



PLAREB LEAD

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

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PLAREB GOES TO MALAYSIA

BY: TESS ESTRADA, 1st VP BOD 2017/ Director In Charge of Membership Committee

ASEAN REAL ESTATE NETWORK ALLIANCE acronym ARENA is a formation of Real Estate National Associations in the ASEAN region. This coalition was founded by Malaysian Institute of Estate Agents (MIEA), Institute of Estate Agents Singapore (IEA) and the Philippines Association of Real Estate Boards Inc. (PAREB) on March 3, 2012, and has grown to be a full-fledged associations comprising of eight national associations from Malaysia, Singapore, Philippines, Thailand, Vietnam, Cambodia, Myanmar, and Indonesia.

Six Hundred (600) delegates from different Asian countries participated in the ARENA Convention and Exhibition (ACE'17) that was held at Berjaya Times Square Hotel, Kuala Lumpur, Malaysia last August 25-27, 2017. Philippine Association of Real Estate Boards Inc. (PAREB) won the highest attendance. Two Hundred Twenty-Five (225) members from different local Boards well attended the event and four (4) members from PLAREB joined the convention. They were Loida Morante, Malou Lapuz, Lilian Cortes, and Tess Estrada. PAREB also won 1st in the Dance Competition participated by Eight (8) Asian Coun-

tries.

This year's convention was hosted by Malaysian Institute of Estate Agent (MIEA) and aptly chose the theme "Making Friends and Connecting Business" for ACE 2017 to live up to the objective of building a common ASEAN Platform for Real Estate practice, also to facilitate and establish cross border business networking environment. The convention will be rotated among the member associations in the ASEAN region on a yearly basis. Cambodia won the bid for the 2018 ARENA Convention Exhibition.



President's CORNER

BY: TRINIDAD M. ENRIQUEZ
2017 PLAREB PRESIDENT



It is indeed inspiring that PLAREB, our dear organization has been in existence for forty-two (42) years now. **I strongly believe that credit must be accorded to every member of PLAREB** and especially to most of the Past Presidents, (if not all), who have been consistent in protecting the best interest of our organization. I commend these Past Presidents for their personal sacrifices and extra effort and time rendered in affirmation of their loyalty and unwavering support for PLAREB. This is the brand of Past Presidents who truly deserve to be classified and honored as DISTINGUISHED MEMBERS of PLAREB.

Our 2017 BOARD OF DIRECTORS serves as an inspiration to the future incoming Board of Directors and Officers. With what seemed to be a challenging and grueling undertaking since the start of our term, it turned out to be one that we may look back with pride and pleasure. As your President for the 2017 BOD, I am not alone in keeping PLAREB'S SOLIDARITY alive and vibrant. We are blessed with dedicated Directors and loyal Secretariat staff. Allow me to give credit to the Board of Directors who remained steadfast and have been the strength and Pillars of PLAREB in 2017 when we were faced with dissenting and stifling forces.

Our EVP Gwen Suria, and now our incoming 2018 BOD President.

Our 1st VP Tess Estrada who remains with the Membership Committee for 2018.

Our 2nd VP Ditas Agbulos whose position required her to perform a never ending multi-tasking job and has now accepted another challenge as our 3rd VP for 2018.

Our 3rd VP Vilma Limuco, who is vigilant in undertaking the supervision of our MLS and yet accepted without hesitation to continue with the PLAREB LEAD publication and to perform other duties of the PRO.

Our Board Secretary Miya Tam who besides her duties as the Board Secretary, accepted the challenge to be the 2017 candidate for MS PAREB and was successful in winning the Title for the first time in 42 years of PLAREB existence.

Our Director Glenn Avancena who accepted to take the position as Treasurer, took the responsibility and task to straighten out our Financials and Accounting System.

Our very own, Auditor Sol Mamiit, who joined us and made a big difference in our Auditing system.

Our loyal Secretariat Staff, Lita and Siony who have been supportive to every incoming Board without hesitation.

We are very thankful for the trust and support coming from our members. With this support behind us, it is not surprising that the above-named directors, including myself, have been re-elected for the 2018 Directorate. **THE MEMBERS HAVE SPOKEN...** May we move forward and grow with time.

To all our fellow Plarebians, who in one way or the other, voluntarily shared their precious time and efforts to save PLAREB's SOLIDARITY... my unending gratitude.

MERRY CHRISTMAS and ALL THE BEST FOR THE COMING NEW YEAR!

ONWARD PLAREB!

