



PLAREB LEAD



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



PAREB HOLDS 58TH NATIONAL CONVENTION

PAREB, the 1st and largest National Real Estate Service Organization in the Philippines held its 58th National Convention (NATCON) at Novotel Hotel, Quezon City on October 4 to 6, 2018. It was participated by almost 1,200 delegates from 70 member local Boards, 30 coming from PLAREB headed by its President Gwen Laura M. Suria along with 8 BODs: EVP Malou Lapuz, 1st VP Tess Estrada, 2nd VP Atty. Ayen Benedicto, 3rd VP Ditas Agbulos, Secretary Maylyn Lloren, Asst. Secretary Miya Tam (Ms. PAREB 2018), and PRO Sol Fuentespina-Necesario. Twenty-two (22) CPD credits will be given to those who attended the Convention.

Seven Past Presidents were also present: Mary Daphne Bereciarte, Jocelynn C. Badiola, Josefina Alagao, Cynthia Flor S. Medina, Mary Ann S. Medina-Cue, George William L. Mendoza, and Elizabeth A. Zepeda, plus other PLAREB members.

A group of Plarebian dancers joined the contest on Philippine Cultural Dance with a Twist headed by PP Beth Zepeda, Mary Daphne Bereciarte, Tess Estrada, Sol Fuentespina, Vilma Limuco, Phoebe So, and Joy Zepeda. Later that night, PLAREB's pride Phoebe So was declared as 3rd best dressed among the ladies.

Several resource persons were invited to speak on topics of interests to the attendees.

The highlight of the 3-day Convention was the election of 2019 Officers & National Directors which ended around 12:00 midnight. Two Past Presidents, Mary Daphne Bereciarte and Cynthia Flor S. Medina were candidates from our Board, with Ms. Daphne Bereciarte getting the 2nd highest votes in the NCR election. She was then elected as Secretary General for PAREB 2019. PLAREB BOD appointed 2 PAREB Comelec Marshals and a poll watcher to guarantee fair reporting of votes.

Elected officers were: President: Agnes Mercado Acosta (QCRB); Chairman: Louie Reyes (MAREB); SVP: Leeman Jigs Ambata (Iloilo City Board); Secretary General, Mary Daphne G. Bereciarte (PLAREB); Treasurer: Jose Asilo (PRB); VP-NCR: Rene Castillo (CTREB); VP-South: Dante Salamat (CLR); VP-North: Anacurita Zapata (MAREB); VP-Visayas: Augusto Agosto (CESOREB); VP-Mindanao: Estela Aguilos (DBRBI); NATIONAL DIRECTORS: Atty. Apolonio Mayuga (PRB); Sol De Jesus (MUNREB); Rizaldy Aberle (Batangas City REB); Antonina Fritzsche (CEREB); Nelson Chua (CESOREB); Patricia Paula Ann de Jesus (DBRI); Lolita Alon (COREB); Roberto Delos Reyes (REBLCI); Atty. Nelson Arquiza (PMRB).

Congratulations to the 2019 PAREB Officers and National Directors!

TOP VIEW

THE PRESIDENT'S CORNER

BY: GWEN LAURA M. SURIA • 2018 PRESIDENT

2019

A Year of Challenges

2018 is FAST ENDING, the Board of Directors has done its part in maintaining the smooth sailing of the operations of PLAREB. We are proud that the organization had stood firm with the help of the team as BOD 2018.

As we continue our mandate, we pass our torch to the incoming Board 2019 headed by PRES. GLEN AVANCENA, the road to progress will eventually continue. Most of all, the incoming Board has a tough task to face especially amending the By-laws of the Association to be more apt to the present time.

To you, our dear Plarebians, we send our gratitude for all the support you have extended to the BOD 2018, and for every director who contributed their time and effort for the love of PLAREB.



