



**PQLand**

# PROFILE

2024

*PROFESSIONALISM & QUALITY*

*PERFECT SOLUTION IN REAL ESTATE DEVELOPMENT*



PQLand was established in 2017 by seasoned experts in real estate legal services and policies as well as project development.

The significant milestone of PQLand is becoming the legal service consultant for CapitaLand - One of Asia's largest diversified real estate groups.



After 07 years of developing, PQLand is proud to be a reliable partner in providing legal services for numerous prestigious developers in real estate industry.



NAM LONG



## Philosophy

“**Sincere cooperation** and **value sharing** towards sustainable development”

---

## Vsion

“Becoming a brand with **Perfect Qualification for legal quality** of real estate projects”

---

## Mission

“Creating **fundamental values** in the real estate industry.”

With the belief in its business philosophy since the establishment, PQLand performs its mission everyday to realize the vision.

PQLand **pioneers** in providing **perfect legal solutions** for real estate developers.

Real estate project development is a complicated expertise that requires competencies and experience in a variety of stages. Legal is one of the most important elements and is required at all stages of a real estate project development. Especially in the context of The vietnamese government made various adjustments, strictly supervised legal regulations and required more transparency of legal procedures for real estate investment projects.

PQLand was established to provide perfect legal solutions for real estate projects. We offer a legal solution package to help investors achieve optimal investment efficiency in terms of results, costs and time.



# PERFECT LEGAL SOLUTIONS

## MINIMIZING RISKS

Based on deep knowledge of applicable law in the real estate industry, PQLand towards [providing perfect legal solutions for developers in compliance with the law.](#)

## OPTIMIZATION

We provide a [value-optimized legal consulting and implementation solution](#) based on the consideration in many aspects: suitability for market – customer needs, suitability for investment capacity, suitability for local law and regulations and optimization of investment value for customers.

## PERFECTION

Led by senior officers with extensive experience and an extensive network of partners and collaborators, PQLand provides [a full package of perfect legal services](#) to resolve the obstacle of the complication of legal real estate procedures.

# Who are PQLand's Clients?



## REAL ESTATE PROJECT DEVELOPERS

We accompany professional real estate developers to provide consulting and/or implementation services of all legal procedures for any type of real estate projects that enterprises grow anywhere in Vietnam.

## NEW REAL ESTATE INVESTMENT ENTERPRISES

Not only providing legal services, we also accompany national or international enterprises which start joining in real estate industry by offering the comprehensive legal solution to create landbank for long term business.

## INDIVIDUALS, ORGANIZATIONS INVESTING IN REAL ESTATES

With a highly-experienced team in real estate, we offer periodical consulting services to leaders and board of directors of enterprises to propose effective plans to implement legal procedures in every stage of a project, including feasibility study implementation stage and project operation and exploitation phase.

We **accompany clients** to provide them with **comprehensive legal solutions** for a real estate project:

- For **all** types
- In **all** localities
- At **all** stages



**Search & accumulate landbank for real estate development**

**Building development**

**Marketing, sales & services**

**Operation & management**

## 01. INVESTMENT PROMOTION

- Landbank research
- Feasibility study assessment
- Due diligence in real estate legal perspective
- Financial solution
- Investment opportunities
- Real estate M&A services

## 02. LEGAL SERVICES

- |   |   |  |  |
|---|---|--|--|
| <ul style="list-style-type: none"> <li>• Principal investment Approval</li> <li>• Investor approval</li> <li>• Master plan approval</li> <li>• Decision on land granting, land lease</li> <li>• Decision on transfer of land use</li> </ul> | <ul style="list-style-type: none"> <li>• Land use fee estimation</li> <li>• Land use right certificate (Red Book)</li> <li>• Infrastructure construction permit</li> <li>• Housing construction permit</li> </ul> | <ul style="list-style-type: none"> <li>• Procedures for transferring real estate project</li> <li>• Sale permit</li> <li>• Eligible documents for granting house ownership certificate.</li> </ul> | <ul style="list-style-type: none"> <li>• House ownership certificate</li> <li>• Compensation and Site Clearance</li> <li>• Other legal procedures</li> </ul> |
|---|---|--|--|

