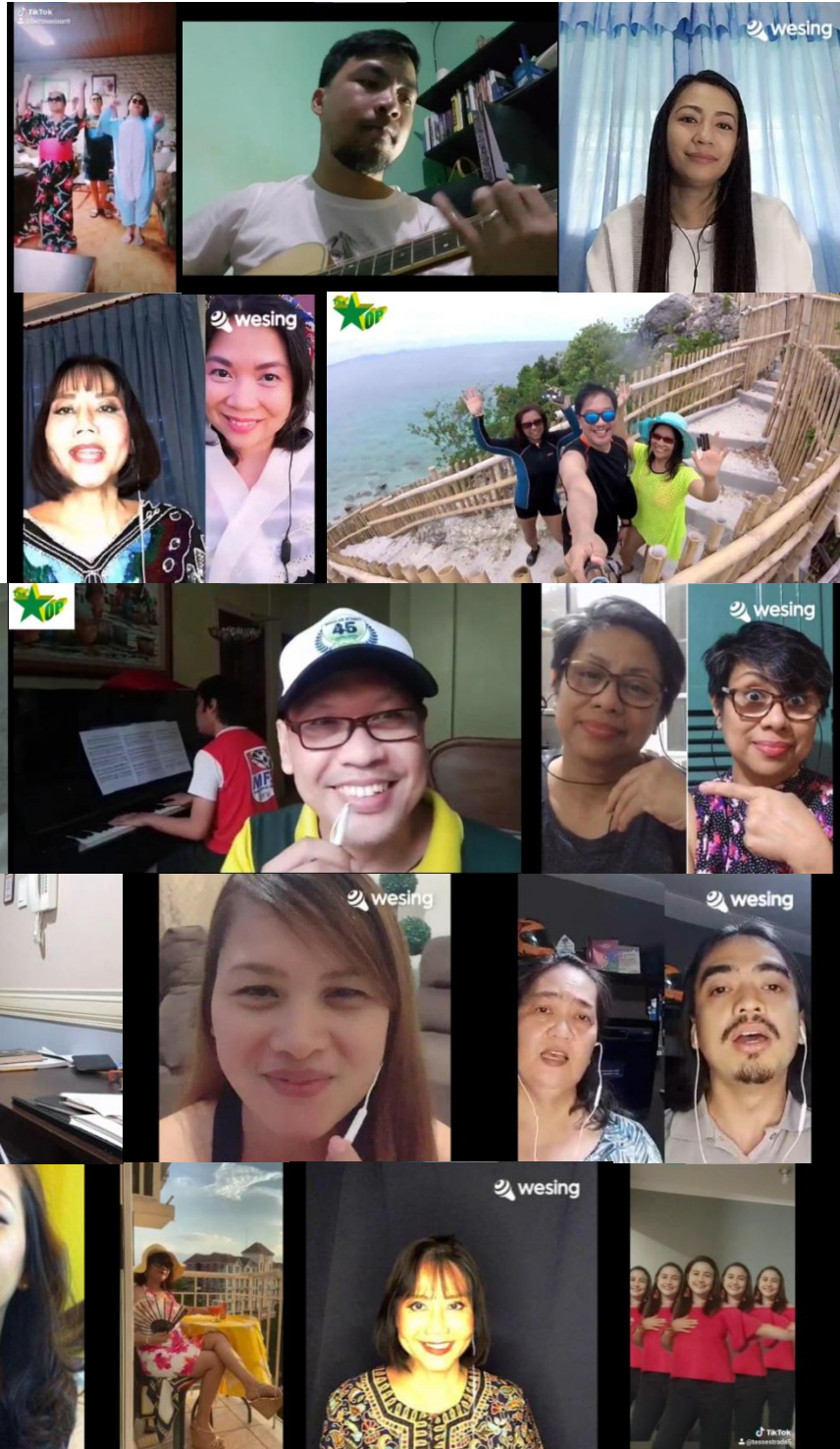




PLAREB LEAD



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



Online General Membership Meetings for July, August and September

By: Maria Theresa Gabuat • Board Secretary



In the wake of the excitement and success of the first series of online general membership meetings during the 2nd quarter of 2020 specifically April, May and June, the confidence of the Board of Trustees in conducting these online meetings has already picked up by the time July, August and September General Membership Meetings were held via the same online app that is Zoom.

