



# PLAREB LEAD

Volume 16 : Issue 1

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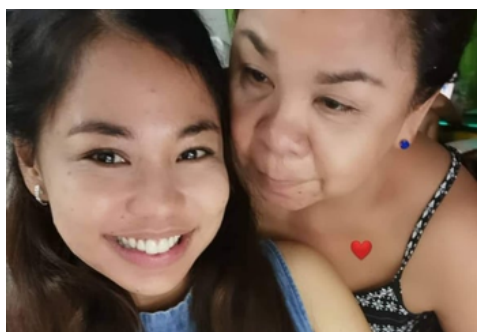
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# President's Corner



Looking back; when I was young, I can remember having frequent trips to the PLAREB office during my mom's presidential term. She would always say to us, "Daan saglit sa Westmont", but the 'saglit' will turn into 1 hour of waiting. We would sometimes join the summer outings, Christmas parties and GMMs at Max's Sucat. I'd always see mom exchanging calling cards with people she's with, I'd always see them writing down notes whenever someone was talking in front, and I'd always hear them sing a song that I didn't even understand. Funny how fate works; and now I am in front of all of you, taking the lead and doing my best to help PLAREB.

Allow me to express my heartfelt gratitude to all of you who believe in my ability to lead our beloved organization for the next 12 months. It is indeed a challenging path to take considering a dramatic career shift, dealing with a pandemic setting, being the youngest to lead our organization and experiencing all this while I'm in the middle of preparing to be a first-time mom of two beautiful babies! With overwhelming support from the members, wisdom from the past presidents and the enthusiastic energy from my fellow directors, I can now consider this as one of my life's most beautiful journeys.

The incoming board vows to continue what PLAREB has started. I, together with the 2022 Board of Directors under the guidance of Immediate Past President Rustico de la Rea, plan to focus on three major aspects of this organization: Membership, Education and MLS. We will launch activities that will help increase our membership count; create a roster of home-grown CPD speakers and help strengthen networking between us and other local boards. I encourage everyone to continue to inspire us by supporting our future activities so we can all put our PLAREB vision into action.

Being the President of this organization was never my dream, it was never my plan; but as I grow with PLAREB, I have also come to realize that there is truly a need for my service. I am called to serve. To all, join me as I accept the challenge to be PLAREB President of 2022.

I want to end this with a quote from PP Dodo Angus' Learning Hour lecture

*"RIVERS DO NOT DRINK THEIR OWN WATER;  
THE SUN DOES NOT SHINE ON ITSELF AND  
FLOWERS DO NOT SPREAD THEIR  
FRAGRANCE FOR THEMSELVES.  
LIVING FOR OTHERS IS A RULE OF NATURE.  
WE ARE BORN TO HELP EACH OTHER.  
LIFE IS GOOD WHEN YOU ARE HAPPY;  
BUT MUCH BETTER WHEN OTHERS ARE HAPPY  
BECAUSE OF YOU."*

Congratulations to the 2021 Board of Directors for a job well done; and let us all welcome the incoming 2022 board of directors. Mabuhay tayong lahat. Cheers!



# MLRA TIPS

Tip for the Month:

## FIND YOUR BALANCE



**HEALTH IS WEALTH BUT OUR LIFE AS A BROKER GOES ON SO WE MUST STRIKE A BALANCE.**

**THE RECENT RESURGENT OF COVID-19 WITH OMICRON VARIANT IN TOW HAS MADE US ANXIOUS ONCE AGAIN. BUT FORTUNATELY THIS TIME, THERE IS VACCINATION AND MORE OR LESS, WE ARE ALREADY USED TO THE STANDARD PROTOCOLS AND HOW WE DEAL WITH LIMITED MOVEMENTS OR LOCKDOWN.**

**THE SECRET, I GUESS, IS TO FIND BALANCE BETWEEN SELF-CARE VS. PRODUCTIVITY. JANA KINGFORD QUIPPED, "BALANCE IS NOT SOMETHING YOU FIND. IT'S SOMETHING YOU CREATE."**

