BANGKOK COPY · REPURPOSING DEMONSTRATION

One Source, Every Platform

How a single legal guide becomes six platform-native assets — using “Buying a Condo in Bangkok” as the source.

Every asset below is drawn from one article: your full website guide to buying a condo in Bangkok. None of it is copy-pasted. Each version is rewritten to how people actually read on that platform — same firm, same expertise, a different shape for each audience — and every one routes back to the same SEO hub.

The Hub — Website Pillar

“Buying a Condo in Bangkok: The Complete Legal Guide for Foreign Buyers” — the long-form article you’ve already seen.

This is the cornerstone. It’s built to rank, to be pulled into featured snippets, and to answer the foreign buyer at any depth. Every spoke below links back to it, concentrating authority on a single page rather than scattering it.

Spoke 1 — LinkedIn

THE POST

In 15 years guiding foreign buyers through Bangkok property transfers, I’ve watched one small document derail more purchases than any price dispute or contract clause.

It isn’t the 49% foreign quota.

It isn’t the Sales and Purchase Agreement.

It’s the Foreign Exchange Transaction form — the FET.

To register a condo in your name, the Land Department needs proof your purchase funds came from outside Thailand. That proof is the FET form, issued by your Thai bank when your money arrives in foreign currency and is converted to baht.

No FET form, no transfer. It’s that simple — and that final.

I’ve seen buyers arrive ready to complete, cashier’s cheques in hand, and be sent home because the funds were wired in the wrong currency or split below the reporting threshold.

Weeks lost. Deals collapsed.

The fix is almost always preparation, not money: remit in foreign currency, in one clean transfer, and brief your bank before the funds move.

Foreigners can absolutely own a Bangkok condo freehold, in their own name, safely. But Thailand runs on “buyer beware” — the protections Western buyers assume aren’t built into the standard process.

If you’re weighing a purchase, the full legal walkthrough is in the comments.

— Somchai, Property Lawyer, Thai Legal International

#BangkokProperty #ThailandRealEstate #ExpatLife #PropertyLaw

WHY THIS WORKS FOR LINKEDIN

- Opens on a credibility-anchored hook (“In 15 years…”). LinkedIn truncates after the first line or two, so the opening has to earn the “…see more” click.
- First-person from the named lawyer turns a firm into a person. LinkedIn rewards individual voices over company pages — that’s what gets shared into feeds.
- One idea, told as a story (the FET form), not a feature list. A single memorable takeaway outperforms a comprehensive summary here.
- Short, single-line paragraphs suit mobile reading.
- The pillar link sits in the first comment, not the post — LinkedIn suppresses reach on posts with outbound links, so this protects distribution while still funnelling to the hub.
- Soft sign-off, no hard sell. The expertise is the pitch.

Spoke 2 — Facebook

THE POST

Thinking about buying a condo in Bangkok? 🏙️

Here’s something most foreign buyers don’t find out until it’s almost too late: there’s one form that can stop your whole purchase dead at the very last step — and it has nothing to do with the price.

It’s called the FET form. Your Thai bank issues it when your money arrives from overseas, and the Land Department won't transfer the condo into your name without it.

The good news? It's completely avoidable with a bit of planning — remit your funds in foreign currency, in one transfer, and let your bank know it's coming.

Better still: foreigners CAN own a Bangkok condo outright, in your own name. You just have to know how the system works before you sign anything.

We've put together a plain-English guide to the whole process — the 49% foreign quota, the fees you'll actually pay, and the best neighbourhoods for foreign buyers. Link below 👇

WHY THIS WORKS FOR FACEBOOK

- Warmer and more conversational than LinkedIn. Facebook is where people relax, so the voice meets them there.
- Opens with a direct question to spark comments — Facebook's algorithm rewards conversation, and questions drive it.
- Light emoji use is native here and signals approachability, used sparingly enough that a law firm still reads as credible.
- Built to be shared: a friend tagging someone who's "thinking of buying" is the goal, and shares are reach.
- Outbound links are fine on Facebook (unlike LinkedIn); pair the post with a strong Bangkok skyline photo for the feed.

Spoke 3 — Instagram (Carousel)

THE CAROUSEL — CARD BY CARD

Card 1 (cover): "Can foreigners actually own property in Thailand?" swipe →

Card 2: Yes — but only one way. You can own a CONDO freehold, in your own name. Land? Not allowed.

