



PLAREB LEAD



In This Issue:

A CALL TO GREATNESS

02

EXPERIENCING THE PANDEMIC THROUGH
MLRA TIPS

03

04

PLAREB HYMN

05

WISDOM NOOK BY THE PLAREB PAST PRESIDENTS
"LIVE AND GROW WITH PLAREB"

06

PAREB WEBSITE WALKTHROUGH

07

PLAREB FEBRUARY GMM

08

PLAREB MARCH LEARNING HOUR

09

MARCH PROMOS

10

MARCH BIRTHDAY CELEBRANTS

11

A CALL TO GREATNESS

By: **Xenia Estrella, 2nd Vice President**

"We are a conduit that connects to one of man's basic needs. What a huge responsibility!"

What is true greatness to you? Do you feel the need to be acknowledged in situations you find yourself in, or are you happy to just do your best and see results that would be pleasing to you despite what other people think?

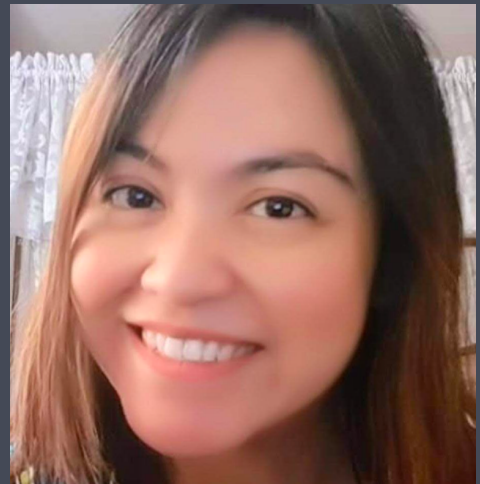
In last month's issue of The PLAREB LEAD, I was struck by our President's TOP VIEW insights. The write-up got me thinking about PLAREB and the responsibilities that come with being a member of this organization.

We are all aware that it is not particularly difficult to find a way into an association -- PLAREB being the group we are talking about in this article -- when we know we are complete with government credentials that are required for submission. As all of us should know, though, genuine affiliation means so much more than just documents and, well, self promotion. As professional real estate brokers, we do not merely help buy and sell properties because of the fee that comes with a transaction. We cannot be in this business just so we can use others as a means to an end. Think about it. Real estate professionals are liaisons who help make people's dreams come true. We are a conduit that connects to one of man's basic needs. What a huge responsibility! We have to be clear, therefore, about how we should carry ourselves in this practice, within and outside any group. As President Rusty, and our PLAREB Hymn say...with LOVE.

Love is patient, love is kind (1 Corinthians 13:4-7)... Stay calm, cool and collected even when everyone else around us is not. A blowing top can cause more chaos in an organization that needs patience and understanding, for policies to be executed. A great practitioner knows when timing is right.

PLAREB members, we are in an organization to show camaraderie and respect for ourselves, and others. Let's all raise our standards and work with love despite objections; despite unseen gratitude from our peers; despite anyone's flaws. PLAREB is not about any one person. Greatness in this and in any other organization, lies in its members. Let us all be great by striving to do our best to make our dear PLAREB proud.♡♡♡

About our contributor...



Xenia is all about empowerment. In this article, she reminds our readers that as PLAREB members and professional real estate practitioners, it is our responsibility to find true greatness that lives within each one of us; only in a space of calm and security that moves outwards towards others, and not inwards towards self. In a nutshell, it is only by loving and working well (with self control and patience), can we be truly great.

EXPERIENCING THE PANDEMIC THROUGH

By: Richelle Caliwan, REB

God has actually given me an opportunity to make a small impact in the lives of four of the poorest areas here in Paranaque through giving away Noche Buena packages last Christmas. A good number of our PLAREB family members gave their love and donations at this drive."