Last July 30, 2020, we were able to invite Atty. Alberto L. Sales whose talk about Data Privacy Act is truly an eye opener for everyone especially the Board of Trustees. The way we handle information about our clients have drastically changed. This is a very important aspect that we must never forget as licensed real estate practitioners lest we want to deal with legal matters that may arise. Indeed this highly affects the way we conduct our business. This should be taken seriously by all of us. We were also able to invite our Past President and 1st CPD Council Member Carolina Q. Alvarez to shed light on the new CPD guidelines in relation to the existing pandemic affecting the way CPD seminars are conducted. For our Learning Hour, Asst. Treasurer Arnold Abarquez was too happy to share with us his expertise and experience in investing with the stock market. Our business opportunity presenter was from Conglomerate Planners Realty Corporation whose project The Alcove is situated in Levitown Villas, Brgy. Don Bosco.

Come August 27, 2020, our General Membership Meeting was graced by the Secretary General of PAREB, Mr. Augusto Agosto, who talked about Real Estate Investing in 'New Normal'. We were able to feel the current situation of the market and the country's economy through his sharing of research and studies by different sources. We were all able to take home some tips on how to move forward to the new normal in this crisis especially with respect to our careers. A lot of us definitely took to heart the techniques he shared on how to pivot from our present situations and what other diversifications we can still incorporate to our usual activities. The business presenters were Golden ToPPer and Landco. This GMM also gave birth to the launch of the first ever talent search of PLAREB in celebration of our 45th Anniversary, which is The TOP or Talents of PLAREB. This is the brainchild of our Assistant Treasurer Arnold Abarquez. The usual and customary nomination of future officers was conducted and moderated on the floor via Zoom by this year's Comelec Chairperson Past President Cynthia Flor S. Medina with Past Presidents Elizabeth A. Zepeda and Gwen Laura M. Suria as members.

The much awaited September General Membership Meeting and annual elections was conducted last September 24, 2020. The much attended meeting gathered a peak of 49 participants aside from the 46 proxy forms to make for a quorum. This time we have no less than the Head Executive Assistant of the Office of the Director General of Anti-Red Tape Authority was invited as Resource Speaker. She is Atty. Janalyn Gainza-Tang. The meeting was streamed via Facebook live and those who were absent were able to watch the proceedings after the GMM proper. VanderBuild was the business opportunity presenter. With the help of the tools of Zoom, PLAREB was able to hold the first online election of its officers in compliance with the memorandum of the Securities and Exchange Commission, Memorandum Circular No. 6 Series of 2020, and through the execution of Board Resolution No. 7 of the PLAREB Board of Trustees, paving the way for online nomination and election.

A feat that was originally thought to be impossible was realized eventually, thanks to technology.

Congratulations to the next set of officers who will steer PLAREB in its vision and mission.

THE PRESIDENT'S CORNER

By: MARIA THERESA A. ESTRADA - 2020 PLAREB PRESIDENT



As we grapple with the COVID 19 Crisis, the 2020 Board of Trustees now adapted to the current situation and never stop the team from working online to keep our organization running. Such times bring out the need for dedication and teamwork in the harshest of condition. Managing teamwork in the face of pandemic has become both more important and challenging.

Fortunately, we have a very supportive and hardworking team, who have shown dedication and commitment despite the situation.

We, the 2020 Board of Trustees, have regular catch-ups on video conferencing and daily communication using social media. We are privileged to be able to continue our activities up to this time to update our members and stay connected. And we have been able to synergize our efforts in supporting our organization.

Few of the highlights of our activities we had during the 3rd quarter.

Last July 6, 2020. We had our 1st Online Broker Caravan via Google Meet headed by our 3rd VP Melissa Oostendorp. This is the alternate way to show properties to our clients using virtual tours, no physical viewing because we need to comply with the guidelines imposed by our government during the lockdown.