ANOTHER WEALTH OF KNOWLEDGE

Ma Lourdes C. Lapuz • EVP

Relevant.....informative.....fun-filled! These are the words to describe the learning experience of PLAREB participants in the 3rd and 4th CPDs in July and October this year. Both CPDs were held at Sta Rita Orphanage, Paranaque City.

Speakers for the 3rd CPD were Mr. Rajesh Cordova and our newly elected 2019 PAREB Secretary General, Ms. Mary Daphne Bereciarte, while the 4th CPD speakers were our very own Past President Mary Ann S. Medina-Cue and Atty. Rhodora L. Dapula, 2018 PAREB's Elecom Member.

Topics discussed were: (a) Current Market Trends / Overview of the various Real Estate Markets; (b) Macroeconomics and Microeconomics indicators and how they affect property values/ Economic Variables of Demand, Supply, and Price; (c) Real Estate Investment; (d) Residential Leasing Principles and Practices/Documentation; and (e) Laws on Condominium Sale and Ownership in the Philippines.

Our CPDs, therefore, not only address our requirement for license renewal but also pour in so much knowledge which would help us become better real estate service practitioners.

Thank you so much PLAREBians for your continuous support with our Education Projects. We hope to see you again in our 5th and last CPD for the year which will be on November 23 and 24, 2018, same venue, with Dr. Mary Gaw as our speaker. Topics are: (a) Lease and Property Management; (b) Due Diligence is a must; (c) Converting Problematic transactions into golden opportunities; (d) Distressed properties and opportunities on it; and (e) How to organize your listings.

For inquiries pls call our Secretariat.... See you all PLAREBians!



PLAREB BIRTHDAYS

MAY

- 1 Ruth Daluz
- 5 Gwen Suria
- 6 Fernan Borines
Muffet Ponce
- 7 Ismael Allanigue
- 9 Beth Gonzales
- 11 Francisco Moral
- 12 Richelle Calivan
- 15 Ellis Mandac
- 17 Esmie Ignacio
Maylyn Lloren
- 18 Eric Hizon
- 19 Conrado Leviste
- 20 Julio Casambros
Malou Azarcon
- 22 Crejan Galvez
- 23 Beda Ramin
- 24 Lilian Cortes
Rose Garcia
- 31 Exequiel Rinon

JUNE

- 2 PP Mars Pompa
Arnold Abarquez
- 7 Delia Imperial
- 8 Susie Beato
- 14 Bobby Alvarez
- 15 Liza Pentecostes
- 17 Rene Quiroz
- 18 Edith Bernardo
- 19 Ethel Garcia
- 20 Louie Loste
Emelyn Cordero
- 21 Marie Revatoris
- 24 Joan Vilda
Ramon Rollon
- 26 Eva Borines
- 28 Tess Estrada
Tess Gabuat
- 30 PP Rasy! Abela

JULY

- 1 Genaline Inciong
Ramon Flores
- 3 Susan Ronquillo
- 9 Irma Lobitana
- 11 PP Claring Cordero
- 12 Betsy Puzon
Ignacio Valdez
- 15 Sandra Bocao
- 16 PP Nini Icasas
- 27 Bernadette Edquiban
- 28 Lorraine Canayon
- 29 PP Daphne Bereciarte

THE GMM REPORT

Maylyn M. Lloren • Board Secretary

Business opportunities, fellowship with friends, latest project developments, technologies, updates on current trends and latest practices regarding real estate are the reasons why brokers look forward to attending PLAREB's monthly General Membership Meeting.

Our 4th GMM was held last April 26, 2018 in our fave Max's Resto Sucat, Parañaque. We invited Past Pres. Daphne for the Learning Hour.



Hermenegildo Defiesta Jr., who gave an update regarding the campaign against illegal Real Estate Service Practitioners. Rockwell Primaries and ACASYST Devt. Corp were our guest presenters for the month.