**SINCE JANUARY, I TRIED LIMITING MY OUTSIDE TRIPS TO ONCE OR TWICE A WEEK AND I MADE SURE THAT THOSE ARE PLANNED, PRODUCTIVE TRIPS. I CONTINUED MY REGULAR ONLINE MARKETING EFFORTS AND DECIDED TO FOCUS ON A MORE SPECIFIC MARKET. AND I REGULARLY UPDATE MY CLIENTS WITH PENDING STATUS GIVEN THE SLOW MOVEMENTS IN SALES TRANSACTION, TITLE TRANSFER AND BANK FINANCING PROCESSING (EG. SOME PEOPLE ARE IN QUARANTINE, SOME AGENCIES ARE CLOSED WHILE SOME ARE ON SKELETAL WORKFORCE). ON A PERSONAL LEVEL, I TRY TO SLEEP AT LEAST 7 HOURS EVERYDAY, EAT MORE FRUITS AND VEGETABLES, EXERCISE 3X A WEEK (I STARTED SKIPPING ROPE), PRAY DAILY, CONTINUE CHURCH AND COMMUNITY SERVICE ON A LIMITED BASIS, FIND QUALITY TIME WITH MY LOVED ONES EVEN AT THE CONFINED OF OUR HOME AND HAVE A POSITIVE DISPOSITION.**

**THIS IS HOW I FIND MY BALANCE. FIND YOURS.**



**#MLRAtips  
#brokerinnewnorm  
#abrokersvow**



*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.*

# Glimpse of the Jan GMM



## JANUARY GENERAL MEMBERSHIP MEETING

**JANUARY 27, 2022 | 2PM | VIA ZOOM**



**LEARNING HOUR:**  
**ATTY. FRANCISCO BENEDICTO III**  
**TOPIC:**  
**SUFFICIENT IN FORM: A SERIES OF  
REAL ESTATE DOCUMENTATION**



**GUEST SPEAKERS:**  
**MR JOEY BONDOC & KEVIN JARA**  
**OF COLLIERS**  
**TOPIC:**  
**PHILIPPINE MARKET  
OUTLOOK 2022**



**MEGAWORLD  
INTERNATIONAL**

**PRESENTER:**  
**MEGAWORLD**

**ATTEND IN BUSINESS ATTIRE**  
**OFFICER OF THE MONTH: PRESIDENT JOELIZAH ZEPEDA ABAD**



**MEGAWORLD INTERNATIONAL**  
is looking for  
**LICENSED BROKERS**

**Timothy R. Abanto, REB, REA**  
Country Manager  
Megaworld International

mobile: 0917-8-404040      email: timothy.megaworld@gmail.com

# GENERAL MEMBERSHIP MEETINGS et al.

## Getting Together at the Time of Pandemic

**Zyzylyn Ong Salcedo**



I remember when we would have our meetings face to face... I miss those chicken meals...

It was actually intimidating for me at first because I didn't know anybody. But when the last Thursday of the month came, I find myself heading to Max's for the chicken meal... in anticipation for the friends I will meet and the new knowledge I will gain.

Fast forward 2021, when I joined the BOD, I realized how daunting a task it was to organize a GMM. Given the pandemic, everything was conducted online - from the BOD meetings to the coordination with the speakers and presenters, to the the GMM itself. The GMMs were not only educational, they were loads of fun as well! From outrageous costumes, to prizes, the members who attended were entertained. I considered myself blessed to be working along side people who were professional and fun to work with. People who, despite their busy schedules, would never hesitate to jump at a chance to help their fellow BOD.

And through the course of the pandemic, the 2021 BOD was not only able to hold the GMM monthly, they were able to conduct monthly 4K, MLS meetings as well as other get togethers such as BINGO and The TOP!

How wonderful it could've been had we been able to meet up and plan the activities face to face.

For 2022, as long as the pandemic is still here, it will be more of the same how we will be conducting our meetings, but the 2022 BOD is bent on bringing members interesting topics and more fun in the coming GMMs. We hope more members will get to experience what the GMM has to offer. So we invite everyone to join us in our GMM and all other activities in store for the year!

# EDUCATION COMMITTEE

## GEARING UP FOR 2022



*Zzylynn Ong Salcedo*

The Educ Committee under EVP Rosalinda Tabios is not wasting time.