I want to acknowledge BOT 2021 for doing an excellent job serving the association, and also each member of PLAREB not only for keeping on going but also for keeping up with much needed work. Considering we are facing a pandemic that lingers until God knows when, we are thriving gracefully. I pray God keeps us in days to come, by the blood of Jesus. I know this pandemic really caught us off-guard. Everyone was affected. I learned to 'expect the best and prepare for the worst'. Although pandemics only happen once every century, everyone has to be ready by keeping our bodies healthy and wise in getting health and life insurances, etc



Arrived at the first Barangay to give away Noche Buena packages, and share the love of Jesus.

By God's grace, for the past months, aside from the sales which I will share later, God has actually given me the opportunity to make a small impact in the lives of four of the poorest areas here in Paranaque by giving away Noche Buena packages last Christmas. A good number of our PLAREB family gave their love and donations in this drive. You know who you are, and I thank you from the deepest recesses of my heart.



Our gifts, groceries and a small bible.

When the lockdown started last year, I was limited to only project selling sales. But when the lockdown got lifted, all sorts of opportunities just kept on coming in. God is so good. Sharing with you some photos of our successful transactions.



Closing the deal with our client

Together with me is this gentleman. It's always better with him.



Signed. Sealed. Turned over.

Though this pandemic season is like a nightmare, we can still choose to wake up everyday expecting for the best by God's grace.



About our contributor...

Richele Caliwan joined PLAREB in 2016. She is a Licensed Life and Non-life Insurance Broker Owner and owner of Realtyville Home Investments. Her favorite quote is Galatians 6:9 "Do not be weary in doing good. For at the proper time you will reap a harvest if you don't give up."

Tip for the Month: **BE FLEXIBLE**



Google Images
Google Images

Google Images
Google Images

With the new set-up we are in where new guidelines are being written for implementation, we need to be flexible and be open to changes. This is very evident with government agencies and villages rules. In Biñan Assessor's Office, instead of visiting the property prior to issuance of Certificate of No Improvement, they are now requiring sellers to prepare and submit a notarized Affidavit of No Improvement instead. In RD Calamba, you are advised to call first for appointment before requesting for any documents or submitting one for title transfer. In some villages, guests are required to present health clearances from an LGU or doctor before allowing trippings; while some condominiums limit number of guests per viewing. These and more are some of the changes we must learn to live with as sellers. It may be annoying but to move forward, we need to adapt. As proverb would say, "Better bend than break."



#MLRAtips

#brokerinnewnorm

#abrokersvow

About our contributor

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



PLAREB HYMN

By Vivian Feranil Gapido, PRO

The PLAREB Hymn is something we, Plarebians call our own. Ever since I heard the song as being played during my first GMM with PLAREB, it fired up my sense of loyalty and pride in joining this prestigious organization; and so when I became the PRO and de facto PLAREB lead editor-in-chief, it has been my vision to feature the song. At one of our board meetings, I finally blurted it out; that I planned to feature the only surviving lyricist behind this wonderful hymn. He turned out to be the father of our very own 2nd Vice President, Xenia Estrella who helped me out in conducting this interview with her dad, Past President Bard Estrella. Here goes:

PLAREB LEAD: What was your position in PLAREB when you wrote the lyrics?

PP Bards Estrella: I was a PLAREB Director then.

PLAREB LEAD: How did you get involved in the development of the song?

PP Bard Estrella: AFTER BOD MEETINGS IN HOUSES OF THE OFFICERS -- USUALLY ADAN, LINDA AND TONY'S , WE ALL HAD LUNCH TOGETHER, FOLLOWED BY FELLOWSHIP. DURING ONE OF THE FELLOWSHIPS, ADAN SUGGESTED THAT WE CAME UP WITH A SONG.

PLAREB LEAD: When you started writing, what was the basis of your inspiration?

PP Bard Estrella: OUR RELATIONSHIP AT PLAREB, THEN, WAS TIGHT-KNIT. WE SINCERELY TRIED TO HELP EACH OTHER -- WHETHER PERSONALLY OR WORK-RELATED. LIKE A FRATERNITY. I'M HOPING PLAREB MEMBERS ARE STILL ABLE TO DEVELOP RELATIONSHIPS LIKE OURS WITHIN THE GROUP, UNTIL NOW.

