

PLAREB LEAD

Volume 16 : Issue 3

IN THIS ISSUE, WE'RE COVERING:	
PAREB EVENTS	
TRAINING 2.0 ······	2
MLS FUNDAMENTALS	3
GLIMPSE OF THE GMM	4
PRESENTER'S ADS	5
MLRA TIPS	6
DON'T JUST WING IT	7
PP'S CORNER ······	8
EDUC COMMITTEE	09
MEMBERSHIP COMMITTEE	10
MLS COMMITTEE	16
CHEESY MATTERS	19
MARCH BIRTHDAY	20
CELEBRANTS	



PAREB Event

Leadership Training Seminar 2.0

By: JOELIZAH ZEPEDA ABAD



The 2nd Leadership Training Seminar was successfully conducted by PAREB Education Committee.

The Robert's Rule of Order was discussed by PAREB Chairman of the Board Atty Pol Mayuga; facilitating group dynamics was explained by ND Willie Segovia and Effective PowerPoint presentation was shared by ND Gloria Canlas.

A break out room workshop was facilitated towards the end of the Seminar focusing on 6 aspects: Mission Vision and Core Values, Bylaws, Membership, Education, CSR and Ethics.

It was truly a fun way to learn. Kudos to the working PAREB Education Committee for coming up with activities where members enjoy. So proud of EVP Rosalinda Tabios for being part of this committee. Looking forward to the next Leadership Seminar!



PAREB event

MLS FUNdamentals: Sow and Reap

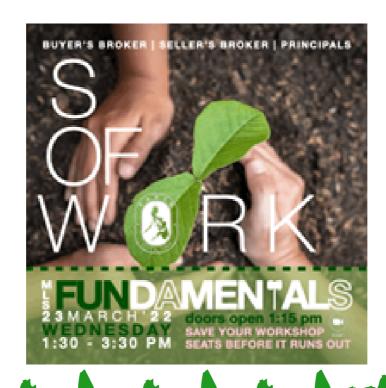
By: JOELIZAH ZEPEDA ABAD



The "2022 PAREB MLS Crew", headed by Director-in-Charge Aurora Punzalan and Chairperson Karlo Arceno, conducted a very interesting and interactive MLS FUNdamentals Workshop session with more or less 100 participants nationwide.

Discussions covered work done by the Buyer's Broker and the Listing Broker. The exciting breakout session was still part of the activity where we were formed into groups and were given enough time to discuss guide questions prepared by the moderators.

I encourage you ka-PLAREB to maximize your member benefits by attending seminars offered for free. More networking, more closings!



Glimpse of the March General Membership Meeting

By Rachelle V. Cano

HOW DID THIS FUN AND EXCITING MARCH GMM COME TO FRUITION?

That's exactly where the help of BODs and my circle came in and I really appreciate the beautiful people of PLAREB for making it all possible. You are God's blessing to me. To God be the glory for He constantly works behind the scenes in every circumstance. He provides along the way what He believes best according to His plan.

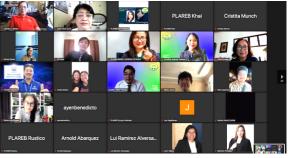
Organizing a GMM may seem simple, but there are so many details to consider. It takes a lot of time, effort, resources, and ultimately, stress, to have one. It's my second time organizing a meeting, but I still feel new in doing the task, ensuring that the program flows smoothly, and each segment runs on time with a specified procedure. The common and unpredictable issues during online GMM are the connectivity and quality audio.

Along the way, I would feel demotivated when concerns popped up last minute before the GMM on overlapped assigned roles of the BODs due to CTP activity. Revisions of the program have to be made a couple of times. The support of the BODs was divided but the members of the BOD welcomed the challenge and do what they do best - support each other. My discouragement turned to excitement when five of my Circles, surprisingly, sponsored the prizes for the games. I felt valued by their caring gesture and inspired to serve PLAREB better. At the end of the day, the BODs gladly took their role despite short notice changes, showing their full support and it kept me on course in achieving my goal.



Dean Estelita Bello, our resource speaker on "Ethics In Real Estate Selling" is a gem of a find. When I invited her to speak, she willingly accepted my invitation. Flashback, on our lengthy talks over the phone, it was easy for me to get comfortable because of her down to earth trait. I felt her genuineness and sincerity. She became my constant "phone pal" and our discussions on ethics went deeper to other matters. I am grateful to know Dean Bello.





PRESENTER OF THE MONTH

Start the year right and invest in your eco-friendly home.

BY RACHELLE V. CANO

INQUIRE AT PASEO VERDEI



We are Lucent Evermore Estate Development Inc. (LEED Inc.), a developer with the vision of building more green communities in the country.