Then on July 30, 2020. We had our July GMM Online via Zoom. We were fortunate to have Three (3) Speakers. PLAREB Past President Carol Alvarez, the First Member of the CPD Council, with her talk, Updates Regarding The New CPD Guidelines. Atty. Alberto Sales and the topic was about Data Privacy Act. And our very own fellow trustee Assistant Treasurer Arnold Abarquez and shared his knowledge about Investing in Stock Market.

Last August 16, 17,18, & 19, 2020. We conducted our Second CPD Seminar but First Online using Zoom,

Renewal for Lic. Brokers and Accredited Salespersons headed by our EVP Joelizah Zepeda.

Then on August 21 & 22, 2020, PLAREB participated PAREB Joint 60th NCR-Luzon & Visayas, Mindanao Regional Conference Webinar via Zoom led by PAREB President Dr. Samuel Lao.

Then on August 27, 2020, we had our Aug GMM Online via Zoom featuring PAREB Sec. Gen. Augusto B. Agosto and his topic was about Real Estate Investing in the New Normal. And later that day, we had our First ever Online Nomination headed by Past President Cindy Medina as the Chairperson of the COMELEC with PP Beth Zepeda and PP Gwen Suria as members.

Then on September 15, 2020, Chairman of the 45th Year Anniversary Committee Assistant Treasurer Arnold Abarquez officially commenced our First TALENTS OF PLAREB (TOP) Watch Party 1st Round presentation as the start and opening of PLAREB 45th Year Anniversary celebration. Eleven members participated in the event selflessly showcased their unique talents.

We had our Sept GMM Online via Zoom held last September 24, 2020 and we were able to invite Atty. Janalyn B. Gainza-Tang, the Head Executive Assistant Office of the Director General ANTI-RED TAPE AUTHORITY.

Then later in the afternoon, The COMELEC conducted the First ever ONLINE ELECTIONS.

Eleven Members have been declared Newly-Elected Officers by Acclamation led by 2020 PRO Rustico de la Rea as the President-Elect for the 2021 Board of Trustees.

Last September 30, 2020, we had our TOP 2nd Round Watch Party, nine members participated in the competition. So thankful to all the participants who joined and appreciated their support and dedication for the love of our organization.

There are still many challenges we will still face in this crisis but having a strong faith in God we can overcome this difficult circumstances.

Let's all do our part to join hands and come together to stop the spread of COVID-19 and keep businesses running, even in uncertain times. May God continue to bless PLAREB.

PLAREB Holds First Ever Online CPD for Real Estate Brokers and Salespersons

By: Joelizah Zepeda - EVP



In the midst of COVID-19, the Parañaque Las Piñas Alabang Real Estate Board was able to conduct its first ever online Continuing Professional Development last August 16 to 19, 2020 using a very modern online platform, Zoom. The four-day seminar was attended by ninety-two (92) Real Estate Professionals having registered eighty-two (82) Real Estate Brokers and ten (10) Real Estate Salespersons. Initially, Ms Marissa Benitez talked about a relevant and an informative topic on significant changes in the Real Estate sector during pandemic. On our second day, Engr. Wilfredo Segovia discussed



an in-depth refresher lecture on the essential elements of national taxation, home loans and finance math. Second to the last day was all about property management and leasing with our very inspiring speaker, Dr. Mary Gaw So.



