



PLAREB LEAD



The Official Newsletter of the Parañaque Las Piñas Alabang Real Estate Board



TOP VIEW

THE PRESIDENT'S CORNER

By: MARIA THERESA A. ESTRADA • 2020 PLAREB PRESIDENT

2020

A Year of Challenges



The start of the year 2020 has given us a roller coaster ride of emotions and with a BANG!

The eruption of Taal Volcano in January, the Global outbreak of Corona Virus Disease 2019 in February, the Enhanced Community Quarantine in March, the Total Lockdown and the Loss of our members and friends in the industry. All our activities went to a halt temporarily. We are controlled by these unforeseen enemy. But in spite of these uncertainties, We, the 2020 Board of Trustees, need to move forward and continue to build our strengths and to take new directions by utilizing our technology through social media and virtual meetings that have become the only link to our members.

I am truly honored to be the President of PLAREB 2020 and with the support of my fellow Board of Trustees, we will do our very best to maintain the legacy of such a highly respected board in the Real Estate Industry.

PLAREB is an organization with a proud past and exciting future. Proud past, because of our past leaders who had shown their dedication, selflessness, unwavering support, sacrifices and genuine love for the organization. We benefitted from their leadership, as a result PLAREB has survived this long and remained strong.

And so, to the future, what to expect in these unprecedented circumstances, we will look forward in high spirit and trust our almighty God that this crisis will soon be over. And in line with that, we are looking forward to PLAREB's 45th Anniversary celebration in October.

Its long existence in the industry is a testament to its everlasting dedication and support from our officers and members.

As we move forward and continue to modify our one year plan, our priority now is how to cope with this global pandemic. We will still aim to strengthen our revenue and membership through education, multiple listing service and other resources via Online. We will continue working together to the best we can in this moment of crisis.

PLAREB EDUCATION COMMITTEE HOLDS FIRST CPD SEMINAR

By: Joelizah A. Zepeda - EVP



PLAREB conducted its first Continuing Professional Development (CPD) Seminar for the year 2020 at St. Rita Orphanage last February 29 and 30. It was indeed a very interactive lecture wherein the participants enjoyed and at the same time learned a lot from the two-day session.

PAREB Past President Atty. Ariel Martinez talked about Estate Taxation under TRAIN Law while PLAREB Past President and 2019 PAREB Secretary General Ms. Daphne Bereciarte discussed the Land Conversion Process.

An in-depth knowledge about Documentation of Real Estate Transaction and Contracts was discussed by Atty. Alberto Sales. The target number of attendees was exceeded by forty-four percent (44%) with a total number of sixty-nine (69) Real Estate Brokers and three (3) Salespersons.

The next CPD Seminar will be held on May 22 and 23 with Prof. Xylefrene Dela Torre and Ms. Lui Alversado as speakers.



We
are
Truly
grateful
For
your
support!

PLAREB 2020 CALENDAR OF ACTIVITIES

January

- 9 1st Directorate Meeting
- 24 1st Member Board Council (MBC)
- 30 1st General Membership Meeting

February

- 5 2nd Directorate Meeting
BROKER'S CARAVAN
- 6 2nd Member Board Council (MBC)
- 7 2nd General Membership Meeting
- 27 Submission of Articles, Sponsors for PLAREB Lead
- 28-29 1st CPD

March

- 2 Courtesy Call
- 5 3rd Directorate Meeting
3rd Member Board Council (MBC)
- 26 3rd General Membership Meeting
Release of PLAREB Lead

April

- 2 4th Directorate Meeting
4th Member Board Council (MBC)
BINGO SOCIAL
- 30 4th General Membership Meeting

May

- 7 5th Directorate Meeting
- 23-24 5th Member Board Council (MBC)
2nd CPD
- 28 5th General Membership Meeting
Submission of Articles, Sponsors for PLAREB Lead