6th GMM June 28, 2018

Induction of the 2018 PLAREB Foundation Inc. officers by Guest Speaker Atty. Rey Cartojano, PAREB National President



The 5th PLAREB General Membership Meeting was held last May 31, 2018, at the same venue, Max's Resto, Sucat, Parañaque. Our Guest Speaker was from the Chief of Staff of Parañaque City. For the learning hour we invited PAREB-VP South Luzon,



7th GMM was held on July 26, 2018, same place, Max's Resto, Parañaque. More members attended the GMM to listen to our invited Guest Speaker Atty. Ariel T. Martinez who discussed the latest update on TRAIN LAW in relation to Real Estate. For the learning hour, Joanne Vilda discussed about Capital Gains Tax exemptions when selling a primary home and buying another. Presenter was Ms. Lian Tambis, DMCI Homes Broker Coordinator.



8th GMM was held on August 30, 2018, at the same venue. For the learning hour Arnold Abarquez shared with co-PLAREBIANS how he closed a P300M deal. Mr. Samuel Lao, Chairman of PAREB MLS discussed about the PAREB Website and the benefits of internet marketing for brokers. Presenter was from Eton Properties Philippines, Inc.

It was also the Nomination day for 2019 Board of Directors candidates. There were 16 nominees who accepted the nomination and 3 other members declined the nomination. The Elecom Committee was composed of 3 Past Presidents: Jocelynn C. Badiola as the Chairman, Cynthia Flor Medina and George Mendoza as Members.



The 9th GMM, held last September 27, 2018 at Max's Restaurant, Sucat, Parañaque, was also the PLAREB ANNUAL ELECTION DAY. Atty. John Paul Fernandez, our Guest Speaker from the National Privacy Commission discussed about the Data Privacy Act. The second part of the meeting was allotted for the election proper. The ELECOM composed of Past President Jocelynn C. Badiola- Chairman, and members Past Presidents Cynthia Flor S. Medina and George Mendoza, announced that there was a quorum, thus election process commenced. It started off by PP Jocelynn C. Badiola reading the Rules and Regulations of the Election process, after which 5 of the nominated candidates began to decline their nomination namely Joelizah Zepeda, Rolando Dantes and Vilma Limuco, who personally expressed on the floor their decision to decline their nomination and two other candidates, Arnold Abarquez and Rustico de la Rea who declined thru phone call and text message. Because of this, the ELECOM announced that the remaining 11 nominees will be the new set of Board of Directors for 2019. After the announcement the 11 new board of directors voted among themselves and came up with the following results:

- President: Glicerio M. Avancena
- Exec. Vice President: Maria Luisa R. Alversado
- 1st Vice President: Maria Theresa A. Estrada
- 2nd Vice President: Atty. Francisco S. Benedicto
- 3rd Vice President: Timothy Abanto
- Board Secretary: Araceli F. Necesario
- Assist. Secretary: Phoebe B. So
- Treasurer: Ma Lourdes C. Lapuz
- Assist. Treasurer: Dr. Allan N. Reyes
- Auditor: Ramon D. Flores
- PRO: Minerva Tam



MY JOURNEY AS MS. PAREB 2018

Greetings!

As MS. PAREB 2018, and at the same time PAREB Ambassadors of Goodwill, I am happy to share my wonderful and memorable experiences during my term. My journey started in early 2018 with invitations to join PAREB Regional Operations Group (ROG) together with the Community Service Program (CSR) group; a courtesy call to the Chairman of HLURB; a visit to the Red Cross sometime in May; followed by attending the PAREB NCR in Baguio City. We joined PAREB Tree Planting Program together with Director Malou Lapuz and Loida Morante.



A highlight in joining the PAREB NCR was my winning the Best in Attire Competition as Ms. Wakanda.



As Ambassador of Goodwill, I had a fulfilling community service with our visit to an Orphanage (Children's Home) somewhere in Santolan, Quezon City, wherein we donated some antibiotics, anti-colds medicines for children, babies milk and Pedialytes, vitamins and some cash for 173 abandoned babies, and feeding 80 children.



