



# PLAREB LEAD

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

Volume 11, Issue 2

July 2017



The 5th PAREB MLS Summit held las June 21, 2017 at Valle Verde Clubhouse was a success. Brokers from different local boards merged on this One Day event to learn, earn 6 CPD Credits, share and exchange listings to other brokers who have listing and buying requirements. 34 PLAREBIANS found it very worthwhile to attend the said event. Hopefully more members would participate on the next MLS and other event earning CPDs.

## **PLAREB HELD 2<sup>ND</sup> CPD SEMINAR**

BY: GWEN LAURA M SURIA- EVP/EDUC-CHAIR

PLAREB conducted its Second Continuing Professional Seminar last April 21 and 22, 2017, Friday and Saturday, at the St Rita Orphanage, Sucat, Paranaque City. A total of 99 real estate practitioners attended of which 87 Real Estate Brokers and 17 Salespersons.

The Resource Speakers were PP Carol Q Alvarez, who is also the President of PLAREB Foundation and our ever well demand speaker Atty. Ariel T Martinez.

Among topics discussed were Code of Ethics, Due Diligence, Fundamentals of Real Estate and Brokerage, Basic Appraisal, Foreign Ownership of Properties, Donations in Transfer of Properties and Essentials, Settlement of Estates in Real Estate.



**PRESIDENT'S CORNER****By: President Trini Enriquez****MOVING FORWARD...**

Since we assumed leadership of PLAREB six months ago, BOD 2017 has remained steadfast and firm in pursuing the goals we have set for this year. In such a short span of time, we have delivered and completed matters that are of great importance to our Organization. To mention a few:

The Title for ownership of our current Plareb Office in 2C Lanzones Westmont Village, is now finally transferred to our Association.

The former office site which is the 3A Acacia property has been sold and the proceeds of the sale is now in a Trust Fund with Banco de Oro. This is a big lift to our Financials and is a good legacy to the next Board.

The requirements from the External Auditor to finalize the 2016 Financial statements were completed including that of the 2016 year round Bank Reconciliation. And now we have the 2016 Audited Financial Statements in our Office open for our members to see. Coordinate with Lita, our Secretariat for authority to access the file.

Our EVP & Director for our Education Committee, Gwen Suria with Chairperson PP Daphne Bereciarte have successfully conducted three Continuing Professional Education (CPD) Seminars. The first was on January 20-21, 2017, the second was on April 21-22, 2017 and the third on July 21-22, 2017.

1st VP Tess Estrada, Director for membership has organized Orientation Sessions and induction for the new members. She is also focusing on the inactive members to come back to Plareb in her Balik Plareb program. We are happy and would like to welcome those members who have responded positively and are once again part of Plareb

With 2nd VP Ditas Agbulos as the Director of the Anti-Colorum Committee, we finally got the approval from the Mayor's Office to put up the signboards regarding RA no. 9646 otherwise known as The RESA LAW.

3rd VP Vilma Limuco, our MLS Director and MLS Chairperson PP Cindy Medina have been busy with the management of our online MLS and attending to the endless MLS meetings and Summits with PAREB. And in addition, coordinating the Bowling Team's activities.

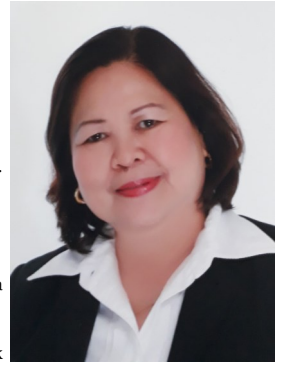
Our Board Secretary Miya Tam has accepted to be our official candidate for the MPLP's Ms PAREB. We can all help her with the selling of the tickets. Working with her is our Ways and Means Chairperson, PP Jo Alagao.

BOD 2017 is lucky to have Director Glenn Avancena as our Treasurer and Director Sol Mamiit as our Auditor who willingly took the challenge to put in place our financials and accounting system. Working with them side by side is our Auditor Chairperson, PP Beth Zepeda.

While the 2017 Board faces some dissenting factors, a great majority of our members do believe and support our organization and quite humbly, in the leadership of the BOD 2017.