PLAREB LEAD: What came first, lyrics or music?

PP Bard Estrella: THE LYRICS CAME FIRST, FROM EMIL AND MYSELF. EMIL CONTRIBUTED IN A BIG WAY.

PLAREB LEAD: How did the collaboration start?

PP Bard Estrella: AFTER THE PROPOSAL OF ADAN, ALMOST EVERYBODY CONCURRED. THE 3 OF US WERE ASSIGNED IN A COMMITTEE TO SEE IT THROUGH.

5.) What are you doing now? I'M RETIRED; I PLAY GOLF; I INVOLVE MYSELF IN REAL ESTATE PROJECTS WITH MY DAUGHTER AND BROTHER-IN-LAW.

So dear PLAREB, you have heard it from the PP Bard himself. What I learned today is when you have a burning desire to do something great, the desire will overflow in your heart and your mouth will not be able to contain it! Thanks to my tactless self, I have gotten myself an interview with a great Past President Bardelis A. Estrella!

"It has been my vision to feature the song. On one of our board meetings, I finally blurted it out that I plan to feature the only surviving lyricist behind this wonderful hymn."



PLAREB Past Presidents from 1988 - 1999

PLAREB Past Presidents from 1988 - 1999

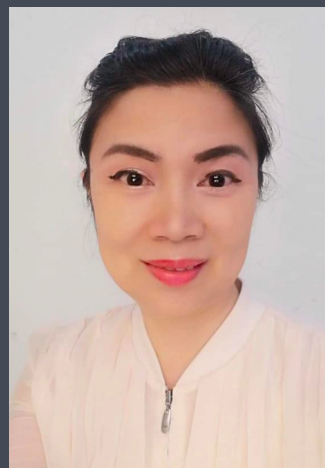


PP Bard and his wife Linda

Bard, the Lyricist

According to PP Dodo "I know PP Bard, personally. Long before their PLAREB days, we worked together in marketing the same American pharmaceutical firm, Smith Kline and French. Father of Xenia Estrella, PP Bard is an avid golfer. He was no longer active during my term." Tita Lita Albayalde our retired Board Secretariat remembers, "Yes Past President Plareb cool naman mahilig din magpatawa at guapo kahit matanda na." "I will always remember Bard for his winsome smile. Always ready to greet others and find out how they are doing." says PP Nini Icasas.

About the Contributor



Vivian Gapido joined PLAREB right after she passed the REB Board exam in 2015. She was blessed to attend in their 40th anniversary celebration. She experienced the glamour and colorful history as it was highlighted during the event. From then on, Vivian was hooked and never transferred even if she lives in QC.

WISDOM NOOK BY THE PLAREB PAST PRESIDENTS

"LIVE AND GROW WITH PLAREB"

By Dodo Angus, PP 2005

I have lived and grown with Plareb.

It is said that you should live each day as if it were your last and learn as if you will live forever. Since I joined Plareb years ago, I've never ceased to learn and grow--commencing with absorbing the basics and fundamentals of real estate brokerage under the tutelage of the late Tess Calisay and the late Emil Macalagay, then active officers of Plareb, all the way to reviewing and preparing for the imminent broker's examination.

With God's grace, I successfully hurdled the exam and became the President of the Board in 2005. But before that, I was afforded the golden chance to serve and learn under the presidency of PP Atty. Filemon Fernandez, who was the first ever Plareb brokers' board topnotcher and later on to become the Secretary General of PAREB. It was during the term of PP Fernandez that I learned how to assiduously organize and oversee a sportsfest for Plareb, largely consisting of volleyball, tug of war, chess, basketball, etc. The event was keenly participated in by some fifty or so Plareb sports enthusiasts.

