

## **Abstract**

The management of residential real estate development companies needs to consider the Critical Success Factors (CSF's) in order to achieve the business goals. The identification of CSF's will scope down the numerous related factors to only crucial ones. Then, the company will achieve the highest efficiency and effectiveness. The objectives of this study were to (1) find CSF's of residential real estate business, (2) rank CSF's, and (3) propose guidelines for residential real estate business management by the CSF's. The research methodology comprised: (1) reviewing literatures in order to collect 57 critical success factors, which can be grouped into 7 groups of factors, (2) designing questionnaire and performing data collection through a survey of high-level management of real estate companies in Thai stock market and analyzing the important CSF's, (3) interviewing three experts to verify the results and find additional CSF's. The research presented most important 9 CSF's, which are (1) customer relationship, (2) financial stability, (3) quality management, (4) sense of belonging and shared goal of employees, (5) leadership, (6) financial capability, (7) understanding of strategic plan (8) customer-oriented design, and (9) after sales services. These CSF's can be applied to management of real estate companies, especially which have capital more than 300 million baht, in order to achieve the business goals.