INSPIRING THE COMMUNITY TO COMMIT TO A SUSTAINABLE LIFESTYLE

In our pursuit to build and live a greener life, we use recycled construction materials as alternative building components. We also invest in the latest technologies to provide residents with utilities, such as water and electricity, in more sustainable and cost-efficient ways. Our landscaping, plumbing, and toilet fixtures use water conserving systems for lower maintenance bills while solar powered bollards provide electricity through natural means.

We put our hearts and hands towards creating a sustainable future through projects that integrate environmental-friendly features and everyday living that champions health and wellness. Paseo Verde is the first showcase of our development expertise, conceptualized and built with green living in mind. We aimed for a structure that embodies our values while giving you, the homeowner, confidence in your investment with our property's value in the long run.

Our parent company, Cavite Ideal International Construction and Development Corporation (CAVDEAL), is a triple-A construction firm with over three decades of experience in both public and private infrastructure projects. Paseo Verde is the result of our development expertise and CAVDEAL's construction experience, a project that espouses our mutual vision for a greener future that is built with safety and integrity at the core.

Strategically located along C-5 extension in Pulang Lupa Dos, we are at the nexus of Las Piñas City's next wave of developments. Across Paseo Verde will rise the Pulang Lupa Station of the Light Rail Transit 1 (LRT-1) extension, giving our residents immediate access to one of the metro's key modes of transportation. We are also adjacent to transport terminals that can easily shuttle one to any point in Las Piñas City or beyond.

For inquiries or to schedule a property viewing, contact Maria Milagros Redor at: (0927) 566 9197 / (0998) 988 8743 www.paseoverderealph.com Paseo Verde At Real

MLRA TIPS

By: Lui R. Alversado



Stop and smell the flowers.

Take a break.

Recharge.

Make a pit stop.

Chill.

A balanced life is a well-lived life. That's why doing the above can create wonders.

Being a broker is like living in a fast lane especially during this internet age where everything can be done with just a click of a button. Today's tip is a good reminder for all of us brokers: To be more productive, we also need to rest and slow down.

This is me, in my favorite place, slowing down.



#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.

Don't Just Wing It

By: Xenia S. Estrella

Nobody can expect to grow a business without a plan. "Bara-bara" is in no way a means to do real estate. 'Don't Just Wing It', is all about (hopefully) bringing inspiration that can build up and ensure systematized and organized planning into our members' trade so that efforts can find fruition in everyone's real estate (and beyond) journeys; and businesses can flourish.



3 SUREFIRE WAYS TO FIND DOCUMENTATION JOBS

Sure, it's not so easy to just get a job to do (that pays) everyday, as a freelance real estate broker; but, never get discouraged because there's always work out there if you know where to look. Of course we offer many more services as real estate brokers, but in this article, let's talk about documentation.

Here are 3 ways to find documentation jobs that will keep you busy:

- 1. **Ask your KKKs for leads.** People who specialize in different fields of practice (apart from real estate) may not always be keen about transferring properties; much less the deadlines to do so. Spend time to ask your **K**aibigans, **K**akilalas and **K**amag-anaks for referrals and personal needs. You're bound to find clients from your list.
- 2. **Approach and offer documentation services to developers and banks.** These institutions charge clients to have documents managed. They do need people to help them do just that, too.
- 3. **Actively advertise to find work.** We don't just advertise to buy and sell properties; we need to let people know about the services we do so they can approach us for help.

Finding work may take a bit of patience, but never underestimate effort. It does bring in profit.

2nd VP, Maria Xenia S. Estrella, is all about unleashing one's power. She offers personal and business empowerment coaching that aims to challenge and open the minds and hearts of her clients to realities that affect their relationships with themselves and the people around them so they can be empowered for transformation, make better decisions and obtain better results.

PP'S CORNER:

Advantages of a Written Offer to Purchase

By: PP Guia Crisostomo



Notwithstanding claims on adherence to professionalism in their practice, most brokers still prefer a verbal over a written one when it comes to making an offer. It obviously is more convenient as it does away with exerting effort in preparing one. It also allows a buyer to retract, revise, or deny what has been offered verbally with no risk of commitment nor liability. Problem is it makes negotiating very unwieldy and worse, unproductive.

On the other hand, more experienced practitioners will vouch for the advantages of a written offer. For starters, advising a buyer to submit a written offer on a property he's interested in is a reliable way to test serious intent. When a prospect is at the point of making a decision, a written offer might be the tipping point needed for him to help make up his mind.



Submission of a written offer jumpstarts the negotiation process as it motivates a seller to respond, be it corporate, co-owners or solo. It is very beneficial to both parties who may be heavily dependent on the broker's negotiation and communication skills to present the offer in the best light possible with creating a meeting of the minds as an objective.

A written offer lays the groundwork for keeping negotiations under control and on track. It eliminates any manipulation on the part of the brokers as it prevents revisions on any of the terms and conditions without the clients' awareness, consent and approval. It safeguards the integrity of the process.