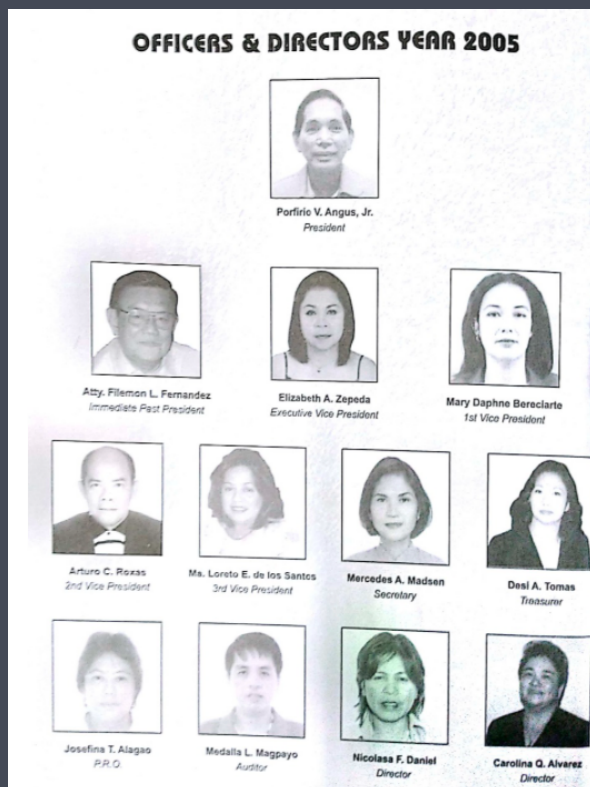
When my presidency came in 2005, it was the Pearl (30th) Anniversary of Plareb. A pearl is a symbol of beauty that grows within its mother oyster. Plareb was and is, in a manner of speaking, a symbol of service and loyalty within its mother PAREB. Aside from the members of Plareb, officers of PAREB and other realtor boards were present to partake of the traditional dinner that would honor and give due recognition to the Past Presidents of Plareb. Special memorable mementos were accorded to these officers who found time to steadfastly, faithfully and willingly serve our beloved board for the past three decades. I was very fortunate to have been ably and diligently assisted by PP Daphne Bereciarte and PP Joy Badiola, who were then officers in my board when we celebrated our Pearl anniversary. These two inimitable talented ladies were eventually elected by the national realtors at large to become officers of PAREB. Under the presidency of PP Guia Crisostomo, I learned how to organize and manage, as tournament director, a golf tournament, a first in the history of Plareb. Kudos to the hard-working PP Guia, who also secured PAREB's much coveted "Most Outstanding Realtors Board" and "Most Outstanding Leadership" awards during her time. The successful golf event immensely enhanced the corporate image of Plareb. Held at the Riviera Golf and Country Club in Silang, Cavite, notable sponsors were Tanduary Distillery, Empire East and Transphil House Corp. PP Wyne Allanigue, who played and competed in the tournament, was able to wangle terrific give-aways to the delight of the participating golfers. Aside from PP Guia and PP Wyne, PP Joy was likewise on hand to help and grace the occasion.

When I was elected a director of PAREB, I learned how to put up together and run a bowling tourney for the Metro Manila realtor boards. Our own PP Cindy Medina excelled in this game and was given a special award for her stunning feat. As they would see one another frequently to exhibit their bowling prowess, this indoor exercise had drawn the boards closer together and established the inevitable camaraderie and fellowship among themselves. There was an instance when the games were covered on TV.

During the time of PP Trini Enriquez, I was given the opportunity to chair the Plareb Grievance Committee with members PP Nini Icasas and PP Joy, both of whom I found to be discerning and insightful. We'd like to think that, during our stint, we were able to successfully arbitrate and settle disputes between and among members.

As in bowling or any other sports or in life, some philosophers say there is no such thing as 'win or lose'. There is only 'win or learn'. Life is a journey--not a destination. I consider my stay in Plareb a journey--and I'm still learning.

"my presidency came in 2005, it was the Pearl (30th) Anniversary of Plareb. A pearl is a symbol of beauty that grows within its mother oyster. Plareb was and is, in a manner of speaking, a symbol of service and loyalty within its mother PAREB."