Lastly, Atty. Rhodora Dapula delivered a full

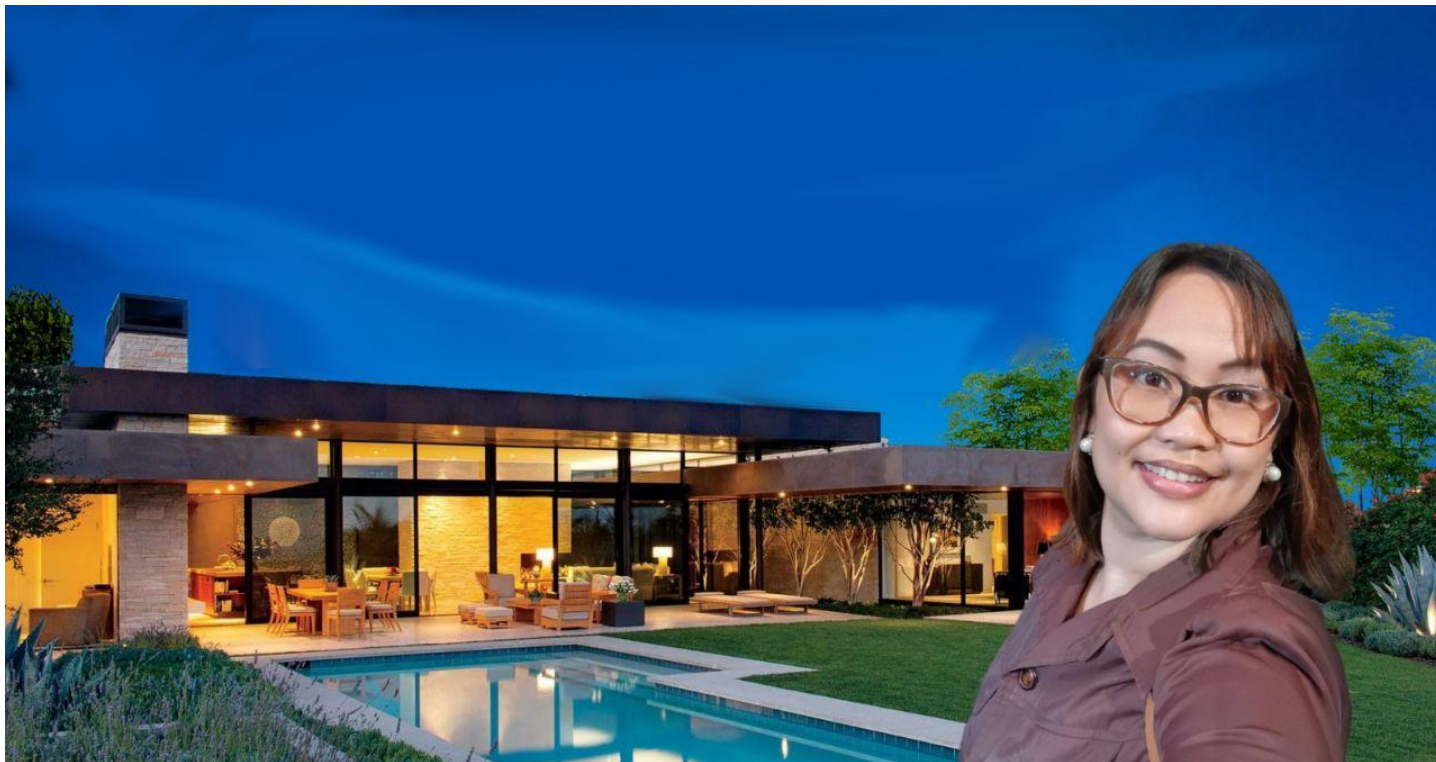


grasp of Right of Way Act, expropriation proceedings and the relevance of Department of Human Settlements and Urban Development (DHSUD) in our chosen profession. Ms Verna Guintu of One Euphoria willingly accommodated our invitation as our presenter and she introduced an incredibly interesting project in Angeles, Pampanga thru video carousel played during lunch break. We collected a number of good feedbacks from our participants with our selected topics and set of speakers and they are much willing to participate in our upcoming online seminars.

