

Vol. 15 Issue 1 January 2021

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



In This Issue:

PLAREB LEAD



TOP VIEW :THE PRESIDENT'S CORNER	02
WE'VE MADE IT	03
STOCKS 101 "A letter on the art of investing this pandemic"	04
MLRA TIPS	05
WISDOM NOOK BY THE PLAREB PAST PRESIDENTS "SALE BETWEEN GWEN SURIA & CINDY MEDINA"	06
A BROKER'S BROW	07
CALENDAR OF ACTIVITIES	08
JANUARY LEARNING HOUR	10
JANUARY BIRTHDAY CELEBRANTS	11

TOP VIEW

THE PRESIDENT'S CORNER

By: RUSTICO DE LA REA • 2021 PLAREB PRESIDENT

"Change the way you look at things and the things you look at change."

-Wayne Dyer

TOUGH. Twas the year 2020, to say at the very least. We found ourselves in extraordinary times with extra-ordinary challenges. Despite the uncertainties and difficulties, we found a way to rise above and move forward. Now as we start another year together in this organization, it is my vision, that all of us continue to work hand in hand to overcome the challenges that 2021 will bring us.

I enjoin you, together with the dynamic and passionate members of the Board of Trustees, to steer PLAREB into new directions as we continue to adapt to the new normal. It is our mission to keep the membership in this organization strong during these challenging times. Our activities will now center on utilizing technology, social media and the like, as we strive to continue to deliver PLAREB's thrust of professional services and education to its members and the community as well.

With this, I encourage everyone to come and have a share of PLAREB, of what it means, and what it truly stands for. In the new normal, let us continue...

To work to strengthen our organization.

To promote camaraderie and build meaningful relationships.

To serve as leaders and inspire everyone to perform well.

To share ourselves, our time and talent.

All for the Love of PLAREB.

I pray with God's grace and guidance, that we be blessed continuously and grow together as professionals and members of this organization. Once again, I thank you for the support and I thank you for your cooperation which I will continue to look forward to.

"Change the way you look at things and the things you look at change."

-Wayne Dyer



WE'VE MADE IT

BY: ROSALINDA SARMIENTO TABIOS - FIRST VICE PRESIDENT



Team in action Bacolod in January 2020

I believe everyone would agree that 2020 was the toughest year. And I bet most of us still will never expect anything bright this year for all of us. Despite all of this... we've made it. Life is usually compared to a wheel, sometimes you are on top of the world, sometimes you are not. But being in a situation just as last year where everything is uncertain, and we feel hopeless we shouldn't be discouraged. Instead, let's look for motivation out of negativities. The struggle of being in a situation who doesn't have anything at the moment aside from hard work, perseverance and time are more than enough to give us inspiration. We shouldn't stop now, time flies so fast, and we shouldn't waste the current resources that we have, instead adapt and embrace the new norm and make the best out of this situation. Most people say, selling real estate at times like this is crucial especially looking at the negative effects of crisis like recession, millions lost their jobs here and abroad. But reality proved it wrong, as each minute passes, a deal was sealed, and a unit is sold. What is stopping us from doing that too? It is true, that the only person who can help you is yourself. We need to adapt to changing time quickly, as US Air Force Fighter Pilot JOHN RICHARD BOYD said. "The key to a successful force wasn't just a brilliant plan of attack". We Brokers, are well equipped with various tools by attending CPD's, meetings/conferences and now a lot of online webinars. We're given ammunition how to attack the marketplace, but it was not enough.



Me and my team posing for the sunset after our intensive 2020 strategic planning

what a year it has been, but I am proud to say that our team chose to excel. Concluded the year with almost Php 600million total sales amidst COVID19 pandemic.....

It's not just about having a brilliant plan of attack it was a facility for learning and changing strategy quickly so that when the enemy inevitably adapted to counter your strategy you are quick to change and stay ahead in the game. The ability to quickly adapt will not just spell survival it is a necessary ingredient to EXCELLENCE as well SUCCESS. "2020" ... what a year it has been, but I am proud to say that our team chose to excel. Concluded the year with almost Php 600million total sales amidst COVID19 pandemic. Yes, we've made it.

About our contributor...



Rosalinda Sarmiento Tabios a licensed broker and consultant, Also a Certified International Property Specialist by NAR- USA which open her opportunities to cultivate and build an active network globally and promote Phil real estate across borders. Her 20 years real estate experience leads her way to International Sales with SM Development Corporation. She advocates to inspire new and upcoming brokers to explore beyond our confort zone and make our networks to be our network

STOCKS 101 "A letter on the art of investing this pandemic"

BY ARNOLD ABARQUEZ, REB



PHISIX chart from July 2020 to January 2021

Dear PLAREBians

Hope all is well with you and your family.