## 03. PROJECT DEVELOPMENT & MANAGEMENT

- |  |   |  |   |
|--|---|--|---|
| <ul style="list-style-type: none"> <li>• Market research</li> <li>• Investment concept</li> <li>• Product proposal</li> <li>• Fund raising solution</li> </ul> | <ul style="list-style-type: none"> <li>• Master Plan</li> <li>• Concept design</li> <li>• Construction</li> <li>• Handing over</li> </ul> | <ul style="list-style-type: none"> <li>• Branding</li> <li>• Marketing</li> <li>• Sales</li> <li>• Aftersales Services.</li> </ul> | <ul style="list-style-type: none"> <li>• Project Management</li> <li>• Operation</li> </ul> |
|--|---|--|---|

	Service Package	Objectives	Scope in detail
<b>01 INVESTMENT PROMOTION</b>	<b>Project feasibility assessment</b>	To make right investment decision	<ul style="list-style-type: none"><li>• Landbank research</li><li>• Investment opportunity Analysis</li><li>• Project Legal Analysis</li><li>• (Together with Investor) Conduct project feasibility study</li></ul>
	<b>Project legal consulting</b>	Help the investors to be more confident in cooperating or buying new projects	<ul style="list-style-type: none"><li>• Overall project legal situation analysis</li><li>• Full project Legal solution: roadmap, fee, type of certificates,...</li><li>• Land use fee estimation</li><li>• Risk alert</li></ul>
	<b>Find investors - Find potential projects</b>	Implement project in according to investor's expectation and in compliance with the Law.	<ul style="list-style-type: none"><li>• Analyze financial structure of the project</li><li>• Build optimal investment roadmap</li><li>• Search and connect suitable investors</li></ul>



	Service Package	Stage	Scope in detail
<b>02 PROJECT LEGAL MANAGEMENT</b>	<b>MANAGEMENT REPRESENTATIVE OF INVESTOR and / or DIRECT IMPLEMENTATION</b>	Project implementation stage	<ul style="list-style-type: none"> <li>• Principal investment approval</li> <li>• Investor approval</li> <li>• Master plan approval</li> <li>• Decision on land granting, land lease, Decision on transfer of land use</li> <li>• Compensation and Site Clearance</li> <li>• Land use fee estimation</li> <li>• Land use right certificate (Red Book)</li> <li>• Infrastructure building permit</li> <li>• Housing construction permit</li> </ul>
		Sale & Marketing stage	<ul style="list-style-type: none"> <li>• Sale permit</li> <li>• Eligible documents for granting house ownership certificates</li> <li>• House ownership certificate (Pink Book)</li> </ul>

	Service Package	Stage	Scope in detail
<b>03 PROJECT DEVELOPMENT &amp; MANAGEMENT</b>	<b>COMPREHENSIVE MANAGEMENT</b>	<b>All stages</b> of real estate project development	<ul style="list-style-type: none"><li>• Landbank research, feasibility study, investment plan</li><li>• Financial plan: investment capital, investor connection, loan plan</li><li>• Legal services management &amp; implementation</li><li>• Design management</li><li>• Construction management</li><li>• Sale &amp; Marketing management, Aftersales Services</li><li>• Property management</li></ul>

## EXPERTISE

A team of senior officers with extensive experience and deep knowledge in real estate industry.

A diverse and extensive network of partners and collaborators

---

## EFFICIENCY

PQLand pioneers in applying information technology to offer effective interaction solution and highest work performance to clients.

---

## PROFESSIONALISM

PQLand's well-trained officers are committed to delivering high quality results with the most professional services to clients.



**PERFECT  
LEGAL  
SOLUTIONS**



**Mr. PHUC, NGUYEN**

More than 20 years of experience in the real estate

- 15 years of experience as Director of The Project Development Division of Nam Long Group and has carried-out many successful projects with diverse types of development.
- Has managed all compensation – site clearance and legal issues of Nam Long Group in many provinces, including Ho Chi Minh City, Long An, Can Tho, Binh Duong...
- 02 years of experience as senior consultant of Thu Thiem Group.
- Mr. Phuc Nguyen is the founder and CEO of PQLand. He promotes a culture of professionalism and efficiency within the enterprise.