Our best support comes from our members whose vote of confidence boosts more energy for us to strive for further achievements. With this positive support behind us, there is no other way but to succeed in our endeavors as a Board.

ONWARD PLAREB!



## The 2017 Board of Directors



*Seated from left 2nd VP Ditas Felicitas Nicolas-Agbulos, President Trinidad M. Enriquez, Board Secretary Miya Tam. Standing from left Asst. Treasurer Rolando A. Dantes, 1st VP Tess Estrada, EVP Gwen Laura Melendez Suria, 3rd VP Vilma Limuco, Treasurer Glicerio Glenn Avancena.*

*Not available during photoshoot were: Auditor Sol Mamiit, Asst. Secretary Juvira Garcia and PRO Dennis Gutierrez*

## Recent BIR Issuances (RMC) that the Real Estate Brokers should know

**BIR REVENUE MEMORANDUM CIRCULAR NO.: 105-2016 (8/23/16)**

**BIR REVENUE MEMORANDUM CIRCULAR NO.: 27-2017 (10/25/2017)**

Recent BIR circulars which are relevant to Real Estate Brokers are RMC No. 105-2016 and RMC No. 27-2017.

**BIR REVENUE MEMORANDUM CIRCULAR 105-2016 (amend RMC 76-2007)**

The presentation of the previous Certificate Authorizing Registration (CAR) shall no longer be required in the processing of one-time transaction involving transfer of real property and the issuance of electronic Certificate Authorizing Registration (eCAR).

Under item 2 of RMC 76-2007 when Mr. Juan buys a property from Mr. Pedro, the BIR will require Mr. Juan to present the previous CAR on the transaction between Mr. Pedro and his seller even if Mr. Pedro has already a Transfer Certificate of Title (TCT) or Condominium

Certificate of Title (CCT). This requirement was deleted RMC 105-2016.

**BIR REVENUE MEMORANDUM CIRCULAR NO.: 27-2017 (10/25/2017)**

The Bureau of Internal Revenue (BIR) issued Revenue Memorandum Circular (RMC) No. 27-2017 which clarifies the tax base on the sale, exchange or other disposition of real property whether classified as capital asset or ordinary asset.

The Tax Code provides that the imposition of tax on the sale of real property located in the Philippines will be based on the gross selling price or current fair market value as determined in accordance with Section 6(E) of the Tax Code, whichever is higher. Section 6(E) of the Tax Code provides for the authority of the Commissioner to prescribe real property values.

For purposes of computing any internal revenue tax, the value of the property must be whichever is the higher of: (1) the fair market value as determined by the Commissioner; or (2) the fair market value as shown in the schedule of values of the provincial and city assessors.

Nothing in the tax code or any of its implementing guidelines provide for the application of comparative sale or any other base. Thus in no case, shall revenue officials or employees apply any other basis for the imposition of capital gains tax/income tax/withholding tax on sale, exchange or disposition of real property.

For full text of RMC 105-2016 and RMC 27-2017 you may visit the BIR website at [bir.gov.ph](http://bir.gov.ph) under Revenue Issuances > Revenue Memorandum Circular – *contributed by Mr. Glen Avancena, PLAREB Board Treasurer 2017*



Some BOD with Michael A. Cantil of Keyland, our presenter last May 2017

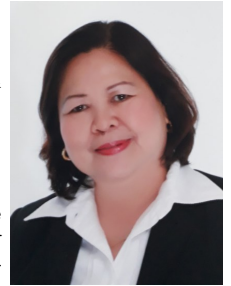


# Know your DIRECTORS

## TRINIDAD M. ENRIQUEZ

Trini graduated from Ateneo de Zamboanga, Xavier University with a Bachelor of Science in Business Administration & Management. She earned the honors of graduating, Magna Cum Laude and Salutatorian.

Fresh from school, she was hired by Solidbank, where she was employed for five years. From the Bank, she worked in Singapore for six years with Oceanroutes (SEA) Pte. Ltd, a Swire Group of Companies, as Human Resources and Office Administrator. As her husband was returning to the Philippines to fly for Philippine Airlines (PAL), she had to leave her job in Singapore. She then worked in Manila with Cocobank and later joined the Oil and Energy oriented foreign companies and foreign mining companies including Barrick Gold Phils., Inc. of Canada.