June

- 4 6th Directorate Meeting
6th Member Board Council (MBC)
PAREB, NCR, Luzon
- 25 6th General Membership Meeting
Release of PLAREB Lead
- 26 MOVIE BLOCK SCREENING

July

- 2 7th Directorate Meeting
7th Member Board Council (MBC)
- 30 7th General Membership Meeting

August

- 6 8th Directorate Meeting
- 23-25 8th Member Board Council (MBC)
PAREB, Arena, VIS-MIN
3rd CPD

- 27 8th General Membership Meeting
NOMINATION OF 2021 BOT'S

September

- 3 9th Directorate Meeting
9th Member Board Council (MBC)
GOLF TOURNAMENT
- 24 9th General Membership Meeting
ELECTION OF 2021 BOT'S
Release of PLAREB Lead

October

- 1 10th Directorate Meeting
- 8-10 10th Member Board Council (MBC)
PAREB National Convention
- 29 PLAREB 45th ANNIVERSARY
Submission of Articles, Sponsors for PLAREB Lead

November

- 5 11th Directorate Meeting
11th Member Board Council (MBC)

December

- PLAREB Christmas Party
Release of PLAREB Lead

NOTE: ACTIVITIES MAY BE SUBJECT TO CHANGE DUE TO THE IMPACT OF COVID-19.

SPORTS

By: Arnold Abarquez • Assistant Treasurer



Maybe some of you are wondering why we have a sports article in PLAREB LEAD? Allow me to convince you. Whether we like it or not selling plays an important role in our career as a real estate broker. According to Bryan Tracy, author of Psychology of Selling, selling is a mental game. We need to be physically healthy in order to stay healthy mentally. The problem is some of us are bored to exercise alone. The good news is we can exercise together in PLAREB. Please let me know your sports so I could connect you to other members.

Last March 19 was supposedly our first badminton game but was canceled due to the Enhanced Community Quarantine (ECQ). Kindly visit PLAREB MIGS page in Facebook for the announcement of our next game.

I attended a planning session at PAREB office last March 9, 2020 regarding PAREB inter-board bowling tournament to be held in June 2020. This could be moved due again to the ECQ. While we are still waiting for the schedule, please let me know who are interested to participate in this event.

I hope you will consider exercising even during this quarantine. In my home, for the first time, we have a family aerobics exercise. It's easy and fun. In 20 to 30 minutes, you will not notice that you have already walked a mile. The YouTube channel is "walk at home".

In the current global crisis, those who have strong immune system have the highest chances to survive COVID-19. Please stay safe, strong and healthy.

Until next time. Thank you and God bless.

Arnold Abarquez, PLAREB



WHAT BROKERS CAN LEARN FROM COVID-19

By: Lui Alversado

Just like a thief in the night, we were all caught by surprise by this pandemic. Never did we imagine that this will happen in our lifetime but it did. Our life as brokers almost stopped. For a moment, we have to pause our scheduled client viewings, sales transactions, broker meetings, and government processing.

But just like any problem that we deal with everyday, life must go on. With the new normal emerging from this pandemic, there are many things this uncertainty is teaching us, personally and professionally. Please allow me to focus on our profession and share some advices gathered from personal experience and participation from webinars:

1. **Be FRUGAL.** With cash being king at this time and most of us being self-employed, it is very imperative that we live simply and economically so that during rainy days we have money in our pockets. With this pandemic freezing our business, do you have savings to spare?

2. **Be PREPARED all the time.** As the cliché would say, “Ibanaanglaginghanda,” it is very important also for us brokers to be like boy/girl scouts and be always on our toes. Specifically, we must always take into consideration the following:

a. **Cash flow** - Ideally, your cash flow should be good for 6 to 12 months.

b. **Inventory** - Make sure that your inventory is enough and always updated. This is a good time to update our listings.

c. **Partners (Developers, Bank Financing, Processors, Co-brokers/Salespersons)** - With the ECQ, it is important that you are still connected with your partners for relevant updates that you will need as brokers and for sharing as well with clients.

d. **Training** - To continuously evolve and be updated with what’s happening around, especially with the new norm coming in, participate in valuable trainings. If you have salespersons under you, train them on how they can be still be optimistic and productive amidst this situation.