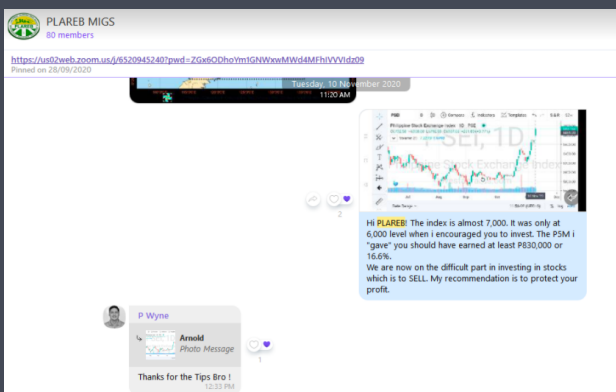
If you attended my mini orientation in stockmarket investing last July, I challenged you to pretend investing 5 million pesos in stocks. If you still remember, the Phisix back then was at 6,000 level, now it is at 7,000. This is about 20% profit if you had invested in blue chips. If you had invested in growth stocks like DITO, your money had tripled already.

It doesn't mean that if you invest in stocks you will automatically make money even if you buy blue chips like Jollibee, Ayala Corp or PLDT. There was a time when PLDT was at 4,000 level, now it's 1,400. If you bought at P4000, until when will you hold for your losses?

Risk Management

Selling is the most difficult part in investing in stocks. If you are losing in stocks, it's hard to sell because you are hoping it will go back. Sometimes it does but sometimes it takes years to wait. It's also hard to accept the loss. If your stock is up it's also hard to sell because you are also hoping it will go up some more. It happened to me many times.

At the end of the day, no one knows where the price of a stock is going but you can set how much losses you will risk and how much profit you will take. During ECQ, I bought stocks. Upon announcement of GCQ, the stock rallied. My portfolio went up by 20%. I became greedy and did not take my profit. Then the prices slowly declined when people expected GCQ to turn to EGCQ. But it did not turn out that way.



A viber chat shared by Arnold in November after he shread stocks 101 during the learning hour

the Phisix back then was at 6,000 level, now it is at 7,000. This is about 20% profit if you had invested in blue chips. If you had invested in growth stocks like DITO, your money had tripled already.....

The prices of my stocks reached the original price that I bought it. Some of my holdings were even below the original price I bought them. The emotional pain kicked in. I blamed myself for not taking my profit.

The announcement of Pfizer vaccine pushed the prices to go up again. This time i learned my lesson. I secured my profit. I sold most of my stocks. My portfolio is up by 20%.

I hope you consider investing in stocks. If you don't have the time, we can also colab. Pls let me know. Thank you and God bless.

About our contributor...



Before entering the real estate industry, Arnold was a stockmarket trader. In 1995, he worked as a trader in the biggest retail stock brokerage firm at that time, I.B. Gimenez Securities. From trader, he was promoted to unit manager and handled 10 traders. For six years as a trader, Arnold experienced all kinds of market, bull run during the last days of Ramos, crash during the 1997 financial crisis and a long side ways to down market during Erap days.

For some, this 2021 is a new beginning, for some it is liquidation of asset but for me this year, with God's grace, Arnold wants to buy his Nanay a decent house, therefore he need to use both of his skills in trading and brokering. He hopes PLAREB to pray pray for him to hit this goal.

MLRA TIPS

BY MARIA LUISA R. ALVERSADO, REB



#MLRAtips

#brokerinnewnorm

#abrokersvow

With the pandemic shifting our attention more to the use of internet, most of us may be experiencing eye strain. So from time to time, let us take a break from our computer, ipad or smartphone and rest our eyes. They say that seeing greenery help relaxes our eyes so might be a good idea to stare at our plantitos and plantitas as we take a break. This might be a good time too to do or take phone calls and read books. And to stop our gadgets from ruining our eyes, here are 5 ways how as shared by fwd.com.ph:

1. Follow the 20-20-20 Rule (Take a break every 20 minutes, then focus yours eyes on anobject 20 feet away for at least 20 seconds)
2. Minimize glare
3. Blink frequently
4. Check your monitor's position (must be eye level or at least a little below it)
5. Invest in computer glasses



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 New Norm. Currently, she is the president of At Home Realty & Property Management Corporation based in Biñan, Laguna.

