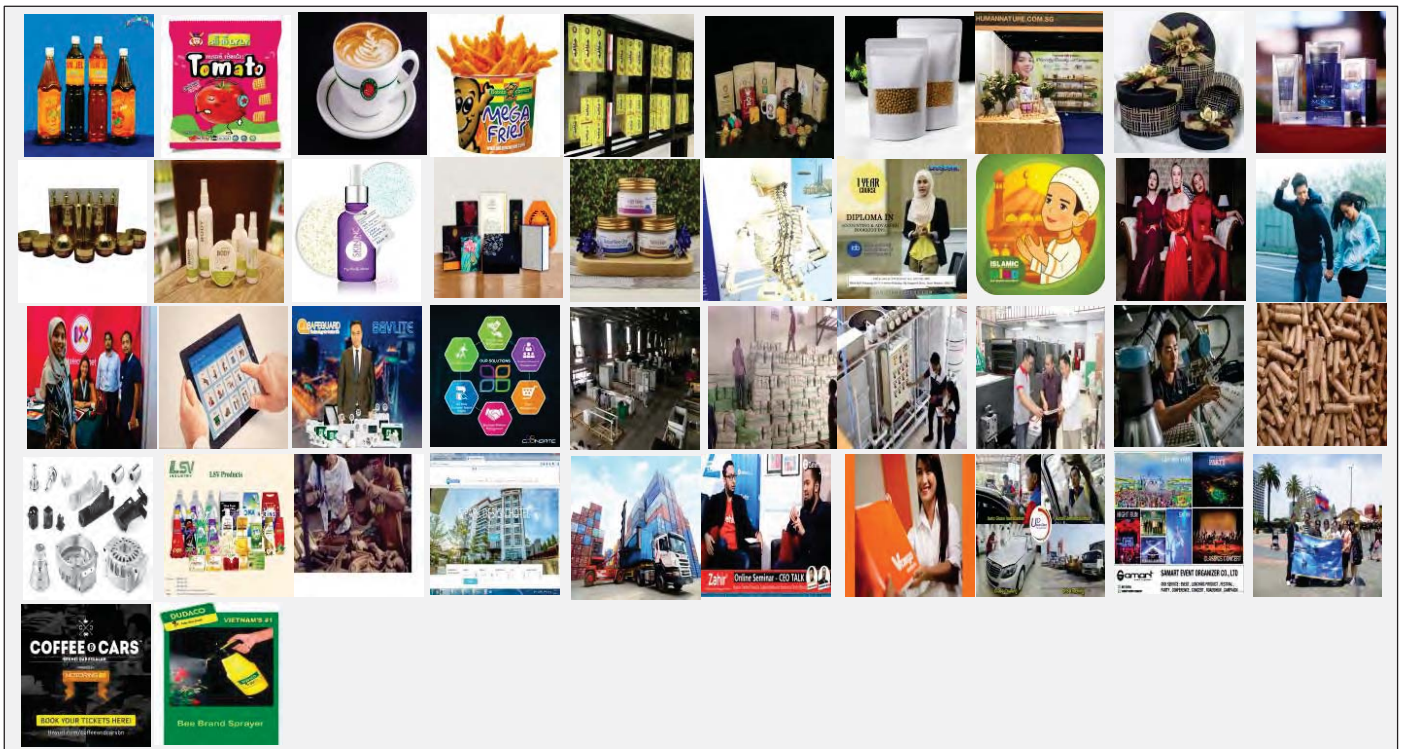


# Future of ASEAN



## Success Stories of

## Internationalization of ASEAN MSMEs



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# RentsBuy Co., Ltd.

*From zero to one of the very successful entrepreneurs, the passionately driven Houmphan Saiyalath built his own real estate empire in only less than ten years.*



*Mr. Houmphan Saiyalath,  
Managing Director*

## KEY SUCCESS ELEMENTS

- Always thriving for success

## PROFILE

RentsBuy is the very first commercial real estate brokerage and agency in property selling, leasing, investing, and appraisal in Lao PDR. With the accumulated reputation for almost ten years, the company has managed to serve more than seventy percent in property buying and rental, whereas, up to one hundred percent in property appraisal.