On the first month of the year, we will already have our Initial Real Estate Seminar (IRES) for New Salespersons! To date, more than 100 new salespersons have registered.

The two and a half day CTP will be conducted by our gracious speakers who have shared their knowledge and expertise time and time again. We are indeed fortunate to have them with us.

Two more training programs are lined up for the quarter. Kudos to the education committee for the energy!



## NEW SALESPERSON CERTIFICATE TRAINING PROGRAM VIA ZOOM

JANUARY 28 - 30, 2022  
TRAINING FEE: P800.00  
12 UNITS



**MARY DAPHNE G. BERECIARTE**  
REB, REA, REC, ENP

**TOPIC:** REAL ESTATE SERVICE ACT AND ITS IMPLEMENTING RULES AND REGULATIONS



**ATTY. RHODORA L. DAPULA**  
REB, REA, REC, ENP, CPA

**TOPIC:** LOCAL TAXATION AND NATIONAL TAXATION



**GLORIA R. CANLAS**  
REB, REA, REC

**TOPIC:** CODE OF ETHICS



**AGNES FIDES Y. MERCADO**  
REB, REA

**TOPIC:** TITLING, DOCUMENTATION AND REGISTRATION

### Payment Options:

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GCash:  
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Rosalinda Tabios

Please make sure to send your proof of deposit or payment with your complete name to [plarebrealtors@yahoo.com](mailto:plarebrealtors@yahoo.com) or [viber +63 928 524 2668](tel:+639285242668)

### For inquiries contact:

PLAREB Secretariat Khai:  
+63 928 524 2668  
+63 2 8825 - 0942

REGISTER HERE:  
SCAN ME!



# MEMBERSHIP COMMITTEE



*Rachelle V. Cano*

**"ACCEPT THE THINGS TO WHICH FATE BINDS YOU, AND LOVE THE PEOPLE WITH WHOM FATE BRINGS YOU TOGETHER BUT DO SO WITH ALL YOUR HEART."**

**- MARCUS AURELIUS**

I have been avoiding life's calling most of the time specially when leading groups. Serving an organization is farthest from my mind. I would rather take the behind-the-scene roles with less attention and less social engagements. Eventually, I took the courage and let fate decide. It's now my 2nd-year term with Plareb BOD and I look forward to 2022 with renewed hope in the Lord despite the uncertainty. I am taking this responsibility for my love of PLAREB and to begin improving membership numbers while adding value to

membership benefits, thus, we can better understand and serve the needs, requirements, and goals of our members.

I've been with PLAREB for more than 6 years and have experienced the many benefits it offered --- from PLAREB/PAREB Webinar Series, to interesting and helpful groups, planning committees, and exclusive member activities (conventions, events). PLAREB membership gives access to gain knowledge and foster long-term professional and personal relationships.

During our BOD planning session early this year, we were faced with the challenge of predicting how the world would treat us in the coming months, but it did not stop us from coming up with better strategies. We still hoped and prayed our best way forward together. Some members may have lost interest to interact online, dropping our membership figures, but, surprisingly, others are continuously responding and adapting to new ways of working. As such, our organization is motivated to respond and recover faster to serve the members better. BOD is finding more ways to stay connected and develop strong relationships, so we can come

---

*"Accept the things to which fate binds you, and love the people with whom fate brings you together, but do so with all your heart. "*

*- Marcus Aurelius*

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out of the crisis in the best shape possible. As we move our membership forward to 2022, we encourage everyone to embrace change to ensure the growth and continuity of our organization. Let us have the willingness to think differently, do things innovatively, and see the whole concept of membership diversely to take us into the future. Let us reimagine Plarebians becoming attractive to real estate professionals who grow with passion and purpose. As we evolve and learn along the way, let us take the steps needed to be effective in our real estate industry.

Please help us reach out to non-member and inactive colleagues nationwide, to become a Plareb member, to be inspired, and to feel safe and confident. Help us increase our membership so our future generations can enjoy the benefits it will provide.

With hard work and faith in God, we can continue to thrive in this complicated and changing world.