She entered the world of real estate in 1999 and, after living abroad for some years, she came back to Plareb as Balik Plareb in 2009. Trini served as Plareb's Board Secretary in 2013 and 2<sup>nd</sup> VP for membership in 2014 and now as President for 2017.

A service-oriented professional, Trini believes in giving back to the community her acquired managerial experience and working skills. In addition to Plareb, she was also the President for BF International Homeowners' Assn, Inc. in 2015 & 2016 and now serves as its Director-Auditor.

Trini is married to Ramon Claro J. Enriquez, an Airline Pilot and is blessed with a daughter and two sons. Her daughter is a Senior Marketing and Communications Manager at Price Waterhouse Coopers (PwC) in Canada. Her sons are now an Airline Pilot, A320 Captain and the youngest is a Network Architect Consultant for Royal Dutch Shell based in Canada.

Asked what her greatest achievement in life is, her reply is "my marriage and my three children plus now my six grandchildren."

Favorite quote: " Do not pray for TASKS to equal your Powers. Pray for POWERS to equal your TASKS. "

## GWEN LAURA M SURIA

REB PRC 64

EVP/ Chair Education Committee

Gwen Laura Melendez Suria is presently the EVP, in charge of the Education Committee, providing Continuing Professional Development (CPD) Seminars, the main bread and butter of PLAREB. She passed the Real Estate Licensure Exam way back 2008 and incorporated with PRC 2010. She joined Plareb in 2013 and proud to say that the first person she met, is now Pres Trini Enriquez and part of the Board of Directors 2016.



She graduated at Xavier University, (Ateneo de Cagayan) with Bachelor's of Science Major in Biology, Cum Laude. A native of Cagayan de Oro City, born last May 5, 1959, raised and educated at her hometown. She had MBA units at Xavier University and Ms Biology at UP, Diliman. She used to work at YKL, teacher at Cagayan Capitol College and later moved to Metro Manila, where she worked at AFPSLAI. She is married to now Commodore Eriberto C Suria, Jr AFP, Retired and blessed with three kids already grown up and working.

She will be celebrating her 10<sup>th</sup> year as a Broker next year and still continuing learning to sell -- rawlands.

**MARIA THERESA A. ESTRADA**

**Licensed Real Estate Broker**

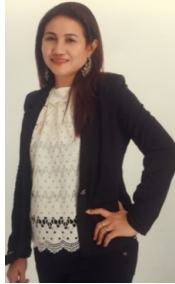
PRC No. 005248

09778198760 (Globe)

09989985434 (Smart)

[tess06282004@yahoo.com](mailto:tess06282004@yahoo.com)

1<sup>st</sup> VP PLAREB 2017 Board of Directors



Tess as she is fondly called by her friends. An only child, always had total love from her family. She's an outgoing, friendly, hardworking, positive person and loves traveling. Was born on June 28 in Tuguegarao City.

She received a degree in Bachelor of Science in Medical Technology and took up her Master of Science in Microbiology from the University of Santo Tomas, Manila. Married to Wilfredo P. Estrada Jr, Electronic Data Processing Manager with whom she has 3 wonderful children.

She worked for 5 years as a Medical Technologist, however along the way she met friends that are involved in Real Estate business and encouraged her to take Real Estate Brokers examination. By making an industry leap to Real Estate from Medical Technologist. She took and passed the Real Estate exam. Joined PLAREB in 1995 and has made a high level commitment to her Real Estate education, having been mentored by her friends and highly acclaimed top brokers in the Real Estate Industry.

Clients choose to work with Tess for her full service ethics, experience and expertise. She has consistently shown her ability to satisfy the clients in the buying and selling of their homes. Her loyal repeat customers and valued clients are the reasons Tess has been successful for 22 years in the Real Estate environment.

She also specializes in General Brokerage and Documentation. That is why her clients consistently sought her advice and trusted her judgment on many Real Estate deals.

Tess was the past Board Secretary of 2016 Board of Directors. She is currently the First Vice President of the 2017 Board of Directors and the Director in Charge of the Membership Committee.