Where needed, it hastens preparation of a Contract to Sell because all mutually-accepted terms and conditions of the sale stipulated in the written offer are one and the same.

Skillful use of a written offer that results into a successful sale creates trust and respect for the broker and makes for an excellent endorsement for new clients and business. It is an invaluable item in a broker's list of best practices.

PP Guia Crisostomo has been a member in good standing of PLAREB since 2003. The highlight of her 2008 administration was bringing home the bacon as PAREB Outstanding Constituent Member Board nationwide, a feat still unrepeated up to this day. She had been twice appointed chairperson of the Ethics and Grievance Committee when both cases had been judiciously settled to the satisfaction and compliance of contending parties. As president of the PLAREB Foundation in 2013, and again in 2017, she was appointed chairperson of the Amendments Committee. Both amended PLAREB By-laws were approved and ratified by the general membership in 2015 and 2019 respectively. This is in fidelity, promotion, and adherence to her advocacy of sound and good dovernance.

EDUCATION COMMITTEE

By: Rosalinda Tabios

CTP & CPD Updates

PLAREB's first Continuing Professional Development (CPD) training for 2022 held last March 4-6, 2022 entitled REBOOT - Real Estate Brokerage and Marketing was extremely interesting useful to Brokers both and 164 Salespersons. Total of and participants enjoyed appreciated the valuable wisdom they learned from our seasoned speakers. Likewise, participants evaluation on topics and speaker's remarked how helpful it was. Once again our sincere thanks to Doc Mary Gaw SO, Ricardo Inting and PP Mary Dahpne Bereciarte.

Please share and invite participants for our next schedule of New Saleperson training on May 23-25, 2022.



INITIAL REAL ESTATE SEMINAR FOR NEW SALESPERSON

MAY 23 – 25, 2022 9 AM – 3:30 PM VIA ZOOM

TRAINING FEE: P800.00 – 12 UNITS



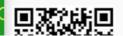


MARY DAPHNE G. BERECIARTE REB, REA, REC, EnP

REB, REA, REC, ENP
TOPIC:
REAL ESTATE SERVICE ACT AND ITS
IMPLEMENTING RULES AND REGULATIONS

AGNES FIDES Y. MERCADO

REB, REA
TOPICS:
TITLING, DOCUMENTATION AND
REGISTRATION

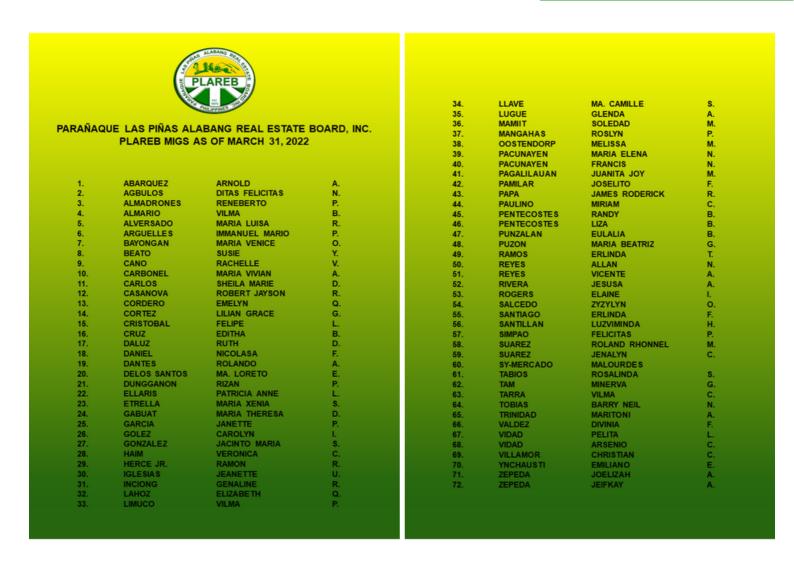




By: Rachelle V. Cano



PLAREB MIGS* as of March 31, 2022



^{*}MEMBERS IN GOOD STANDING (MIGS) refer to all distinguished, regular and associate members with valid real estate broker licenses and who are up to date in the payment of their PLAREB dues and other fees and monetary obligations on or before June 30, 2022.