I had mixed emotions when I turned over the crown to MS. PAREB 2019 from Baguio City during the PAREB NATCON held on October 6, 2018 at Novotel Hotel, Q. C.

Again, from the bottom of my heart, I would like to send my gratitude to PLAREB BOD 2017, my PLAREB Family, my beloved friends, sponsors, to Mayor Edwin Olivarez

of Parañaque City and to his son, Mark for their financial assistance for me to become MS. PAREB 2018.

I am proud to say that as MS. PLAREB 2017, it is a First in PLAREB'S history to win the crown as "MS. PAREB 2018" and it is an experience that I will never forget.

"Mabuhay PLAREB"!!!

-Minerva Tam
Ms. PLAREB 2017 and
Ms. PAREB 2018



YOUR BOD AT WORK

Soledad Mamiit • Auditor

To be able to run the affairs of the organization, your PLAREB Board of Directors (BOD) meet every 1st Thursday of the month to discuss activities like the GMM, offerings of Continuing Professional Development (CPD) seminars not only to equip Real Estate Practitioners with updates in the industry, refresh skills and knowledge, address license renewal requirements, but also to serve as source of funds to manage the operations of the organization. The Board also discusses attendance to meetings outside of PLAREB, ways to improve the benefits of members, and concerns of the general membership.

For the information of members, the following Board Resolutions were approved starting the 2nd Quarter of the year:

To encourage early arrival of members during GMMs, the Board resolved to have a cut-off time of 2:30 p.m. to be counted an official meeting attendee. Much is lost when a member comes in late or does not attend GMMs at all. Attendance also shows support to the Board, the guest speakers, presenters, and co-brokers.

Other Board Resolutions include: (a) the allotment of funds for the procurement of PLAREB T-shirt uniform for sale to members; (b) cancellation of the current DNS server provider to find a better one at a lower price; (c) approving the composition of PLAREB Comelec Members for the election of new directors for 2019; (d) approval of the rules and regulations for implementation during the whole election process starting from nomination day until 40 days after the election period; (e) allotment of funds for sponsorship in PAREB National Convention (NATCON); (f) allotment of funds for the services of a choreographer for PLAREB dance contest in NATCON; (g) allotment of funds for PLAREB Anniversary celebration in October 2018; and (h) advance payment for PLAREB Christmas Party. Board Resolutions are prepared when fund allocation is required for projects or activities, and other disbursements that are not recurring expenses.

MS. PLAREB 2018



Ms. Araceli "Sol" Fuentespina Necesario, 2018 Board Director and PRO represented PLAREB in the 2019 MS. PAREB Competition held during the PAREB National Convention in Quezon City.

Ms. Necesario is from Dipolog City, Zamboanga del Norte. She obtained her Real Estate Broker's License in 1990 and has been a loyal PLAREB member. She owns a catering business, servicing the Dept. of Health, as well as a bakeshop specializing on wedding cakes and decorating balloons.

Her motto in life is to have courage and to be kind. Her hobbies include playing the piano, swimming, and playing badminton.



ARENA CONFERENCE & EXHIBITION (ACE 2018)

Maria Theresa A. Estrada ▪ 1st VP



Since its inception in 2012, ASEAN REAL ESTATE NETWORK ALLIANCE (ARENA) has been dedicated in helping real estate practitioners in the areas of networking, legislation, developing global marketing strategies, training and cooperation, as well as establishing a real estate platform and reference center for real estate learning and cross-boarder networking activities in the region.

During the last 6 years, ARENA aimed in unifying the real estate practitioners and developing good real estate practices. The goal of the ARENA Convention and Exhibition this year was for all delegates to learn new ideas, acquire new skills and knowledge for the development and growth of the real estate business in their respective countries.