WISDOM NOOK BY THE PLAREB PAST PRESIDENTS "SALE BETWEEN GWEN SURIA & CINDY MEDINA" BY CINDY SOLANO MEDINA



My buyer is a very good friend of mine. She had been meaning to buy a vacation property for her mom and herself, a place they can just drive to on weekends. I've started showing her properties back in 2018 but sale was elusive as my friend's requirements can't be met.

Then the pandemic happened. Her mom had been quarantined for over 6 months at their house in Paranaque. Fortunately, their property has a garden she tended to and walked around in. But for my friend, it had to be a bigger place. So, the quest for vacay property was more urgent.

Gwen has had her listing for some time. She had received several offers but none was acceptable to her seller. One was about to give his Earnest Money but delayed its payment due to Covid19. Gwen was told by seller not to wait for that prospect as nothing is for sure in these times of pandemic.

Gwen and I had a viewing together for another client.

We showed farms and some beach properties. I shared with Gwen my friend's requirement and took note. One morning, she calls me up telling me of her Silang listing. I asked her to go with me that same afternoon so I may check on the house. I felt it was a perfect match for my friend. I was correct.

Took my friend to see the place with Gwen the same week. She made another viewing sked, this time, with her mom. Her mom loved the place. My friend made an offer. Seller made some minor adjustments until both were amenable to terms.

On December 22, 2020, we turned over the documents and keys to the property to my good friend. We are waiting for her invite for house blessing and barbecue.

"On December 22, 2020, we turned over the documents and keys to the property to my good friend. We are waiting for her invite for house blessing and barbecue."

About the Contributor



Cynthia Flor Solano Medina is PLAREB 2014 Past President. Under her helm, PLAREB became PAREB's Best Board NCR of 2014. She is most proud of her PLAREB ON WHEELS Project where PLAREB went to different venues to educate public of EJS and RESA. She is "Cindy" to her treasured friends and clients. As American Author Gina Barreca said - "It's not that diamonds are a girl's best friend, but it's your best friends who are your diamonds."

A BROKER'S BROW

BY VIVIAN FERANIL GAPIDO - PRO



"Inspired by the book of Lui Alversado, a broker's vow, I interviewed a few PLAREBians on their broker's brow.."

New year 2021, comes with new goals for every broker. The new normal now is to meet virtually through zoom or video calls thru messenger or face time. Brokers still get to go out and meet with clients to show their listings but with their mask on, with people directly looking at their eyes and their brows. And so, brokers, kikay or not are forced to take time to fix their eye make up and brows as well. Inspired by the book of Lui Alversado, a broker's vow, I interviewed a few PLAREBians on their broker's brow. Maritoni, a mom of 3 says it takes her 20 mins everyday to fix her brows. On bad days she spends 45 minutes to do it. Vilma Limuco says she is so busy she does not care if her brows are fixed or not, and so to balance that she makes sure she visits Lay Bare at least every three months to get brow threading. You can get a brow thread for as low as 130 pesos she added. The brows are easy to maintain because of that, Vilma says. But to a certified kikay and a mother of 5 Phoebe Bretaña, "Ay madali lang ako mag kilay kc hindi sabog my kilay because I'm Kikay. Kasi dapat kilay threading tayo para maganda ang pag kilay. Done once in a while mga 2-3 months importante may guide." It seems that Lay Bare has another client that visited the salon just last week. Cindy Medina, former Ms PLAREB says "Na gusto ko pa rin magmukhang bagong gising minsan minsan". I had a great time interviewing these beautiful ladies. Indeed kilay in this pandemic, is life!

About the Contributor



Vivian Gapido, a kikay herself dreams of having her brows fixed so one Saturday morning, with the UK variant covid 19 still circulating in the news, she booked an appointment with Gab Pigmentation and got herself a 6D microblading. She now sports a semi permanent brow that will last for one to two years.