AN AFTERNOON WITH THE ELSIE GACHES RESIDENTS



It was a day well spent. On the hot afternoon of August 15, the 2017 Board, along with other Plarebians went to Elsie Gaches Village in Alabang for its outreach project. It was a way of sharing one's blessings to the less fortunate. The Village houses more than 600 residents left by their families, some with mental deficiencies and physical deformities, to the care of employees and staff of the institution. It is operated by DSWD which, aside from government funding, is supplemented by donations coming from people with kind hearts.

Through the request of 2017 Board President, Ms. Trini Enriquez, our co-Plarebian Ms. Maylyn Lloren willingly accepted the task of leading the outreach project. Maylyn visited the place to find out the needs of the institution and its occupants. Because of the noble purpose, donations kept coming from both Plarebians and other private individuals, including participants from PLAREB's CPD program. Able bodies helped in the planning and preparation stages.

When the outreach team reached the place, 100 participants were already seated at the program venue, waiting for the team's arrival. They are people whose speech and actions are less than their ages, mostly with a 2- to 6-year old mental abilities; people who have been forgotten by their families; people who were left with the institution so early even in their infancy years.

A program was held, emceed by the Jollibee staff. There were dance numbers to the tune of Des Pacito and community singing of We Are The World. What a joy to watch the participants dance, not minding their steps or actions! We enjoyed seeing the dance steps of PP Beth Zepeda, Loida Morante, and Miya Tam, plus other Plarebians. Then followed the distribution of snacks from Jollibee.

We will not forget the joy in all their faces, seeing them entertained with dances, songs, carrying loot bags with candies and biscuits in their hands. Bags of soaps, toiletries, sacks of rice, old clothes, etc. were left for their consumption.

The program ended with a closing prayer which I recited in Tagalog. During the parting time, a woman perhaps in her 40s or 50s, approached me and said: "ang ganda ng dasal mo, anong pangalan mo?", then also asking Gwen Suria's name.

I was touched by her question. I didn't expect that although they are wanting in many ways, they know how to appreciate. In our daily lives, we often take for granted the little things little things that mean so much to God's other children. With what I saw, I again realized how fortunate we are: that we are complete in our faculties; that we have the capacity to act and think wisely; that we have our families who love and care for us.

The event ended with a short tour of the place, showing the house of the original owner of the place, the chapel, room with several cerebral palsy occupants, and the Art Department exhibiting the drawing and painting creativity of the residents. Though with mental deficiencies, they were able to express through their work, their thoughts and appreciation of the things around them.

Let us keep on praying for the forgotten ones. Let us continue counting our blessings so that we, too, can give blessings to others. It was truly a day well spent!

Congratulations, Plarebians and thanks again to Chairman Maylyn Lloren!

PLAREB Financial Report

The Finance Team of the current Board is turning over to the 2018 Board a better recording system with respect to financial matters. The recording skills of our staff, Siony Borbe has improved, with the training and supervision by our Treasurer, Glen Avancena.

PLAREB doesn't yet have an Accounting Manual todate. As mentioned in one of our GMMs, we have started the preparation of this Manual to set the standard procedures in the proper handling of funds and properties of PLAREB. The Manual's objectives in detail are: (1) To guide the accounting staff/employees in the proper documentation of financial transactions; (2) To establish accountability for the assets and/or transactions under the employee's control; (3) To simplify employee's training and drive improvement on responsibilities; (4) To establish internal control to protect and safeguard the assets and funds of the Association;

(5) To outline procedures necessary for compliance with tax requirements reporting and its timely submission to the concerned government agencies; and (6) To provide a basis for generating financial reports for the information of PLAREB's Board of Directors necessary for sound decision-making.

Once finished, this will be submitted to the Board of Directors and Finance Consultant for study and approval, though some of the procedures which can already be carried out are now being implemented.

Soledad M. Mamiit



PLAREB LEAD Editorial Staff

Managing Director:

VP Vilma Limuco

Contributors:

Pres. Trinidad Enriquez

EVP Gwen Suria

VP Ditas Agbulos

VP Tess Estrada

Auditor Sol Mamiit

PP Mary Daphne Bereciarte

PP Cindy Medina



PIRATES OF THE CARRIBEAN PRESENTATION

During our PAREB National Convention held at Royce Hotel, Clark Pampanga last 13th of October, 2017, nine Plarebians composed of Ditas Agbulos, Phoebe Bretz, Lilian Cortes, Tes Estrada, Sol Fuentespina, Malou Lapuz, Maylyn Lloren, Marie Revatories and Gwen Suria volunteered to dance Pirates of the Caribbean as part of our Natcon presentation. We had fun and good teamwork during our practices, sharing ideas both for the dance steps and costumes.

Thanks to the generosity of our Ms. Plareb, Miya Tam for offering her home for our practices and encouraged us in hiring a good dance instructor for our dance steps and theme. Also, thank you for the cooperation of our dancers who spent time, money and energy to make this presentation possible.