Resorting to an online seminar has been a good decision. A wider reach is one of the advantages cited in this activity. We have gathered participants in Visayas and in Mindanao. I must say, this is a major breakthrough. Admittedly it was through faith, perseverance, and with the efforts of my enthusiastic fellow Board of Trustees and as well as with my reliable mentors - Past President Ms. Mary Daphne Bereciarte and Past President and first CPD Council Member Ms. Carolina Alvarez, that has led us to success. We are truly unstoppable. **You are all appreciated!**

TODAY AND FOREVERMORE, A REAL ESTATE BROKER, I WILL BE

- Joanne R. Vilda, PRC REBL 024291



Today, I **AM A REAL ESTATE BROKER**. Tomorrow and forevermore, I will always be one. Before I became a real estate broker, I balanced being two or more things at the same time. At one point, I was a systems developer in our own company, while teaching at De La Salle University and finishing my Masters in UP. I felt like being busy translated to hard work being rewarded. But I realized that I cannot afford to stay like that any longer, as I know that balancing act would take its toll on me sooner than I can imagine. God answered my prayer through a 'Tita'—who was also a real estate broker—by encouraging me to take the supposedly last seminar for any bachelor degree holder to become a real estate broker in 2015. I asked God to put me in a career that would earn me more than I already did (and even more), that would allow me to speak in front of people (I love to talk), that would facilitate transactions that end in the exchange of goods or service (after sales

service for my software was very painstaking), that would not include forced retirement, and most of all, allow me more time for my family. Being a real estate broker fit all the conditions I requested. So today, I only have one profession to speak of and pride myself. At first it might have been about the money, but now this for me is a calling, a mission, a passion worth pursuing. Being a real estate broker paved the way for me to help people, foresee a generational business, and create an investment portfolio. I am blessed with the right people to start off this career, beginning from friends I met during the seminar, to the family in PLAREB who continued to encourage and challenge me to keep going. This professional practice is now not only a source of income but more so a faith journey with God where I learned to put all my hope and trust in Him. **And that made me love being a real estate broker every day!**

PLAREB BOT ELECTIONS GOES ONLINE RUSTY DE LA REA IS PLAREB 2021 PRESIDENT

By: Francisco S. Benedicto III – 2nd VP



Since the establishment of PLAREB, the nomination and elections of its Board of Directors (now Board of Trustees), for the following year was conducted in-person. The nomination is held during the August General Membership Meeting (GMM), while the elections is conducted during the annual GMM held on the last Thursday of September. As we are all familiar with, the nomination of candidates is made through direct nominations on the floor, while the actual election is undertaken by casting of votes in person and dropping the ballots in the ballot box.

However, this procedure is not practical and enforceable during this COVID-19 pandemic, as groups meetings are prohibited.

On this score, the Securities and Exchange Commission (SEC), in its MEMORANDUM CIRCULAR NO. 6 Series of 2020, provided for the guidelines on the attendance and participation of directors, trustees, stockholders and members of corporations in regular and special meetings through teleconferencing, video conferencing, and other remote or electronic means of communications.

More particularly, Section 12 of above-mentioned SEC Memorandum Circular provides that: *“The right to vote of stockholders or members may be exercised also through remote communication or in absentia when authorized by a resolution of the majority of the board of directors; Provided, That the resolution shall only be applicable for a particular meeting.”* Moreover, corporations are also authorized to *“issue their own internal procedures embodying the mechanisms for participation in meetings and voting through remote communications or in absentia.”* (Section 13).

For this reason, the 2020 Board of Trustees (BOT) of PLAREB, during its monthly directorate meeting held on July 2, 2020, through Zoom virtual meeting, adopted a resolution authorizing online nomination and voting, and empowering the Committee on Elections and Credentials (COMELEC) to promulgate rules in the conduct of online nomination and election, the “WHEREFORE” portion is hereafter quoted:

BOARD RESOLUTION No. 2020-07

“WHEREFORE, it is hereby RESOLVED that the nomination and elections of the Board of Trustees for the year 2021 be undertaken through remote or online communication. It is further RESOLVED that the members of the COMMITTEE ON ELECTIONS AND CREDENTIALS are hereby authorized to promulgate rules in the conduct of nominations and elections, adopting therein the mechanisms and guidelines mandated by the Securities and Exchange Commission under SEC Memorandum Circular No. 6.”

Thereafter, the COMELEC, composed of Past President Cynthia Flor Medina as chairperson, and Past Presidents Elizabeth A. Zepeda and Gwen Laura M. Suria as members, in coordination with the BOT, devised the mechanisms and guidelines on how to conduct the online nomination and election. The primary objective was to ensure the integrity and secrecy of the votes.