PLAREB 2021 CALENDAR OF ACTIVITIES

*SUBJECT TO CHANGE WITHOUT PRIOR NOTICE

JANUARY

-28-
1ST
GENERAL
MEMBERSHIP
MEETING
2:00 PM

-28-
PLAREB
LEAD

FEBRUARY

-10-
MLS
SESSIONS
10:00 AM

-12,13,14-
SALES
PERSON
TRAINING
10:00 AM

-25-
GENERAL
MEMBERSHIP
MEETING /
PLAREB LEAD
2:00 PM

MARCH

-10-
MLS
SESSIONS
10:00 AM

-18-
PLAREB
BINGO
SOCIALS

-25-
GENERAL
MEMBERSHIP
MEETING /
PLAREB LEAD
2:00 PM

APRIL

-14-
MLS
SESSIONS
10:00 AM

-29-
GENERAL
MEMBERSHIP
MEETING /
PLAREB LEAD
2:00 PM

MAY

-12-
MLS
SESSIONS
10:00 AM

-14,15,16-
CPD
RENEWAL
10:00 AM

-27-
GENERAL
MEMBERSHIP
MEETING /
PLAREB LEAD
2:00 PM

JUNE

-9-
MLS
SESSIONS
10:00 AM

-24-
GENERAL
MEMBERSHIP
MEETING /
PLAREB LEAD
2:00 PM

JULY

-14-
MLS
SESSIONS
10:00 AM

-29-
GENERAL
MEMBERSHIP
MEETING /
PLAREB LEAD
2:00 PM

AUGUST

-11-
MLS
SESSIONS
10:00 AM

-13,14,15-
SALES
PERSON
TRAINING
10:00 AM

-26-
GENERAL
MEMBERSHIP
MEETING /
PLAREB LEAD
2:00 PM

PLAREB 2021 CALENDAR OF ACTIVITIES

*SUBJECT TO CHANGE WITHOUT PRIOR NOTICE

SEPTEMBER

-8-

MLS
SESSIONS
10:00 AM

-30-

GENERAL
MEMBERSHIP
MEETING /
PLAREB LEAD
2:00 PM

OCTOBER

-1-

THE TOP
2021
6:00 PM

-13-

MLS
SESSIONS
10:00 AM

-15-

THE TOP
2021
6:00 PM

-28-

GENERAL
MEMBERSHIP
MEETING /
PLAREB LEAD
2:00 PM

NOVEMBER

-10-

MLS
SESSIONS
10:00 AM

-12,13,14,15-

SALES
PERSON
RENEWAL
10:00 AM

-25-

GENERAL
MEMBERSHIP
MEETING /
PLAREB LEAD
2:00 PM

DECEMBER

-8-

MLS
SESSIONS
10:00 AM

-30-

GENERAL
MEMBERSHIP
MEETING /
PLAREB LEAD
2:00 PM

FENG SHUI OUTLOOK FOR 2021

**YEAR OF THE
METAL OX**

with Guest Speaker

ANNA LIZA CHAN

Ms PAREB 2020

Feng Shui Consultant



8 TIPS TO START YOUR DAY LIKE A TOP PRODUCER

LYNN TABIOS

Certified International Property Specialist
at National Association of Realtors

**JANUARY BIRTHDAY CELEBRANTS
BY ROSALINDA TABIOS - FIRST VICE PRESIDENT**



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

- January 2 PP Christy Domingo**
- January 9 PP Mary Ann Medina - Cue**
- January 11 Roslyn Mangahas**
- January 16 Divinia Valdez**
Melva Marcelo
- January 19 PP Corazon Bertiz**
- January 21 Armand Coloma**
- January 24 Ma Lourdes Lapuz**
- January 25 PP Josie Balderian**
Jean Alfred Urbano III
- January 26 Vilma Limuco**
- January 27 Atty. Francisco Benedicto III**
- January 31 Sol Fuentespina**
Sheila Marie Carlos
Jo Leeprawat



EDITOR -IN - CHIEF
VIVIAN FERANIL GAPIDO

MANAGING EDITOR
MARITONI A. TRINIDAD

CONTRIBUTORS
RUSTICO DE LA REA
CYNTHIA FLOR SOLANO MEDINA
ARNOLD ABARQUEZ
MARITONI A. TRINIDAD
PHOEBE BRETANA
VILMA P. LIMUCO
ROSALINDA S. TABIOS
MARIA LUISA R. ALVERSADO

PHOTO CONTRIBUTORS
RUSTICO DE LA REA
CYNTHIA FLOR SOLANO MEDINA
ARNOLD ABARQUEZ
MARITONI A. TRINIDAD
PHOEBE BRETANA
VILMA P. LIMUCO
ROSALINDA S. TABIOS
MARIA LUISA R. ALVERSADO

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 288250942 /+63 928 5242668

AD RATES
BLACK AND WHITE
1/4 PAGE PHP 1,500
1/2 PAGE PHP 3,000
1 PAGE 5,000

PLAREB LEAD