# PARAÑAQUE LAS PINAS ALABANG REAL ESTATE BOARD, INC.

## 2022 MEMBERSHIP REGISTRATION FOR NEW APPLICATIONS

NEW MEMBERS PHP 3,700.00  
Seniors/PWD get PHP 200 discount PHP 3,500.00

### Modes of Payment:

- Installment (2 months)
- Full Payment

Online Transfer / Bank Deposit  
BDO SA# 0076 9002 2100  
Payee: PLAREB

GCash: 0917 521 0538  
Rachelle Cano

Send deposit slip/proof of payment to:  
plarebrealtors@yahoo.com



To register:  
Please scan QR CODE  
to fill out the  
PLAREB Membership  
Form

For inquiries:  
Please call  
PLAREB Secretariat  
Khai +63 928 524 2668

<https://qr-open.it/g/lZ9gvrKWIE>



## MEMBER GETS MEMBER PROMO

Reach out to your non-member or inactive colleagues  
and get a **PHP 200** reward for every approval!



# THE 3 BEST NON-SECRETS TO OVERCOMING FRUSTRATION

Maria Xenia S. Estrella



I started my real estate journey in 2004; and when I say, "I started", I actually mean, I started. I didn't know anything about sales and marketing of properties; and although my dad was a realtor when I was younger, I didn't ask him to teach me anything. I was more into the arts.

It took me more than a year to make my first sale. I was planning parties for a living when I decided to shift my focus and to be honest, I almost gave up on my license when I realized everything wasn't as easy as I thought it would be. Clients weren't calling me, one after another; not all supposed closed sales actually got closed; documentation within government agencies confused me; and, my patience was being tested, big time! Fast forward to being in the business of selling properties for almost 20 years now. I have come to realize that I am not the best marketer or seller in real estate, and that's OK. I do not get to sell units like pancakes every single month of every year; I am aware that it isn't my goal. Being clear about this has allowed me to set realizable goals for myself, and so unlike when I was starting out, today I do reach the annual targets and goals that I set for myself. I work with patience and don't mind it anymore, actually, maybe because I have learned to see its value through the years as well.

I do not represent everyone, of course, but I'd like to share the 3 best tips that have been helping me overcome frustrations that might otherwise lead to unnecessary disappointments.

Be organized. It's so cliché, I know, but this is most important. Getting my documents together; my forms, computations and checklists, has changed the game for me. All of a sudden I don't scramble for my documents anymore.



*"Write down your goals and check up on them regularly. Remember. If you can imagine it, it can happen."*

When I have to present anything, I know which folder to open, what file to take out and best of all, I don't have to actually take out a calculator all the time when a prepared Google Sheet will automatically compute for me and my client already. Being organized truly makes my life easier and actually causes me to look more professional, too!

Write down your goals and check up on them regularly. Remember. If you can imagine it, it can happen.

Putting things down in black and white helps me see a clearer picture of the future that I want for myself. When I look at my goals, I also look at a checklist that bears my action steps to reach my goals. When I check up on these, I tend to carry out an action step which brings me to move forward and be productive, thereby allowing me to get closer and closer to what I ultimately set myself out to do.

Do not be afraid to ask people for help. I've talked to PLAREB about this at one of our GMMs in 2021. PLAREB ay pag-ibig; PLAREB ay tulungan. I am so thankful for all the colleagues and friends whom I have come in contact with in PLAREB, all these years. Truly, nobody has ever rejected me for asking a question, for being ignorant about whatever, and really, for asking for support. If anybody reading this is struggling with frustration, know that you don't need to go far. Help is a call away.

# CHEESY MATTERS: HUSBANDS & WIVES



Maria Theresa Estrada

While getting married, most of the guys say to girl's parents, "I will keep your daughter happy for the rest of her life".

Have you ever heard a girl saying something like this to the boy's parents like "I will keep your son happy for the rest of his life"????

Nooo.... because women don't tell lies! 😊😊

x-x-x-x-x-x-x-x-x-x



If wife wants husband's attention, she just has to look sad and uncomfortable.  
If husband wants wife's attention, he just has to look comfortable & happy.



I don't know much about birds but I can easily identify the husband in this picture.



Son : Dad, I got selected for a role in a play for annual day!  
Dad: What role are you playing?  
Son: A husband!  
Dad: Stupid, ask for a role with dialogues!