About the Contributor



PP Dodo joined Plareb in the '90s. He assumed Presidency in 2005. He previously worked in the marketing arms of American and Japanese pharmaceutical firms. Had a stint teaching in DLSU and PCU.

As a member of the Knights of Columbus, also served as Lector/Commentator and Lay Minister of the PCJ Parish in BF Homes, Paranaque. Once served in the Lupong Barangay BF, whose duty was to settle extrajudicially disputes within the neighborhood. Is an ardent believer in aphorism: "If you don't have a sense of humor, you probably don't have a sense at all." Aside from his penchant for telling funny lines, he loved playing golf, chess and bowling. Now a widower, PP Dodo is endowed with four kids and seven beautiful grandkids, whose looks were inherited from their Lola.

PAREB WEBSITE WALKTHROUGH BY JOELIZAH ZEPEDA, 3RD VP

PLAREB MLS recently concluded an online walkthrough of the PAREB website last March 10, 2021. Las Pinas Real Estate Board's immediate past president Lemuel Lima conducted the tutorial wherein 15 MIGS participated. PAREB Bot powered by Viber was also introduced. It was also an online platform wherein we can post our listings both in Viber and in Facebook PAREB MLS page. The Bot sends daily updated listings and can match uploaded listings in just one click!

PAREB MLS Committee conducted a meeting for the planning of our event on March 24, 2021 which is the MLS NATIONAL ASSEMBLY. The theme for this event is "Upgrade your Brokerage Skills". Three keynote speakers were invited for our learning segment. PAREB MLS will be giving away 10,000 worth of GCash Prizes to make this event more exciting.

Every day
is a good day
to LEARN

PAREB website walk through and registration
March 10, 2021 | 2pm | Zoom



Moderators: IPP Lemuel Lima and PNP Samuel Lao



About the Contributor

Joy likes to dance. She has committed herself to serve in their church. She belongs in Pulpit Ministry. She enjoys travelling and is learning to cook.

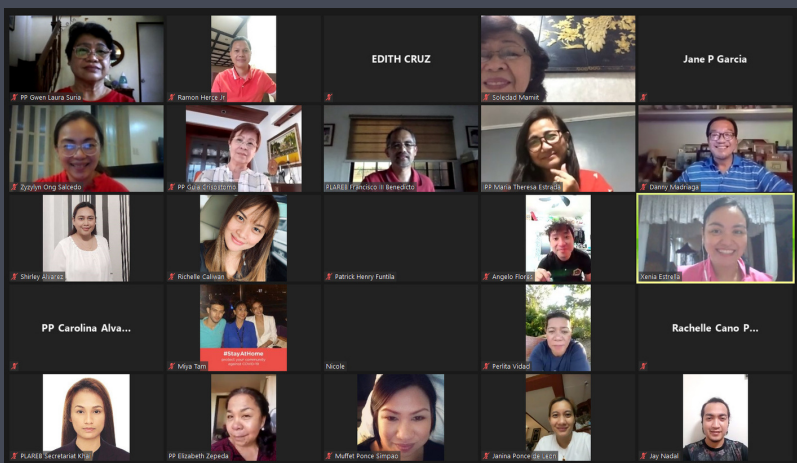
You can check her listings in this link:
<https://www.facebook.com/148325028555736/>

PLAREB FEBRUARY GMM BY MARITONI TRINIDAD, BOARD SECRETARY

The 2nd General Membership meeting was held last February 25, 2021 on our usual zoom setup, led by our 1st VP for Membership Ms. Lynn Tabios as officer of the month. We opened the zoom before 2:00 PM so the members had time to interact with one another before the program proper started. Program proper started at 2:00 PM with a prayer by Treasurer Zzylynn Salcedo. This month, we were lucky to have had 2 great speakers who were both experts in the field of real estate and both are Certified International Property Specialist. Our first speaker was Ms. Shonee Henry, who was currently across the world but still willingly shared her tips on "Connecting to the World", at This Time of Pandemic and Best Practices.