**DITAS FELICITAS NICOLAS-AGBULOS**



Ditsy to her friends and family. She graduated at the University of the Philippines, Diliman Quezon City in 1984 with a Bachelor of Science in Clothing Technology.

She has two years of experience working with an Australian travel agency as an auditor and trouble shooter for passenger complaints.

Five years of experience as domestic and international ticketing sale agent for Philippine Airlines and as a check-in counter agent for Philippine Airlines and other airlines.

Six years of experience as a pharmacy manager.

Ditsy has more than 15 years of real estate experience in sales, marketing, property management, renovations and construction.

She is now Plareb' 2nd VP for BOD 2017.

Married to Al Agbulos for thirty (30) years. He is a Sales Director for a pharmaceutical company and is blessed with an only child, Alfonso Raymund Jr., age 29 and now married. Alfonso graduated at The University of Western Sydney and is currently working as a System Engineer, in Sydney, Australia where he is residing.

Plareb Member since 2011

Pareb Member since 2011

PRC Reg. No. 00006460

Valid until March 6, 2020

**Vilma P. Limuco**

**REBL 0001527**

**3<sup>rd</sup> VP for MLS BOD 2017**

Vi or Ate Vi as fondly called by friends and some clients is currently into General Brokerage and document facilitation on title transfer and extrajudicial settlement of estate.

Honed the knowledge on project selling through Federal Land, Inc. and gained experience in international selling strategies through Century Properties, Inc. travelled and sold condominium projects in the United Kingdom and Australia. Then later on invited to join SMDC International to market their project in Australia. But international selling is also tiring and most of the time you will be away with your family so I decided to go back to general brokerage and document facilitation where I can be free to practice more on brokerage selling which is my true love. Special thanks to Ms. Yvette Poe who really thought me very well about general brokerage when I was just a newbie licensed broker. From time to time there are invitations from other top developers to join them in international project selling but I just let it go because my goal now is to focus more on general brokerage. I'm happy to share my selling experience and knowledge to the budding brokers and to other co-brokers who needs help especially on document facilitation.

PLAREB has been my family since 2009 and I gained a lot of helpful friends, respectable seasoned brokers and Past Presidents. My experience with this organization is very colorful but I'm happy being with PLAREB and my co-PLAREBIANS.



**SOLEDAD M. MAMIIT**

Auditor BOD 2017

Finding enjoyment in working with numbers, Sol has joined PLAREB's Finance team. She serves as our Auditor, working hand-in-hand with our Treasurer, Glen Avanceña (?). Her decision to return to school after starting a family paid off when she graduated with a degree of BSBA major in Accounting and passing the CPA Board Exam after.



In her younger years, she has worked with international organizations as Senior Secretary and Acting Administrative Officer. Her involvement in the real estate service started in 2007 and has been active since then as a PLAREB member. She has served the Board for 3 years.

Sol is also a holder of various licenses in life and non-life insurance, unit-linked products, and is a SEC Certified Investment Solicitor.

Her passion for service is a proof for holding different positions in the Ministry of Lectors and Commentators in their parish.

**GLICERIO M. AVANCEÑA**

PLAREB TREASURER - 2017

Real Estate Broker – PRC 19186

Real Estate Appraiser – PRC 7374



PLAREB's 2017 Treasurer, Glicerio "Glenn" Avanceña, was born on December 10, 1959. A graduate of Bachelor of Science in Commerce major in accounting in 1981 from Far Eastern University and passed the CPA board examination in 1982. He is married for 36 years with three children and one granddaughter.

Glenn worked for 27 years in a multinational oil company handling different finance post in different offices and locations (Head Office, Regional Offices, District Offices, Refinery, Installations, Depots, etc) in the Philippines. He was also cross-posted for seven years to Brunei Darussalam as Assistant Accountant for Brunei Shell Marketing. His assignment in various finance posts/offices gave him a well-rounded experience as he took on several roles such as budget preparation and compilation, financial statements & Income Tax Returns preparation, accounts payable, stocks accounting, mini-audits, credits, legal representative, project manager (IT, Remediation), and community relations among others.