3. **Invest in TECHNOLOGY.** If you have invested online even prior to this pandemic, good for you! You just need to continue or upgrade it! If you haven’t invested yet, now is the time. After all, there’s no other choice but to go online!

There are several tools available (e.g. website, social media, online ads, webinars) that you can avail or participate but make sure first that you have a good internet provider.

4. **Reinforce RELATIONSHIPS.** Networking with clients, colleagues and partners becomes even more important now. Strengthen it!

5. **Consider a BACKUP.** We have to face the fact that once the ECQ is over, our business will never go back to the way it was. Or at the least, it will take years before it does. But by that time, I am predicting that we will be used to the new normal. With this, it might be a good strategy to consider another sideline. A second business could be something that is still related to real estate like leasing (if you are presently focusing in selling alone), buy and sell/rent, build and sell, property management, and construction OR something that you love to do or passionate about (e.g. baking & selling pastries, distribution/marketing of goods, warehousing or logistics). If there is one thing this uncertainty has taught us, it is always to have a fallback.



Maria Luisa R. Alversado is a real estate broker and book author of “A Broker’s Vow.” Her focus is in resale within Laguna and nearby areas. She was PLAREB’s EVP in 2019. Aside from being a broker, she is also an accredited CPD lecturer with topics on EQ and Management in Real Estate Selling. Currently, she is the president of At Home Realty & Property Management Corporation based in Biñan, Laguna.

MLS: FOSTERING COOPERATION BETWEEN BROKERS

By: Melissa M. Oostendorp – 3rd VP



When I was reviewing for my brokerage exam in 2012, I was introduced to the concept of the MLS for the first time. Prior to that, I saw real estate agents as lone ranger salespersons finding buyers or listings directly. Our instructor said, you don't really need to try to sell all properties all over Metro Manila nor find a direct client by yourself. It is just not practical. Not for most at least. What one could do first is to have a "farm". What is your "farm"? It is the area where you will focus on, it can be a village, a city, or also a type of property. Another concept I was introduced to was the concept of cooperation in Real Estate Brokerage through the MLS. Multiple Listing Services is a concept where we share both our requirements from our clients and our listings to maximize the chances of sourcing a match. With this concept comes the protocol and ethics of dealing with one another as professionals in this industry. The concept of commission sharing of 50-50 was then ingrained within me from the beginning. Later on it was inevitable that I would be exposed to the wonders of plus 1, 1 away, net listing, add-on, three way, etc. which I will not discuss in this article.

However, I have heard this too- that Real Estate Brokerage is by far one of the happiest profession in this planet, but then again, ONLY if we cooperate and deal with each other fairly, which is a concept inspired by the Golden Rule "Do unto others as you would have them do unto you". We are not lone rangers in this

profession after all. And each tripping, closing and dealing is a social occasion, which may turn strangers into friends if things go well, or grave enemies, if things go south.

I agreed to serve as an officer and Trustee this year, and even wanted to be in charge of MLS since I believe in the concept of an organized MLS and I believe that cooperating rather than competing is still the best way to go. I spearheaded the monthly MLS Offline meetups every 2nd Monday to cater to those who are not techie types, and to encourage them to embrace the modern tools and technologies for the benefit of everyone in our Board. In our previous meetups, we met a lot of new faces in our organization, learned from each other and discovered prospective deals through this new network. Our Broker's Caravan is a way to fellowship with our fellow brokers and see listings in person so that we can effectively match them with the requirements of our clients and to market them properly. In this way, we can be aware of our fellow brokers' focus areas which will allow us to easily source for our own clients when the time comes.