For our Learning Hour, we had Alejandro Mañalac, a name known to many. He shared his best practice in building network that really works which is very important to us in our industry. We also had Swift Elm who is the marketing arm of the Catanauan Cove project in Quezon. Awarded as early birds are Atty. Ayen Benedicto, Ms. Tita Munch and Ms Pearly Vidad. It was a good turnout for the February General Membership Meeting! We are looking forward to the next months. Thank you PLAREBians for your support! See you again!



**MARCH LEARNING HOUR AND RESOURCE SPEAKER
OFFICER OF THE MONTH EVP TRESS GABUAT**

**MARCH
GENERAL
MEMBERSHIP
MEETING**

**RESOURCE
SPEAKER**

Ms Kate Garcia



TOPIC:

**LAND CONSOLIDATION &
RAW LAND ACQUISITION**

**03-25-2021
VIA ZOOM
1:45 PM**

**LEARNING
HOUR
SPEAKER**

Atty. Ayen Benedicto



TOPIC: **EXTRAJUDICIAL
SETTLEMENT OF ESTATE**

**BUSINESS OPPORTUNITY
PRESENTER**

LANDCO
PIONEERING LANDSCAPES

MARCH PROMOS

By: Rosalinda Tabios, 1st VP

Who are entitled to join this promo?
What do I get from recruiting new members?
How many members do I need to qualify to this promo?
Are the gift items convertible to cash?
What is the promo duration?

WHAT CAN YOU GET WHEN YOU RECRUIT A MEMBER?
BECOME A MEMBER

PER NEW MEMBER

ANNOUNCEMENT

BALIK PLAREB

NO PENALTIES

JUST PAY NEW MEMBER RATE:
P 3,700.00

MARCH BIRTHDAY CELEBRANTS

By Rosalinda Tabios, 1st VP



On behalf of BOD 2021, I would like to wish the following wonderful people a happy happy birthday.

- March 3 PP Oscar P. Genuino
Estelita C. Albayalde
Rino J. Que
- March 4 Allan N. Reyes
- March 6 Ditas Felicitas N. Agbulos
Melissa M. Oostendorp
- March 7 Erlinda F. Santiago
- March 9 Rolando A. Dantes
- March 15 Maritoni A. Trinidad
- March 19 Joselito F. Pamilar
- March 21 Maria Luisa R. Alversado
- March 24 Maria Elena N. Pacunayen
Lourdes M. De Leon
- March 27 Ramon R. Herce
- March 30 Daniel R. Briones





**PARAÑAQUE LAS PIÑAS ALABANG REAL ESTATE BOARD, INC.
PLAREB MIGS AS OF MARCH 25, 2021**

1. Tam Minerva G.
2. Ladao Rosalito V.
3. Puzon Maria Beatriz G.
4. Carbonel Maria Vivian A.
5. Cortes Lilian Grace G.
6. Gapido Vivian F.
7. Leeprawat Jocelyn M.
8. Gabuat Maria Theresa D.
9. Funtilla Patrick Henry T
10. Mamiit Soledad M.
11. Mandac Ellis A.
12. Suria Gwen Laura M.
13. de la Rea Rustico V.
14. Estrella Maria Xenia S.
15. Alversado Maria Luisa R.
16. Chua William J.
17. Gonzales Jacinto Maria S.
18. Tabios Rosalinda S.
19. Zepeda Joelizah A.
20. Vilda Joanne R.
21. Garcia Janette P.
22. Kopitzke Juvy M.
23. Almadrones Reneberto P.
24. Cristobal Felipe L.
25. Vidad Arsenio R. Jr.
26. Vidad Perlita L.
27. Oostendorp Melissa M.
28. Valderrama Geraldine G.
29. Benedicto Francisco S. III.
30. Santillan Luzviminda H.
31. Moral Francisco L. III.
32. Cruz Editha B.
33. Suarez Roland Rhonnel M.
34. Suarez Jenalyn C.
35. Silvano Joan
36. Urbano Jean Alfred E. III
37. Ramos Erlinda T.
38. Pamilar Joselito F.
39. Lahoz Elizabeth Q.
40. Quiroz Rene Jose C.
41. Salcedo Zyzylyn O.
42. Pacunayen Maria Elena N.
43. Pacunayen Francis N.
44. Trinidad Maritoni A.
45. Bayongan Venice O.
46. Sy-Mercado Maria Lourdes
47. Carlos Sheila Marie D.
48. Cano Rachelle V.
49. Punzalan Eulalia B.
50. Agbulos Ditas Felicitas N.
51. Herce Ramon R.
52. Inciong Genaline R.
53. Reyes Allan N.
54. Mangahas Roslyn P.
55. Pagaliluan Juanita Joy M.
56. Pentecostes Randy B.
57. Pentecostes Liza B.
58. Lague Glenda A.
59. Magno Lina L.