Prior to his planned early retirement from the corporate world in December 2009, Glenn studied and attended a lot of seminars, workshops, forums, etc. about livelihood, farming & other self-improvement courses to make him more prepared and ready to live a simple and healthy life in his small farm. Glenn is willing to share his knowledge on the following topics:

- |                                     |                           |                                    |
|-------------------------------------|---------------------------|------------------------------------|
| Orchids Growing                     | Vermicast/Compost Making  | Raising Goats/Chicken/Tilapia/etc. |
| Natural / Organic Farming           | Soap making               | Hydroponics                        |
| Conventional Farming                | Virgin Coconut Oil Making | Build & Sell (Real Estate)         |
| Urban Farming / Container Gardening | Basic Feng Sui            | Others                             |

Glenn also enrolled online to have a degree in Naturopathic Doctor (with some units earned) but this was put on hold when he reviewed and took the exam for Real Estate Broker Licensure examination on October 2008 where he placed second. He proceeded to take the Real Estate Appraisers Licensure exam in 2015 and also landed in top ten by getting the eight spot.

After retiring from Shell in December 2009 and up to the present, Glenn is handling the Finance and Accounting activities of a food supplement company managed by his wife.

Honesty, Integrity and Respect for People are the core values that upholds, guides and defines Glenn as a person.



## ROLANDO A. DANTES REALTY

37 San Jose St., San Antonio Valley XII, Barangay San Isidro, Parañaque City, Philippines  
Tel no. +632 986 0201, Mobile Nos. +63917 563 3408, +63919 993 8891  
E-mail Address: [ra\\_dantes@yahoo.com](mailto:ra_dantes@yahoo.com)  
PRC-REB Reg. No. 0006210

### Realtor Rolando A. Dantes

PRC-REB Reg. No 0006210  
Valid Until 9 March 2020.  
HLURB Reg. No. 000522  
Valid until 31 Dec. 2017  
PTR-REB No. 0890916  
Valid until 31 Dec. 2017  
CREBA CIFI Past Vice President  
CREBA Past National Auditor  
CREBA Past Vice President for Chapter Affair  
PCA Past National Officer, Chairman-Membership Committee.  
CREBA LaSalle Real Estate Management, Alumnus  
PLAREB-PAREB, member  
NAR, Intl. member  
Pasay Rotary, past member.



Birthday : March 9, 1951  
Widower  
With Four (4) Children  
Real Estate Broker since 2007





**ANTI-COLORUM NEWS**

Recently, a group of Plarebians for anti-colorum was formed to disseminate to the public that colorum in the real estate industry will no longer be tolerated.

The Board of Directors 2017 under the leadership of President Trinidad Enriquez seek an audience with Mayor Olivarez of Paranaque City and asked permission to install Anti-Colorum Posters on strategic locations at the City Hall.

Last 27th of June 2017, our first Anti-Colorum meeting was held at our Plareb Office . Present were PP Daphne Bereciarte, PP Beth Zepeda, Pres. Trini Enriquez, Mr. Nathan Pineda and yours truly. Some other people were invited but unfortunately weren't able to make it due to prior commitments.

The group conceptualized and finalized the design for the poster and tee-shirts to bring awareness to the public regarding colorum agents posing as real estate brokers.

**PAREB UPDATES**

PAREB's NCR Convention was held in Coron, Palawan last 14 & 15th of July,

Because of the continuing uncertainties in Marawi and the martial law situation in Mindanao, PAREB advised that NatCon 2017 preparations in Dakak on October 2017 will no longer take place. The National Directorate will decide on alternative venue and dates to be finalized this July during the NCR Luzon Regional Conference in Coron, Palawan. For inquiries, kindly call PAREB secretariat at 0917-861-4413


ARENA Convention and Exhibition entitled "Making Friends-Connecting Business" to be held on Berjaya Time Square Hotel, Kuala Lumpur, Malaysia is still open for registration for those who want to join its 25th-27th of August, 2017 please contact PAREB secretariat for details. From July 1-31,2017, registration fees will be \$190.00 per delegate. Please call Pareb Secretariat for more details.

Plareb Tee shirts and Calling Cards are still available for ordering kindly contact the Plareb secretariat at 825-0942/43..

