



A GUIDE FOR PROPERTY DEVELOPERS

Welcome to Marlar

Marlar helps you put your Chiang Mai projects in front of the buyers who are actually looking for them — Myanmar and Burmese-speaking buyers — and gives you a simple portal to manage everything yourself. This guide covers two things: what Marlar does for you, and how to manage your listings and promotions in your portal.

PART 1

What Marlar does

We connect your properties with Burmese-speaking buyers

Marlar is built specifically for Myanmar buyers searching for property in Chiang Mai. Your projects are presented to them in a way they trust and understand — starting with their own language.

We advertise your projects in the right language, to the right audience

Marlar sets up language-specific social media advertising for your properties. A Burmese-speaking audience sees Burmese content; an English-speaking audience sees English. You don't create separate campaigns for each — the project you enter in Marlar automatically feeds this advertising, so every listing is ready to be promoted to the right people.

You write in English. We handle the Burmese

You only need to fill in your project details in English. The Marlar team writes the Burmese version for you, so your listing reads naturally to Burmese buyers — not a rough machine translation. Any field marked “**(Burmese)**” in the portal — project name, project description, and promotion title and description — you can simply **leave blank**, and we'll take care of it.

One listing, many audiences — and more languages on the way

Today Marlar focuses on Burmese and English. More languages are coming soon. The idea is simple: you enter your project **once**, and Marlar presents it in many different ways — in different languages, to different audiences — without any extra work from you. As we add languages, your existing listings reach a wider audience automatically.

Managing your inventory & promotions

Everything below happens in your developer portal. Changes you make go live on Marlar right away.

YOUR DEVELOPER PORTAL

www.marlarproperties.com/portal

Scan the code to open it on your phone.



1. **Signing in.** When Marlar sets you up, you'll receive a welcome email with a "Sign in to your portal" button. Click it and you're in — there's no password to remember. You can also go straight to www.marlarproperties.com/portal and enter your email to get a fresh sign-in link at any time.
2. **Your portal home.** After signing in you'll see **Your inventory** — an at-a-glance view of all your projects, their unit types, prices, availability, and any promotions. Marlar also flags anything that needs attention, such as a unit type missing a photo or floor plan. From here you can **Add project**, **Update availability**, or **View live listings** to see your projects exactly as buyers see them.
3. **Adding or editing a project.** Open a project (or click **Add project**) and fill in the details in **English**: name, description, location, status, and so on. Any **"(Burmese)"** field can be left blank — the Marlar team fills those in for you.

Basic Information

Project name *

e.g. Riverside Gardens

Project name (Burmese)

Description (concept / narrative)

Design theme, developer concept, target buyer...

Description (Burmese)

ဒီဇိုင်းပုံစံ၊ စီမံကိန်းအကြောင်း၊ ရည်ရွယ်သည့်ဝယ်ယူသူများ...

Property type

Condo

Project status

Pre-sale

Each project has English fields and matching "(Burmese)" fields. Leave the Burmese ones blank — we translate them for you.

- Unit types, prices and availability.** Within each project you manage your **unit types** — for example a studio, a one-bedroom, or a specific unit. For each one you set the size, bedrooms and bathrooms, and the **price**, and you control whether it's **Available** or sold out, and **Published** or draft.
- Photos and floor plans.** Upload photos and floor plans for your projects and unit types. Clear images are one of the strongest signals of trust for buyers browsing your listings, so it's worth keeping them current.
- Promotions and special offers.** Create a special offer on any project — give it a headline, set the price, add perks, and choose when it runs. As with projects, fill in the English fields and leave the "(Burmese)" ones for us to translate. A promotion has a few parts:
 - Headline & price** — a title and optional description, plus the **original** and **special** price. The special price is what buyers are matched against.
 - Perks** — add extras from the list, such as free furniture, a cash discount, or a gift voucher, each with an optional note.
 - Specific units** (optional) — for brochure-style offers you can list individual units with their own prices; otherwise the offer applies to the whole project or unit type.
 - When it runs** — set optional start and end dates, and switch the status to **Active** when you're ready for buyers to see it (leave it **Draft** while you prepare).

Headline

Title (English) *

Year-End Move-In Offer

Title (Burmese)

Description (English)

Move in before 31 March and enjoy a limited-time price, plus a free furniture package.

Description (Burmese)

Pricing

Original price (THB)

5200000

Special price (THB)

4750000

If you set a special price, it's used directly for budget matching. Otherwise the unit/project price minus any cash-discount promotions is used.

Creating a promotion — a headline and the original → special price. Fill in English; the Burmese is added for you.

Promotions

	Value (THB)	Note (optional)	
Free furniture		Full living-room furniture set	
Add a promotion... ▼ Add			

Specific units

Optional. For brochure-style offers on individual units, list each unit by number with its own price (e.g. B051 · ฿14,028,600 → ฿12,900,000). Leave empty for a whole-project or whole-type special.

No specific units added yet.

+ Add unit

Availability

Starts

07/01/2026



Ends

09/30/2026



Status

Active (shown to matching buyers)



Add perks like free furniture, optionally list specific units, and switch the status to Active with a date range.

- 7. Published vs. draft — what buyers see.** **Published** listings are visible to buyers on Marlar; **draft** listings are visible only to you, so you can prepare a project before it goes public. This is separate from **Available / Sold out**: a published unit that's sold out still shows on Marlar, marked as sold out, rather than disappearing.
- 8. Keeping things current.** The most valuable thing you can do is keep **availability** and **pricing** up to date — buyers trust listings that are accurate. Use **Update availability** for a quick pass whenever your inventory changes.

We're here to help

You focus on your English project details and keeping availability current — the Marlar team takes care of the Burmese translation, reviews your listings, and makes sure they're presented well to every audience. If you have any questions, just reply to your welcome email.