During the August GMM on August 27, 2020, conducted via Zoom, an online video conference app, nominations of candidates for the 2021 BOT were undertaken, and the following PLAREB Members-in-Good-Standing (MIGS) were nominated, namely: Joelizah A. Zepeda, Emiliano E. Ynchausti, Minerva G. Tam, Arnold V. Abarquez, Vilma P. Limuco, Anna Queen Gloria A. Martinez, Rustico V. de la Rea, Maria Theresa D. Gabuat, Vivian F. Gapido, Melissa M. Oostendorp, Maritoni A. Trinidad, and Ramon D. Flores.

As scheduled, the election of the BOT proceeded on during the annual GMM September 24, 2020 via Zoom. The COMELEC announced that out of the 12 nominees, 5 nominees (Emiliano E. Ynchausti, Arnold V. Abarquez, Vilma P. Limuco, and Ramon Flores) had declined, namely. So the floor was opened for additional nominees, and the following were nominated: Rosalinda S. Tabios, Patrick Henry T. Funtilla, Zzylylyn O. Salcedo, and Rachelle V. Cano.

As there were only 11 candidates (7 original and 4 additional), to fill-in the 11-seat BOT 2021, the 11 candidates were declared the winners by acclamation. So the online voting mechanism adopted by the COMELEC was no longer implemented.

The BOT-elect voted among themselves the officers, and Rustico “Rusty” V. de la Rea was elected the 2021 PLAREB President.

Our PLAREB 2021 OFFICERS are the following:

Rustico “Rusty” V. de la Rea	-	President
Maria Theresa D. Gabuat	-	Executive Vice President
Minerva G. Tam	-	1 st Vice President
Joelizah A. Zepeda	-	2 nd Vice President
Rosalinda S. Tabios	-	3 rd Vice President
Maritoni A. Trinidad	-	Board Secretary
Anna Queen Gloria A. Martinez	-	Treasurer
Patrick Henry T. Funtilla	-	Auditor
Vivian F. Gapido	-	P.R.O.
Zyzylyn O. Salcedo	-	Asst. Treasurer
Rachelle V. Cano	-	Asst. Board Secretary

■ PLAREB BIRTHDAYS

JULY

- 1 Genaline Inciong
Ramon Flores
- 4 Beth Camacho
- 9 Irma Lobitana
- 12 Betsy Puzon
Lou Mercado
- 14 Atty. Barry Tobias
- 15 Sandra Bocao
- 16 PP Nini Icasas
- 17 Atty. Rhon Suarez
- 20 Cecille Madrid
- 25 Zyzylyn Salcedo
- 27 Bernadette Edquiban
- 28 Lorraine Canayon
- 29 PP Daphne Bereciarte

AUGUST

- 2 Henry Garcia
- 3 PP Dodo Angus
Randy Pentecostes
- 5 PP Larry Salvador
- 6 PP Adan Tueres
- 7 Thess Xerez-Burgos
- 9 Rusty de la Rea
- 11 JJ Gonzalez
- 13 PP Wynne Allanigue
Emil Ynchausti
- 15 Atty. Mon Fernandez
- 16 Marie Cruz
- 18 Charlie Chua
Jeanette Uy Iglesias
- 20 Lyn Tabios
- 22 Butch Roa
Jeng Aquino

- 25 Minda Arboso
- 28 Xenia Estrella
- 29 Grace Palaganas
- 30 Lito Ladao

SEPTEMBER

- 9 Jane Garcia
- 10 Nicole Daniel
- 15 PP George Mendoza
PP Linda Cantor
- 16 PP Carol Alvarez
William Chua
- 19 Jun Garay
Leo Michael Mendoza
- 20 Lina Magno
- 24 Chit Ilao
- 28 Edith Cruz

The TOP (Talents of PLAREB)

By: Arnold V. Abarquez – Assistant Treasurer



Hi PLAREB!

Hope all is well with you and your family in this time of pandemic.