**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.**





**PARANAQUE LAS PIÑAS ALABANG REAL ESTATE BOARD, INC.**  
2A Lanzones Building, Westmont Village Condominium, Dr. A. Santos Ave., Paranaque City  
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[www.plareb.org](http://www.plareb.org)





THE INVITATION



2017 NCR LUZON

INNOVATION

WINNOVATION

"Inventing ideas into GREAT service resulting GREAT value"

July 14 - 15 / Coron Palawan

CONFERENCE

The OFFICIAL CONFERENCE:  
Tagline, Theme, and Logo



## PLAREB IN RETROSPECT

By *Mary Daphne Bereciarte*

I joined PLAREB in the year 2000, knowing that this organization represented what I too, believed in, in so far as the practice of our profession is concerned.

In 1975, a group of real estate brokers, headed by Atty. Maximiano Allanigue decided to organize themselves to form an organization with the following objectives:

1. To elevate the professional standards of real estate service practice;
2. To protect the public against unethical and unscrupulous real estate agents, both licensed and unlicensed;
3. To seek membership with PAREB

As early as the middle 70's, PLAREB already was at the forefront of uplifting the practice of real estate service in the areas of Parañaque and Las Piñas, as well as protecting the public against unethical and unscrupulous agents.

Throughout the years, these were the principles that guided the Board of Directors – the leadership elected to office by the general membership of PLAREB. The Past Presidents of PLAREB and their respective Boards have been undaunted in their dedication to be of service not only to our members and clients but also to the community and industry we represent.

During my term as President in 2007, I was very fortunate to have a Board where each and every Director generously and selflessly gave their time and effort to accomplish the goals we have set at the start of our term. Two of them have already gone to their resting place, Tess Calisay and Arlet Aranda, together

with our PLAREB staff, Fely Pangilinan.

PLAREB works in consultation with the BIR RDO of Parañaque. During my time, we, together with Past President Cristy Domingo, were members of the Technical Working Group on Zonal Valuation. Our Past Director Mell Magpayo was frequently invited by the BIR Technical Committee on Zonal Valuation in Las Piñas and Muntinlupa. Another Past President Victor Salinas had been a member of the BIR's National Committee on Appeals and until his death in \_\_\_\_\_, was a highly esteemed resource person of the BIR on Appraisal.

We also established linkages with government institutions related to our practice, like the Registry of Deeds the City Assessor. Just last GMM, we had as our guest the City Assessor of Parañaque to provide us with updates. We are also escalating our campaign against illegal or unlicensed practitioners to protect the interest of the licensed practitioner.

After 42 years, as PLAREB continues to make its presence felt in the community and the industry that we represent, we must not forget our predecessors, our leaders, the Past Presidents and the Directors who selflessly gave their time and resources for the love of PLAREB. For anyone to suggest that PLAREB is not a professional organization, is an injustice to the men and women who served PLAREB since its inception to the present, for what makes PLAREB the formidable organization it is today, is the culmination of all administrations past. PLAREB will not reach its 42nd year if there were no Boards of Directors from 1975 – 2016 and this year the 2017 Board will also weave their contribution to the tapestry of PLAREB.

## USAPANG ISPORTS

### PLAREB BOWLING TEAM

After 3 years of having co-teamed with other local boards, TEAM PLAREB has now a complete line up of players coming from our membership; they are: PP Cindy Medina (Team Captain), Dir Vilma Limuco, Dir Glenn Avancena, Dir Ditas Agbulos, Dir and Ms PLAREB Miya Tam, Loida Morante, Romy Vinco, Chris Lim and Nathan Pineda.

The PAREB 2017 Interboard Tenpin Bowling Tournament started on June 7, 2017 and have 10 teams playing from different local PAREB Boards: QCRB (Quezon City), PLAREB, MBR (Manila), CRB (Cainta), LPCRB (Las Pinas), RBR (Rizal), PMRB (2 teams from Pasay-Makati), PRB (Pasig) and DREAM TEAM (composed of members from Marikina, Muntinlupa, and Mandaluyong).

Games shall run from June 7 to September 13, 2017, every Wednesday at 3:45PM at E-Lanes Bowling Center, Greenhills, San Juan City. We invite members to watch games and to meet other members from different local boards. Your TEAM PLAREB needs your CHEERS & SUPPORT! Tara na tuwing Miyerkules!