The company was established on 8 August 2008 by an ambitious

solely-owned entrepreneur, Houmphan Saiyalath. From then, RentsBuy has gradually grown by expanding in terms of services offered and physical offices to cover various cities. The company is currently establishing four additional offices in Lao major cities which are Luangprabang, Khammwoan, Suvannakhet, and Champasak.

As accomplishment, the company was recently awarded from the Asia Pacific Property Awards 2017 in Property Consultancy, in which it was the first year of Lao company to ever participate in the award. This is considered as the country's milestone that proves and signifies that Lao rising businesses have the capacity to compete and be excellent in the regional and global arenas just like any other countries.

## Dream big and aim high, to succeed

The saying that *life is like the climb, but the view is great* is probably accurate enough to describe Houmphan's journey before he established his company RentsBuy. Rather than having sufficient resources to start up his own business like many business owners, Houmphan's journey has always been a tough ride.

Born and raised in a country side of Luangprabang province,

Houmphan never a day not dreaming about becoming a successful business owner and to have a better life for himself and his family. He had ordained to obtain education from local temple. After finished high school, he was awarded with a scholarship to pursue a bachelor degree at University of Lao. He worked at the World Bank-Laos for two years after the graduation and was awarded with another scholarship from the Belgium Government in corporation with the National Institute of Development Administration (NIDA) to pursue his MBA degree at NIDA in Bangkok, Thailand.

Having not giving up his childhood dream of becoming a business man, in 2007, Houmphan met his friend who has a passion in business and happened to be a property broker. He received an opportunity to learn about entrepreneurship, running a business, and the real estate market in Lao PDR from his friend. Eventually in 2008, he dedicated all his effort and resources to start up RentsBuy Co., Ltd.



At the beginning of the operation, the only assets he had was a motorcycle to ride around Vientiane to

find properties in need of rent and sell. He also rented a small and converted it into an office of his own. After several months passed, Houmphans asked his sister and cousins to help him in the business standard operations. Keep preserving on the real estate business ethic with timely and quality after-sale service is what Houmphans has always believed and that to him, is probably the rule of thumb for success.

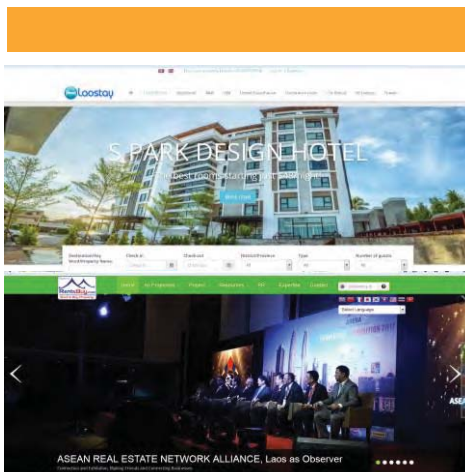
**Working together with other co-agents to achieve better results for everyone**

In terms of business internationalization, RentsBuy is working collaboratively closely with a number of international real estate brokers and consultancy firms including CBRE Thailand, JLL, and Knight Frank. These real estate companies provide advisory service to clients. And for those clients who are travelling or have an interest in buying or renting a property in Lao PDR, the companies will consign the work over to RentsBuy and vice versa. The synergy provides the company with broader groups of clients apart from those Lao residents.

**Enhancing customers' convenience with an online platform**

As has been stated at the beginning, currently RentsBuy is offering an online reservation service for accommodations in Lao PDR. The clean, neatly designed, and interactive webpage of *Laostay.com* got its inspiration from previous successors in online accommodation reservation site,

*Agoda, Booking.com, and Airbnb.* The launch aims to facilitate customers when finding and reservation an accommodation to stay in Lao PDR. Currently, the site is on trial period and will be fully promoted soon after.



Above: Examples of RentsBuy.com and laostay.com homepage



Right: Houmphans and the award in Property Consultancy from the Asia Pacific Property Awards 2017

Below: The team behind the success of RentsBuy



**Company Profile**

Corporate Name: RentsBuy Sole Co., Ltd.

Establish: 2008

Corporate Address: Vientiane, Lao PDR

Number of Employees: 18 (15 full-time and 3 part-time)

International Activities:

Outsourcing

Award:

- Asia Pacific Property Award 2017 in Property Consultancy
- ASEAN Business Award 2016, SME Excellence Awards in Innovation
- Top 100 Excellence Typical Enterprise in Indochina 2014

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