Active Distinguished Members (Past President)

By: Rosalinda Tabios, 1st VP



PARAÑAQUE LAS PIÑAS ALABANG REAL ESTATE BOARD, INC.

Active Distinguished Members (Past President)

1.	Balderian	Josephine	P.	1986
2.	Ma Aycardo	Pat	J.	1988
3.	Domingo	Christina	E.	1989
4.	Icasas	Zenaida	V.	1990
5.	Elegado	Leticia	O.	1992
6.	Abela	Rasyl	B.	2001
7.	Pompa	Mars	M.	2003
8.	Angus	Porfirio Jr.	V.	2005
9.	Zepeda	Elizabeth	A.	2006
10.	Bereciarte	Mary Daphne	G.	2007
11.	Crisostomo	Guia Crisanta	A.	2008
12.	Coronado	Jocelynn	S.	2009
13.	Alvarez	Carolina	Q.	2010
14.	Allanigue	Edwin	B.	2011
15.	Alagao	Josefina	T.	2012
16.	Bertiz	Corazon	M.	2013
17.	Medina	Cynthia Flor	S.	2014
18.	Medina-Cue	Mary Ann	S.	2015
19.	Mendoza	George William	L.	2016
20.	Enriquez	Trinidad	M.	2017
21.	Suria	Gwen Laura	M.	2018
22.	Avanceña	Glicerio	M.	2019
23.	Estrada	Maria Theresa	A.	2020

PLAREB LEAD

EDITOR -IN - CHIEF
VIVIAN FERANIL GAPIDO

MANAGING EDITORS
MARITONI A. TRINIDAD
XENIA S. ESTRELLA
RACHELLE V. CANO

CONTRIBUTORS
XENIA S. ESTRELLA
BARD ESTRELLA
MARITONI A. TRINIDAD
ROSALINDA S. TABIOS
MARIA LUISA R. ALVERSADO
DODO ANGUS
RICHELLE CALIWAN
JOELIZAH ZEPEDA ABAD

PHOTO CONTRIBUTORS
XENIA S. ESTRELLA
BARD ESTRELLA
MARITONI A. TRINIDAD
ROSALINDA S. TABIOS
MARIA LUISA R. ALVERSADO
DODO ANGUS
RICHELLE CALIWAN
JOELIZAH ZEPEDA ABAD

SECRETARIAT
MALAIKAH ZAMBRANO

PLAREB LEAD (ESTABLISHED ON FEB. 8, 2008) IS A MONTHLY NEWSLETTER BY THE PARAÑAQUE - LAS PIÑAS - ALABANG REAL ESTATE BOARD, INC. PROVIDING TIMELY LEAD TO ALL THE ORGANIZATION'S NEWSWORTHY EVENTS AND ACTIVITIES AS WELL AS KEEPING MEMBERS ABREAST WITH INDUSTRY ISSUES AND COMMUNITY CONCERNS.

FOR AD PLACEMENT, PLEASE CONTACT SECRETARIAT AT +63 2 88250942 / +63 928 5242668

AD RATES
BLACK AND WHITE
1/4 PAGE PHP 1.500
1/2 PAGE PHP 3.000
1 PAGE 5.000