The TOP is the first ever talent contest of PLAREB. Each talent is given 3 minutes to showcase his or her talent. The winner is decided by vote, 1 peso is one vote.

The objective of TOP is to unite members through music and arts.

The TOP is not only hitting two birds with one stone but many birds with one stone.

Originally, it was created to raise funds for the retirement of our beloved secretariat Tita Lita. Little did I know that there are other benefits that would arise along the way.

1. The TOP will become the entertainment part for our 45th anniversary celebration on October 29, 2020 .

2. It becomes an avenue to showcase the different talents of PLAREB aside from brokering.

3. Stress reliever. As a participant also, I had fun time practicing my entry, which I am sure other participants have experience as well.

4. Those entrants with a partner would agree with me that The TOP becomes a bonding time with their respective partners. Teenagers normally are distant to parents but my 16 year old son is the one reminding me to practice with him. After this event, I would miss my bonding moments with my son.

I would like to thank all entrants for



participating. There are no losers in this contest because all of you brought smiles to our faces. Kudos to all.

This event is not possible without the all-out support of President Maria Theresa Estrada and the diligent BOT. My sincerest thanks to all of you.

Special thanks to BOT who have been working behind the scenes, namely Rustico de la Rea and Joelizah Zepeda; Maria Theresa Gabuat, Atty King Martinez and Atty Ayen Benedicto for hosting the event; Maria Theresa Gabuat for your sharing your zoom account and for making us all look beautiful wearing face mask and cap on our anniversary.

All of you were there during the planning. Your valuable insights are the reasons why we have this event.

I am looking forward to see you all on Season 2.

TO GOD BE THE GLORY.