**Mr. BINH, THANH NGUYEN**

Almost 20 years of experience in the real estate

- Previously held the position of Deputy Director of Project Development Division and Member of Executive Board of many important projects of Nam Long Group in many provinces, including Ho Chi Minh City, Long An, Can Tho, Binh Duong, Dong Nai, ...
- At PQLand, Mr. Binh is Vice Chief Executive Officer, in charge of carrying out legal services on compensation – site clearance, on land - design and housing development perspectives and landbank.



**Mr. QUOC, TRAN VAN**

More than 15 years of experience in the real estate

- 02 years of experience as Deputy Head of Legal Department of Hoa Sen Group
- Previously held the position of Deputy Manager of Legal Department of Nam Long Group
- 02 years as Head of Legal Division of Thu Thiem Group
- At PQLand, Mr. Quoc is the Vice Chief Executive Officer, in charge of legal services management and project management.

## Partners & collaboration experts



PQLand maintains a long-term and committed relationship with partners which are reputable enterprises specializing in law, design, construction, interior and branding. The collaboration between us guarantees the quality of our consulting solutions, which will bring successes to your real estate projects.

### Our Valued Partners





PQLand pioneers in applying information technology to offer effective interaction solution and highest work performance to clients.



REAL – TIME UPDATE









TRANSPERENCY

EASY FOR TRACKING







## PROJECT TEAM PQLand & Client







### MANAGEMENT

-  Task
-  News
-  File
-  Team
-  Document
-  User
-  Notification
-  Group

### INFORMATION EXCHANGE

-  Chat
-  Internal forum
-  Email
-  File transfer
-  SMS
-  Search

### INTERNAL COMMUNICATION

-  Meeting
-  Agenda
-  Statistic & analysis
-  Work plan

# “Professionalism” and “Quality”

Committed to delivering high quality results with professional services.

### **PQLand’s brand name meaning**

The letters **PQ** are also the abbreviations of two values "**Professionalism**" and "**Quality**". Delivering high quality results with professional services has been our commitment since PQLand's establishment.

In addition, **PQ** is the abbreviation of the phrase "**Perfect Qualification**", meaning Perfect recognition for real estates, which is the vision about core service values that PQLand always endeavours to deliver to clients.



## **PRIME** VALUES

**Passion**

**Respect**

**Integrity**

**Mutual**

**Efficiency**

Each expert of PQLand is well trained on the PRIME core value system to bring the highest value to Clients and partners.



# Typical Clients



By providing pioneering perfect legal solutions, PQLand is honored to be the companions of leading real estate developers.





## VISTA VERDE

Developer: Capitaland Vietnam

Location: District 2, Ho Chi Minh City







## D1 MENSION

**Developer:** Capitaland Vietnam  
**Location:** District 1, Ho Chi Minh City



## ANGIA

### THE GARDEN

Developer: An Gia Group

Location: Tan Phu District, Ho Chi Minh City







**NAM LONG**

## WATERFRONT CITY

Developer: **Nam Long Group**

Location: **Bien Hoa City, Dong Nai Province**





**NAM LONG**

## KIKYO RESIDENCE

Developer: Nam Long Group

Location: District 9, Ho Chi Minh City





**PQLand**

**THANK YOU**

**PQLAND INVESTMENT CORPORATION**

Business License: 0314 324 326 | Place of issue: Department Of Planning And  
Investment Of HCMC

Office: Floor 3, 95 Nguyen Cong Tru, Nguyen Thai Binh Ward, District 1, HCMC

Phone: (+84) 028 6270 8161 | Email: [info@pqland.vn](mailto:info@pqland.vn)

Website: [pqland.vn](http://pqland.vn)

***PROFESSIONALISM & QUALITY***

***PERFECT SOLUTION IN REAL ESTATE DEVELOPMENT***