I urge everyone to please spread the word and utilize the web tools we have now: Viber, Telegram, Facebook, and PAREBMLS.com and see you at our next MLS Meetup every 2nd Monday.

PLAREB MEMBERSHIP COMMITTEE PROMOS

By: Emiliano E. Ynchausti - 1st VP

The 2020 PLAREB BOT would like to encourage early settlement of Annual Membership Dues, that an “Early Bird Payment Promo”, “Member Gets Member Promo”, and “Buy 5 Take 1 GMM Entrance and Meal Promo” shall be offered to its membership.

Early Bird Payment Promo – This promo payment scheme shall entitle members who will pay their annual dues on or before March 31, 2020, to a one time FREE ENTRANCE with meal to any GMM from January to June 2020.

Member Gets Member Promo – Member in Good Standing who will bring a new member will be entitled to a ONE (1) FREE ENTRANCE FEE with meal to any GMM from February 1, 2020 to June 30, 2020.

Buy 5 Take 1 GMM Entrance and Meal Promo – Members in Good Standing who will pre-pay FIVE (5) GMM ENTRANCE AND MEAL FEE, will get ONE (1) for free. Entrance and Meal Coupons can be used in any GMM of the year 2020. It is NON-TRANSFERRABLE and NON-REFUNDABLE.

PLAREB BIRTHDAYS

JANUARY

- 2 PP Christy Domingo
- 6 Dennis Gutierrez
- 9 PP Miyan Cue
- 11 Roslyn Mangahas
- 12 Carlo Miranda
- 15 Jun Coloma
- 16 Divinia Valdez
- 19 PP Coy Bertiz
- 21 Armand Coloma
- 24 Malou Lapuz
Linda Francisco
- 25 PP Josie Balderian
Elvira Nanagas
Jean Urbano
- 26 Vilma Limuco
Ronnie Canana
- 27 Ayen Benedicto
Chris Lim
- 28 Altair Laurel
- 31 Sol Fuentespina
Sheila Carlos
Jo Leeprawat

FEBRUARY

- 6 PP Tita Elegado
Sylvia Salanga
Stella Ama
- 10 Floremar Gutierrez
- 11 Raffy Zaide
- 12 Lilia Punzalan
Riza Robenta
- 13 Des Madsen
Danny Madriaga
- 14 Carlo Magno
Edwin Villeno
- 16 Myrna Uno
Jet de Guzman
- 20 Rosario Bernaldo
Liza Medina
- 21 Irene Timtiman
- 22 Zenia Cuenca
- 24 Cherry Relova
- 25 Alice De Guzman
Evelyn Pincaro
- 26 PP Jo Alagao
- 28 Toni Dela Pena

MARCH

- 3 Lita Albayalde
PP Oscar Genuino
Marino Que
- 4 Allan Reyes
- 6 Ditas Agbulos
Melissa Oostendorp
- 7 Erlinda Santiago
- 9 Rollie Dantes
- 15 Maronite Trinidad
- 19 Deo Pamilar
- 21 Lui Alversado
- 23 Veronica Lopez
- 24 Lourdes De Leon
Maria Elena Pacunayen
- 27 Ramon Herce, Jr.
- 30 Daniel Briones



Emil Ynchausti

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**REAL ESTATE PRACTICE
IS FOR
LICENSED
REAL ESTATE PRACTITIONERS ONLY.
IT IS THE LAW.**

Republic Act 9646 REAL ESTATE SERVICE ACT (RESA)

Per R.A. 9646 Art IV Sec 29: Only Real Estate Practitioners with current Professional Regulation Commission (PRC) issued licenses shall practice Real Estate Service in the Philippines.

Per R.A. 9646 Art IV Sec 39: Violators' penalty of not less than **Php 200,000.00** or imprisonment of not less than **FOUR (4) YEARS** or **BOTH**.

**DEAL ONLY WITH
LICENSED REAL ESTATE PRACTITIONERS.**



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