PLAREB Board of Trustees 2021



Rustico de la Rea
President



Maria Theresa Estrada
Immediate Past President



Maria Theresa Gabuat
Executive Vice President



Minerva Tam
First Vice President



Joelizah Zepeda
Second Vice President



Rosalinda Tabios
Third Vice President



Maritoni Trinidad
Board Secretary



Anna Queen Gloria Martinez
Treasurer



Patrick Henry Funtilla
Auditor



Vivian Gapido
Public Relations Officer



Zyzylyn Salcedo
Assistant Treasurer



Rachelle Cano
Assistant Secretary

PLAREB MEMBERS IN GOOD STANDING

1. ABANTO, TIMOTHY
2. ABARQUEZ, ARNOLD V.
3. AGBULOS, DITAS FELICITAS D.
4. ALMADRONES, RENEBERTO P.
5. ALVERSADO, MARIA LUISA R.
6. ARBOSO, LUZVIMINDA C.
7. ARGUELLES, IMMANUEL MARIO P.
8. BAYONGAN, MARIA VENICE O.
9. BEATO, SUSIE Y.
10. BENEDICTO, III. FRNACISCO S.
11. BERNARDO, EDITHA A.
12. BORINES, FERNAN JOHN M.
13. BORINES, MARIA EVANGELINE M.
14. BRIONES, CONNIE MAE A. Assoc. Member
15. BRIONES, DANIEL R.
16. CALIWAN, RICHELLE L.
17. CAMACHO, ELIZABETH T.
18. CANARIA, FLORENTINO P.
19. CANO, RACHELLE V. Reactivate 2020
20. CAPISTRANO, NERISA S.
21. CARLOS, SHEILA MARIE D. Reactivate 2020
22. CASANOVA, ROBERT JAYSON R.
23. CASANOVA, VON EUSEBIO D. New Member 2020
24. CHUA, WILLIAM J.
25. COLOMA, ARMANDO U.
26. CORDERO, EMELYN Q.
27. CORTES, LILIAN GRACE G.
28. CRISTOBAL, FELIPE N.
29. CRUZ, EDITHA B. Reactivate 2020
30. DALUZ, RUTH D.
31. DANIEL, NICOLASA F. Reactivate 2020
32. DANTES, ROLANDO A.
33. DE LA REA, RUSTICO V.
34. DE LEON, LOURDES M.
35. EDQUIBAN, BERNADETTE D.
36. ESTRADA, MARIA THERESA A.
37. ESTRELLA, MARIA XENIA S.
38. FLORES, RAMON D.
39. FUNTILA, PATRICK HENRY T.
40. GABUAT, MARIA THERESA D.
41. GAPIDO, VIVIAN F.
42. GARAY, JR. DIOGENES M.
43. GARCIA, JANETTE P.
44. GONZALEZ, JACINTO MARIA S.
45. HERCE JR, RAMON R. Reactivate 2020
46. IGNACIO, ESMERALDA M.
47. ILAO, ROSARIO H.
48. IMPERIAL, DELIA I.
49. INCIONG, GENALINE R.
50. KOPITZKE, JUVY M.
51. LADAO, ROSALITO V.
52. LAHOZ, ELIZABETH Q.
53. LAÑADA, REYNALD HENRY L. NEW MEMBER 2020
54. LAPUZ. MA LOURDES C.
55. LIMUCO, VILMA P.
56. LLAVE, MA. CAMILLE S.
57. LOBITAÑA, IRMA M.
58. LOPEZ, SEVERINE LIZETA CONSTANCIA L.
59. LUGUE, GLENDA A.
60. LUIS, SUNSHINE D.C. Reactivate 2020
61. LUIS, TRISTAN ARVIN S. Reactivate 2020
62. MADRIAGA, DANILO BENJAMIN M.
63. MADSEN, MERCEDES A.
64. MAGNO, LINA L.
65. MAMIIT, SOLEDAD M.
66. MANDAC, ELLIS A.
67. MANGAHAS, ROSLYN P.
68. MARCELO.MELVA M.
69. MARTINEZ, ANNA QUEEN GLORIA A.
70. MENDOZA, LEO MICHAEL B.
71. MIRANDA, CARLO D.
72. MORAL, FRANCISCO L.
73. MUNCH, CRISTITA P.
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75. OOSTENDORP, MELISSA M.
76. PACUNAYEN, FRANCIS N.

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Malaikah Zambrano

PLAREB MEMBERS IN GOOD STANDING (continued from previous page)

77. PACUNAYEN, MARIA ELENA N.
78. PALAGANAS, GRACE G. Reactivate 2020
79. PAMILAR, JOSELITO F.
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82. PENTECOSTES, LIZA B.
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98. SANTIAGO, ERLINDA F.
99. SANTILLAN, LUZVIMINDA H.
100. SILVANO, JOAN

101. SIMPAO, FELICITAS P.
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105. SY MERCADO, MARIA LOURDES
106. TABIOS, ROSALINDA S.
107. TAM, MINERVA G.
108. TARRA, VILMA C.
109. TIMTIMAN, IRENE B.
110. TOBIAS, BARRY N.
111. TRINIDAD, MARITONI A.
112. URBANO III, JEAN ALFRED E.
113. VALDERRAMA, GERALDINE G. New Member 2020
114. VALDEZ, DIVINIA F.
115. VALERA, KRISTEN Reactivate 2020
116. VIDAD, JR. ARSENIO R.
117. VIDAD, PERLITA L. Associate Member
118. VILDA, JOANNE R.
119. VILLAMOR, CHRISTIAN C. Reactivate 2020
120. YNCHAUSTI, EMILIANO E.
121. ZEPEDA, JEIFKAY A. New Member 2020
122. ZEPEDA, JOELIZAH A.

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1. PAT J. MA AYCARDO
2. CHRISTINA E. DOMINGO
3. ZENAIDA V. ICASAS
4. LETICIA O. ELEGADO
5. ESTER S. TOMANENG
6. RASYL B. ABELA
7. MARCELINO M. POMPA
8. PORFIRIO V. ANGUS JR.
9. ELIZABETH A. ZEPEDA
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16. CORAZON M. BERTIZ
17. CYNTHIA FLOR S. MEDINA
18. MARY ANN S. MEDINA-CUE
19. GEORGE WILLIAM L. MENDOZA
20. TRINIDAD M. ENRIQUEZ
21. GWEN LAURA M. SURIA
22. GLICERO M. AVANCEÑA



**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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