ARENA is composed of the National Real Estate Associations of eight member-countries: Malaysia, Singapore, Philippines, Thailand, Indonesia, Vietnam, Cambodia, and Myanmar.

After the first ARENA Conference and Exhibition (ACE

2016) in Thailand, it was followed by Malaysia in August, 2017, then the recent one in Phnom Penh, Cambodia which was hosted by the Cambodian Valuers and Estate Agents Association (CVEA), with the theme “How to Run Real Estate Companies in ASEAN”. The three-day event brought together 550 Real Estate Brokers, Salespersons, Appraisers, Investors and Developers from across eight countries in the ASEAN Region, of which 153 delegates came from PAREB’s different local Boards. Three officers from PLAREB (EVP Ma Lourdes Lapuz, 1st VP Maria Theresa Estrada, and Director/Ms. PAREB 2018 Minerva Tam) attended the convention.

1st VP Tess Estrada and Director Miya Tam joined the PAREB dance team, with PAREB winning 2nd place during the Cultural Dance and Gala Night Competition. The award for the largest delegation was won by PAREB for the 3rd time.

Myanmar won the Bid and will host the Fourth ARENA Convention and Exhibition (ACE 2019).



A VISIT TO LANDCO PACIFIC PROJECTS

Ditas Felicitas N. Agbulos ▪ 3rd VP

As a result of the presentation in our GMM, LANDCO PACIFIC invited Plarebians to a site orientation in May 2018, hosted by Ms. Josefina Rosario “Kai” Castillo, Sales Director and Broker Liaison Managers, Marcial Pallera and Fredyrick Baltazar. Eighteen (18) PLAREB members joined the orientation.



First stop was in Stonecrest, an executive village located in San Pedro, Laguna. Stonecrest is a residential development with Southern California styled homes with emphasis on modern suburban lifestyle. It boasts of sprawling gardens and enticing home environment, with wide treelined streets, and front yard scenery with plenty of greeneries that provide a relaxing atmosphere to residents and guests.



The group moved next to Playa Laiya, San Juan, Batangas where it was escorted to the clubhouse for a sumptuous lunch together with the very

accommodating hosts who introduced and presented their projects' development. The view was spectacular and the beach was very inviting. The resort is Asian inspired, very peaceful and relaxing, with a nice view of the sea from the clubhouse with an enticing pool and cabanas. Activities such as banana boat, flying fish, and island hopping are available to the guests.



The last project was Hacienda Escudero in Tiaong, Quezon. Located on the Escudero ancestral lands, it boasts of a sprawling 180-hectare land with breathtaking natural beauty and cultural significance. It integrates Filipino culture in its architectural designs with inclusions of modern facilities and amenities to provide a relaxing atmosphere to homeowners and guests. Its exclusivity is a great attraction for people who want a more relaxed and laidback lifestyle. Nature lovers can experience natural scenery at a moment's notice with kayaking, fishing, nature walks, and a feast of delicious garden-fresh harvest for their enjoyment. Hacienda Escudero's great attractions are the scenic views of Mt. Banahaw, Mt. Cristobal and Mt. Makiling.

Plarebians had a great time since everyone who attended cooperated and arrived on time at the meeting place, thereby coming back to Manila ahead of schedule. It was a successful site orientation where everybody was happy and satisfied with the activity. It was an experience worth remembering which can be incorporated to the brokers' portfolio of properties to offer and sell to their prospective clients.

PLAREB'S NEW ENVIRONMENTAL PLANNERS



PLAREB congratulates Ms. Vivian Feranil Gapido for passing the Environmental Planner Licensure Examination conducted on June 6 and 7, 2018.

Professional Regulation Commission (PRC) records indicate that there were only 1,891 examinees who passed this exam out of the 4,729 who took it from various areas such as Manila, Baguio, Cagayan De Oro, Cebu, Davao, Iloilo, Legazpi, Lucena, Pagadian, Tacloban and Zamboanga.