# PLAREB & PAREB ACTIVITIES



2nd CPD Seminar for 2017 headed by EVP Gwen S.





**Balik PLAREB Activities spearheaded by VP Tess Estrada**



**The PLAREB Bowlers for PAREB Inter-Board Tournament**





APRIL		MAY		JUNE	
1	Tess Matriano	1	Ruth Daluz	2	PP Mars Pompa
	Juvy Kopitzke	5	Gwen Suria		Arnold Abarquez
2	PP Nitz Wenseclao	6	Fernan Borines	4	Lynne Dalupe
3	Rommel Cantos		Muffet Ponce	7	Delia Imperial
4	Jeanny Marquez	7	Ismael Allanigue	8	Susie Beato
6	Vanessa Arroyo	9	Beth Gonzales	13	Pitz Lazado
8	PP Ching Vioria	11	Francisco Moral	14	Bobby Alvarez
9	Ester Tomaneng	17	Esmie Ignacio	15	Liza Pentecostes
10	Ledy Nunez	18	Eric Hizon	17	Rene Quiroz
15	Minda Santillan	20	Julio Casambros		Maylyn Lloren
	Jason Timbol		Malou Azarcon	18	Edith Bernardo
	Siony Borbe	22	Crejan Galvez	19	Ethel Garcia
	Beth Lahoz	23	Beda Ramin	20	Emily Cordero
Rowena Gonzales	Lilia Cortes		21	Marie Revatoris	
16	Lambert Modina	24		Begzie Manuel	Carmelyn Reyes
18	Olive Costales		Rose Garcia	24	Joan Vilda
19	Luz Apolonio				Ramon Rollon
20	Mia Tam			25	Cora Paris
22	PP Bard Estrella				Amy Porcado
23	Hazel Riguera			26	Eva Briones
27	PP Levy Alvarez			28	Tess Estrada
	Dennis Cuenca				Tess Gabuat
29	Joy Zepeda			30	PP Rasyll Abela



## MEMBERSHIP UPDATES:

BY: 1<sup>st</sup> VP Maria Theresa A. Estrada

The Membership Committee aims to increase its membership this year. Our mission is to promote membership and to focus more on how to increase and retain existing members in our organization. For now, the committee;

Will actively recruit, promote and encourage Real Estate professionals to join PLAREB.

Will reach out to those inactive members and members who have not renewed their membership to determine why and encourage them to come back as Balik-Plareb.

Will provide and improve good services to the active members and get them involved in PLAREB Activities.

Last May 17, 2017, Brokers Louie E. Loste and Joel Cesarius V. Reyes, attended the PLAREB Orientation that is usually held every 3<sup>rd</sup> Wednesday of the month in our PLAREB office. Following that, they took their oath as new members last May 29, 2017 and were inducted by President Trinidad Enriquez during our 5<sup>th</sup> General Membership Meeting held in Max's Restaurant, Sucat Parañaque City.

Furthermore, last June 8, 2017, we held our 1<sup>st</sup> meeting for the Balik PLAREB Programme for Inactive Members in response to our objective to reach out to them. It was held at Mcdonalds President's Avenue, BF Homes.

The following members that responded to our invitation were Nicole Daniel, Melle Magpayo, Ellis Mandac, Lilia Punzalan, Sandra Bocao, Lilian Cortes. Everybody got excited, enjoyed the fun, camaraderie and fellowship. In that event, it was visibly clear how each member showed enthusiasm. The week after that, we met again for our exchange of multiple listings and shared ideas about the development in our real estate industry. The members proposed to meet at least once a month. We encouraged them to join our PLAREB General Membership Meeting for them to be updated as well in our organization and we are looking for more ways to create value in order to retain members and even recruit new ones.

Now, the 2017 Board of Directors aspires to produce the PLAREB MEMBERS DIRECTORY for our members in good standing. We now have a total of **TWO HUNDRED EIGHTY (280)** PLAREB Members as of June 29, 2017.

### 2017 PLAREB Membership Committee members:

Director in Charge:	1 <sup>st</sup> VP Maria Theresa A. Estrada
Chairperson:	PP Daphne Bereciarte
Members:	Deo Pamilar Rustico dela Rea Lutgarda Famela