-x-x-x-x-x-x-x-x-x-x-

Man outside phone booth:  
"Excuse me, you've been holding the phone for 29 minutes and you haven't spoken a word".  
Man inside: "i am talking to my wife!"

-x-x-x-x-x-x-x-x-

Husband to wife : U should learn to embrace your mistakes....  
She hugged him immediately

# JANUARY CELEBRANTS

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JANUARY 2 - PP Christy Domingo

JANUARY 4- Edward Vincent Oliva

JANUARY 7 - Khai Zambrano

JANUARY 9 - PP Mary Ann Medina Cue

JANUARY 11 - Roslyn Mangahas

JANUARY 16 - Divinia Valdez

JANUARY 19 - PP Coy Bertiz

JANUARY 21 - Armando Coloma

JANUARY 25 - PP Josie Balderian

JANUARY 25 - Jean Urbano

JANUARY 26 - Vilma Limuco

JANUARY 27 - Atty Ayen Benedicto

JANUARY 31 - Sheila Carlos

JANUARY 31 - Jocelyn Leeprawat





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REAL ESTATE BOARD, INC.  
PROVIDING TIMELY LEAD TO ALL THE  
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PLAREB  
LEAD



# 5 WAYS TO EARN INCOME AS A REAL ESTATE BROKER

**Maria Xenia S. Estrella**

“The more wisdom we know the more we may earn. Those who seek to learn more of their craft shall be richly rewarded.” - George S. Clason, American Author

Unless you're somebody who is able to sell properties like pancakes, you probably can relate to this article. See, I am not a marketing maven. Neither will I say that I know everything about Philippine real estate; but I am proud to declare that in my lack comes an eagerness and will to find more ways to enrich myself, in mind, spirit and pocket.

Here are five ways I have been able to alternately utilize throughout my profession and beyond this pandemic. Whether or not you may already be doing one, some, all, or none of these suggestions, I hope this article can somehow be of help to you.

1. Documentation. I would think a lot of us in the business have been earning from this, one way or another. I cannot stress how helpful this tip has been for me, though, throughout this pandemic. Sales have not been through the roof (not even through to the second floor, I should say!); but, taking care of transferring for new owners (including those not-so-new owners anymore) and helping clients organize their real estate documents for whatever reason is getting me through tough times, for sure.
2. Referrals to or from co-brokers. We are blessed here in PLAREB because networking is easily made available for us throughout each month, with all the available events scheduled by the Board of Directors.
3. Recruit agents; set up incentives. Agents don't need to be salaried, but they do have to be trained and inspired to keep on working. I have, late in this business, realized more fully that I cannot work alone if I want to get bigger earnings. Personally, finding the right people to help me do the job is essential to my real estate existence, considering I not only earn more; I also get to help more people along the way.
4. Write a book about a topic you are most familiar with. Our very own Lui Alversado, who also writes for the PLAREB LEAD, has done this; and as everyone knows, our PLAREB Foundation just recently released the 4th edition of The Real Estate Broker's Guide. There are numerous ways to publish or upload and sell your writings if you really want to earn from it. I have a number of PLAREB members in mind, actually, whom I think should consider this tip. Yes, I believe there are very good writers, as well as very knowledgeable brokers who need to share their expertise with the world, in this group.
5. Train as a speaker. PLAREB is a PRC-approved seminar provider. Wouldn't it be wonderful to be able to schedule seminars with our very own members as speakers and trainers whose invaluable knowledge and know-how will help build a better real estate practice in our country! There are already a few who have started this quest for us. Let us consider joining the bandwagon for development if we can.
6. Learn to buy and sell (or flip) houses. As a bonus tip, I would like to encourage our membership to learn to find decent properties to either get assignment for selling, or to buy- (renovate) and-sell (or rent out), for a profit. This may not necessarily be a common practice (although I know a number of brokers have started to do these practices already) among us, but it can be a great source of income if done properly.

Pandemic or no-pandemic, it sure is nice to know there is no need to worry about finances. PLAREB holds the key to so much knowledge and wisdom. We all need to do our part to find and take action on all necessary (legal) means that can help us reach our goals and build the lives we want.

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