Prior to Ms. Vivian Gapido, our very own PLAREB Past President, Ms. Mary Daphne Gil Bereciarte also passed the same exam given the previous year.

Environmental planning refers to activities concerned with the management and development of land, as well as the preservation, conservation, and rehabilitation of the human environment.

PLAREB BIRTHDAYS TOO

AUGUST

- 2 Henry Garcia
PP Dodo Angus
Randy Pentecostes
- 5 PP Larry Salvador
- 6 PP Adan Tueres
Henry Garcia
- 9 Rusty de la Rea
- 11 JJ Gonzales
- 13 PP Wynne Allanigue
Emil Ynchausti
- 14 Rachelle Te
- 15 Atty. Mon Fernandez
- 16 Marie Cruz
- 18 Charlie Chua
- 19 Jeanette Uy Iglesias
- 22 Jenny Aquino
Butch Roa
- 25 Minda Arboso
- 28 Xenia Estrella
- 30 Lito Ladao

SEPTEMBER

- 2 Carol Golez
- 5 Vivian Carbonel
- 9 Martha Atanacio
- 10 Nicole Daniel
- 12 Carol Cruz
- 13 Fe Agulay
Jonah Camcam
- 15 George Mendoza
Jon Garay
PP Linda Cantor
- 16 Carol Alvarez
William Chua
- 19 Jun Garay
- 20 Lina Magno
Chie De Leon
- 23 Michelle Moralejo
- 24 Chit Ilao
- 28 Edith Cruz
- 29 Leo Michael Mendoza
- 30 Maui Albarracin

OCTOBER

- 1 Francis Pacunayen
- 2 Juvy Garcia
- 4 Tim Abanto
- 9 Ten Valera
- 11 Mary Rose Sylianco
- 13 Toto Arboleda
- 16 Cherry Rosario
Loida Morante
- 17 PP Joy Sison
- 19 Jun Castillo
Vic Reyes
- 20 PP Beth Zepeda
Iman Arguelles
- 24 PP Prim De Guzman
- 25 PPGuia Crisostomo
- 26 Beth Rapisura
- 28 Linda Ramos
- 30 Cindy Medina
Grace Misa

NOVEMBER

- 2 Vlad Calixto
- 8 Sol Mamiit
- 9 Ted Osias
- 10 PP Pat Aycardo
Patrick Funtila
- 18 Phoebe So
- 23 Trini Enriquez
- 26 Miriam Paulino

DECEMBER

- 3 Jovita Tan
- 5 Tess Olegario
- 9 Jenny Suarez
James Biana
- 10 Alvin Siggaoat
- 13 Manny Villar
Joy Pagalilauan
- 15 Sunshine Luis
- 25 Tita Munch

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Siony Borbe

PLAREB MEMBERS IN GOOD STANDING

PLAREB Members in Good Standing as of October 15, 2018:

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ABARQUEZ, ARNOLD V.	COLOMA, ARMANDO C. JR.	LAHOZ, ELIZABETH Q.	PAULINO, MIRIAM C.
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BORINES, MARIA EVANGELINE M.	GAPIDO, VIVIAN F.	MISA, MARY GRACE S.	SO, PHOEBE B.
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CHUA, CHARLEMAGNE P.	IMPERIAL, DELIA I.	PALAGANAS, GRACE G.	TUAZON, MINDA M.

PLAREB MEMBERS IN GOOD STANDING

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PLAREB Members in Good Standing as of October 15, 2018:

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UY-IGLESIAS, JEANETTE

VALDEZ, DIVINIA L.

VALERA, KRISTEN S.

VILDA, JOANNE R.

VILLAVICENCIO, PAOLO JESUS L.

YNCHAUSTI, EMILIANO E.

ZEPEDA, ELIZABETH A.

ZEPEDA, JOELIZAH A.

**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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Happy 43rd Anniversary to PLAREB!