Overall, we did great during our presentation and even won 3rd place for best female costume represented by yours truly.

Reported by : Ditas N. Agbulos

PLAREB & PAREB ACTIVITIES



Our Miss PLAREB, MIA TAM, is Miss PAREB 2018



**MISS PAREB 2018
MINERVA "MIYA" TAM**

Our very own, Miss PLAREB MIA TAM, was crowned Miss PAREB 2018, during the 57th PAREB National Convention held at the Royce Hotel and Casino, Pampanga.

Mia won over fifteen other candidates representing different local boards from the NCR, Luzon, Visayas and Mindanao Regions. Her court is composed of Miss MAREB (1st runner up) and Miss MVRB (2nd Runner up).

The Coronation Night, with its glitz and glamor, was a proud moment for PLAREB, with our candidate emerging as the winner. Mia was truly the epitome of poise and glamor.

Miss PAREB evolved from the brainchild of PAREB Past National President Gerry Manzano in 1979. He came up with the search for the Most Popular Lady Realtor (MPLR) to raise funds to buy an office for PAREB. The MPLR then became the Most Popular Lady of PAREB (MPLP), which completed its purpose of full payment of PAREB's own building, the PAREB CENTER. In 2015, the Pageant was renamed as Miss PAREB.

PLAREB had participated in the search for Miss PAREB several times and had won 1st and 2nd runner up before, but this is the first time PLAREB had actually won the title. All the PLAREB delegates were ecstatic when Mia's name was called as the winner.

After the coronation, the PLAREB delegates congregated at Mia's room and what followed was a fun filled night of celebration, camaraderie and more bonding.

Congratulations Mia for a job well done! Congratulations Miss PAREB 2018! You make PLAREB proud!

Article courtesy of Ms. Mary Daphne Bereciarte





The Elected 2018 Officers of PLAREB

PLAREB ELECTION OF OFFICERS UPDATE

PLAREB held its Nominations of Officers in August GMM with a higher than usual number of candidates. Members dominated for succeeding board of officers usually ranges from 11 to a maximum of 15 nominees. For BOD 2018, there were 17 number of nominees for Election in September .

Elections were held at the 9th General Membership Meeting. Newly elected Board of Directors are: Gwen Laura Suria- President,
Ma. Lourdes Lapuz – EVP,
Maria Theresa Estrada- 1st VP,
Atty. Francisco Benedicto III- 2nd VP,
Ditas Felicitas Agbulos- 3rd VP,
Maylin Lloren- Board Secretary,
Soledad Mamiit- Auditor,
Rustico dela Rea- Treasurer,
Araceli Fuentespina- PRO,
Trinidad Enriquez- Director and
Minerva Tam-Director.

It is also the first time wherein a Past President has been nominated and re-elected to succeeding board, in accordance to PLAREB By-Laws amended in 2014 that a Past President may run for another term in the board.

By: Comelec Chairperson PP Cindy Medina

Anti-Colorum Report

Last 25th September, 2017, we had a meeting at PAREB, Pasig Office for Anti-Colorum from 10 am to 5pm

Various member associations of PAREB made their reports and comments. In summary,
Plareb Board

On July, 2017, our President, Trini Enriquez, together with Ditas Agbulos and Joselito Pamilar made courtesy calls to the Registry of Deeds, Assessors Office and Treasury Department heads and installed posters to disseminate information against colorum agents ;

On August, 2017, a courtesy call was also made to Atty. Astorga President of BF Homes association, to install posters on exit and entrance gates of the subdivision;

We continuously encourage Plareb members to install posters on their respective barangays or associations;

PP Edwin Allanigue volunteered and installed a 6 ft x 9 ft anti-colorum poster at Fortunata Building, A Santos Avenue corner Vitales Compound free of charge for 3 months.

Other Boards present who shared their reports/comments were the following: Calamba Board, QCRB, PMRB, San Juan Board, Manila Board, Mandauluyong Board and Pasig Board.

Anti-Colorum, no teeth or power on colorum agents, PRC is only there to issue licences and revoking the same. Some developers are also guilty of colorum agents wherein they allow these people to sell their projects on commission basis.

Recommendations:
that these developers should submit their agents names annually to determine who are colorum or not for transparency to eradicate colorum agents; requesting PAREB to draft a position paper for hearings at congress and

senate if we wish to be under the housing development since HLURB has more teeth to sanction erring developers who continuously allow non-licensed salesmen to practice real estate.