Card 3: The catch — the 49% rule. No more than 49% of a building's floor area can be foreign-owned. Once it's full, you're out.

Card 4: The form nobody warns you about → the FET. No FET form, and the Land Office won't put the condo in your name. Full stop.

Card 5: Budget for more than the price — transfer fee, sinking fund, common-area fees. We break down every cost in the guide.

Card 6 (CTA): Buying in Bangkok? Read the full plain-English guide. Link in bio. — Thai Legal International

THE CAPTION

Foreigners can own a Bangkok condo freehold — but the rules trip people up. Swipe for the four things to check before you buy, then read the full guide (link in bio).

#BangkokCondo #ThailandProperty #ExpatThailand #BangkokLife

WHY THIS WORKS FOR INSTAGRAM

- Visual-first and built around saves and shares — the metrics Instagram weights most. A useful carousel gets saved, which extends its life for weeks.
- One idea per card; no card asks the reader to absorb more than a single point.
- The cover card is a question, so it stops the scroll and earns the swipe.
- Same source facts as the LinkedIn and Facebook posts, reshaped into bite-sized, screenshot-friendly cards.
- “Link in bio” because Instagram doesn’t allow in-post links; the bio link points to the hub.

Spoke 4 — AustCham Thailand (Guest Article)

THE ARTICLE — OPENING

What Australian Buyers Need to Know Before Purchasing a Bangkok Condo

For Australians living in or investing from Thailand, a Bangkok condominium is one of the few property assets a foreign national can own outright. Unlike land — which foreigners cannot hold freehold — a condominium unit can be registered in your own name, provided the building stays within its 49% foreign-ownership quota.

The mechanics, though, differ sharply from a purchase back home. Thailand has no standardised escrow protection, and the market runs on a “buyer beware” basis. Two points consistently catch Australian buyers off guard.

First, your purchase funds must arrive from outside Thailand in foreign currency and be converted to baht by a Thai bank, which then issues a Foreign Exchange Transaction (FET) form. The Land Department treats this form as proof the money originated offshore — and won’t register the transfer without it. For buyers remitting from an Australian account, a quick conversation with your bank before the transfer avoids the most common and costly delay at settlement.

Second, the standard Thai Sales and Purchase Agreement omits protections an Australian buyer would consider routine. Engaging an independent lawyer — separate from the selling agent — to review and strengthen that contract is the single most effective safeguard available.

[Full version continues with fees, neighbourhoods, and the step-by-step transfer process.]

About the author: Somchai is a property lawyer at Thai Legal International with over 15 years’ experience guiding foreign buyers through Bangkok property transfers.

WHY THIS WORKS FOR AUSTCHAM

- Audience-matched: reframed for Australian readers (“remitting from an Australian account”, “back home”), which is what earns the guest placement.
- Less salesy, more authoritative — guest platforms reject overt promotion. The expertise does the selling.
- The author bio and link back to the firm’s site are the SEO prize: a backlink from a respected organisation passes ranking authority to the hub and lifts the whole site.
- Same core facts, recalibrated tone — proof the system adapts to the host publication, not just the social platform.

Spoke 5 — Email Newsletter

THE TEASER

Subject: The one form that can stop your condo purchase cold

This month’s guide tackles a question almost every foreign buyer asks: can I actually own property in Thailand? The short answer is yes — a condominium, freehold, in your own name — but the process holds a few traps the standard paperwork won’t warn you about, including a single bank-issued form that can halt your transfer at the final step.

We walk through the whole thing in plain English: the 49% foreign quota, the fees you’ll really pay at settlement, and where foreign buyers actually buy in Bangkok.

Read the full guide →

WHY THIS WORKS FOR A NEWSLETTER

- Drives your owned audience — people who already trust the firm — back to the hub, the cheapest and highest-converting traffic there is.
- A curiosity-gap subject line earns the open without overpromising.
- Short by design: the newsletter’s job is the click, not the full read. The pillar does the rest.

The repurposing engine

One source article. Six platform-native assets, each written to how people read on that platform — and every one routing back to the same SEO hub. Your expertise, captured once, working everywhere.