To encourage their respective brokers for Project selling to accredit their sales people to have licenses

To encourage their members not to deal with colorum agents

Manila Board – distributed fliers at their registry of deeds for their forthcoming anti-colorum campaign last November 3-10, 2017.

We need police power and political will to come up with procedures on how to file cases against these colorum agents by using media to set an example.

We need support from Pres. Duterte According to our Anti- Colorum Chairman, Danny Comia, we need collected effort with DOJ, NBI, Police, HLURB and PRC wherein an inter- agency agreement which unfortunately, it is hard to implement .

According to Col. De Fiesta, head of our Task Force Anti-colorum, they made a pilot project in Calamba, Laguna where they had a symposium with more than 33 participants regarding anti-colorum stance of licensed brokers.

Col. De Fiesta and company came up with two options:

A. Thru Administrative Process:

Step 1 : Board TFAC (Timeline 30days)
Prepare Complain
Submit documents
Render decisions

Step 2 : Regional TFAC (Timeline 30days)
Receive complaints and recommendation
Investigate
Render Decisions

Step 3 : National TFAC (Timeline 30days)

Receive complaints and recommendations

Conduct own investigation/ appreciation of evidences

Render decision

Step 4 : PRC/PRBRES (Timeline 30days)

Receive complaints and recommendations

Review files and conduct own investigation

Render decision

Blacklisting offender

Suspension/Revocation of iDs

Note: The penalized party may appeal the decision to PRC/PRBRES within 15 days or may raise a case in a competent court

Step 5 : National TFAC (Timeline 30days)

Refer decision back to Regional and Board TFAC

Publish decision publicly to serve reference for future cases

B. Criminal Tract :

Step 1 : Penalized Party (15 days)

Receive decision

Appeal with PRC/PRBRES

Bring case to a competent court

Appear on court hearings

Court can ask assistance from Police or NBI

Step 2 : Court (90 days)

Receive complaint

Court hearing

May ask Police or NBI to assist the investigation'

Render decision

Serve decision

Step 3 : National TFAC

Receive copy of decision

Forwards decision from originating regional and board TFAC

Publish decisions in newspaper and social media

Reported By : Ditas Felicitas N. Agbulos



HAPPY Birthday

AUGUST	
3	PP Dodo Angus
	Randy Penescostes
5	PP Larry Salvador
6	PP Adan Tueres
	Henry Garcia
9	Rusty De La Rea
11	JJ Gonzales
13	Wynne Allanigue
	Emil Ynchausti
14	Rachelle Te
15	Atty. Mon Fernandez
16	Marie Crux
22	Jenny Aquino
	Butch Roa
25	Minda Arboso
28	Xenia Estrella
30	Lito Ladao



Membership Update:
Prepared By: Maria Theresa A. Estrada – 1st VP BOD 2017

Getting to know the new members of PLAREB

5 new members inducted last February 23, 2017.

Timothy R. Abanto – PRC No. 19778

Birthday – October 4, 1989

A graduate of BS Aeronautical Engineering at PATTS College of Aeronautics

Chriztian P. Alcantara – PRC No. 26135

Birthday – January 16, 1988

A graduate of BS Entrepreneurship at Southville

Henry C. Garcia – PRC No. 12758

Birthday – August 2, 1972

A graduate of BS Aircraft Technology at PATTS College of Aeronautics

Alfred B. Lui – PRC No. 15962

A graduate of Avionics Technology at PATTS College of Aeronautics

Nathan M. Pineda – PRC No. 23277

Birthday - September 9, 1958

A graduate of BS Commerce Major in Accounting at Central Philippine University

2 new members inducted last March 30, 2017

Blesilda A. Pablo – PRC No. 27668

Birthday – February 3, 1955

A graduate of BSBA Major in Accounting at University of the East. A Certified Public Accountant

Zyzylyn O. Salcedo – PRC No. 7520

Birthday – July 25, 1971

A graduate of Industrial Design at De La Salle University – College of Saint Benilde

2 new members inducted last May 29, 2017

Louie E. Loste – PRC No. 26898

Birthday – June 20, 1981

A graduate of Mechanical Engineering at MA-PUA

Joel Cesarius V. Reyes – PRC No. 20781

Birthday – December 28, 1984

A graduate of BS Civil Engineering w/ Specialization in Structural Engineering from De La Salle University and took his MS Civil Engineering major in Construction Management at Chulalongkorn University from 2007 – 2009

Newest Member inducted last October 26, 2017

Immanuel Mario P. Arguelles – PRC No. 12479


Birthday – October 20, 1979

A graduate of BS Entrepreneurial Management at University of ASIA and the Pacific.


Valenza
MANSIONS
SOUTHERN CONDO LIVING

**THE TWO UPPER WEST SIDE
SOON.**

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