By: Rachelle V. Cano



PLAREB ACTIVE DISTINGUISHED MEMBERS as of March 31, 2022



PARAÑAQUE LAS PIÑAS ALABANG REAL ESTATE BOARD, INC. ACTIVE DISTINGUISHED MEMBERS (PAST PRESIDENTS)

1.	BALDERIAN	JOSEPHINE	P.	1986
2.	AYCARDO	PAT J. MA		1988
3.	DOMINGO	CHRISTINA	E.	1989
4.	ICASAS	ENAIDA	V.	1990
5.	ELEGADO	LETICIA	Ο.	1992
6.	ABELA	RASYL	В.	2001
7.	POMPA	MARCELINO	M.	2003
8.	ZEPEDA	ELIZABETH	A.	2006
9.	BERECIARTE	MARY DAPHNE	G.	2007
10.	CRISOSTOMO	GUIA CRISANTA	A.	2008
11.	CORONADO	JOCELYNN	S.	2009
12.	ALVAREZ	CAROLINA	Q.	2010
13.	ALLANIGUE	EDWIN	B.	2011
14.	ALAGAO	JOSEFINA	T.	2012
15.	BERTIZ	CORAZON	M.	2013
16.	MEDINA	CYNTHIA FLOR	S.	2014
17.	MEDINA-CUE	MARY ANN	S.	2015
18.	MENDOZA	GEORGE WILLIAM	L.	2016
19.	ENRIQUEZ	TRINIDAD	M.	2017
20.	SURIA	GWEN LAURA	M.	2018
21.	AVANCEÑA	GLICERIO	M.	2019
22.	ESTRADA	MARIA THERESA	Α.	2020
23.	DE LA REA	RUSTICO	V.	2021

By: Rachelle V. Cano







MEMBER GETS MEMBER REFERRAL PROGRAM IS AN OPPORTUNITY:

- · To share the value of PLAREB membership with your friends and colleagues,
- To help your family and friends achieve their real estate career path by leading them to PLAREB and showcasing the benefits it offers,
- To take pride in supporting PLAREB,
- To earn rewards of PhP 200 for every successful and approved referral.

Tips on Recruiting New Members

- Invite inactive members or prospective colleague/students to attend the General Membership Meeting to experience first-hand the professional benefits of PLAREB membership.
- Start a discussion about PLAREB membership, emphasizing the benefits and value.
- Keep issues of PLAREB Lead ready to attract the eyes of potential new members.
- Publish an article in your FB wall explaining how PLAREB helped you.
- Post announcements of PLAREB meetings/conferences/trainings/activities.
- When discussing membership with a prospect, listen for clues as to what they look for in an organization. Stress those member benefits that meet their needs.
- Keep a record of the name and membership number of all your prospective members.

By: Zyzylyn Ong Salcedo





As Observed:

KAPEHAN, KAMUSTAHAN KANTAHAN, KA-PLAREB



Ever-present in all of our PLAREB online activities is Past Auditor (2017) and Past Assistant Treasurer (2018) Rolando A. Dantes. Even when he is on the other side of the planet and on another timeline, he never fails to be part of the different PLAREB online meet-ups, especially 4K.

He started working in the Hotel and Restaurant industry while he was still a student, but in 1977, he made a move to Sales and Marketing and has since joined different industries; and different global and local companies.

From being a detailman for a Swiss and American Pharmaceutical company, he worked his way to become a sales and marketing supervisor and further up the corporate ladder to become a company executive of a manufacturer of a local paint company.

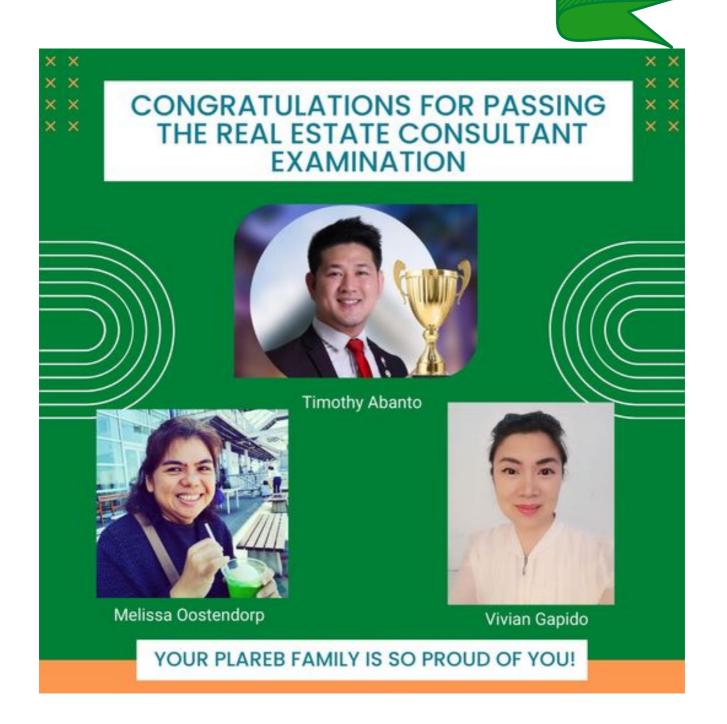
He ventured to the retail industry with friends and was active in different organizations related to the industry he belonged.

In real estate, his focus is more in raw land selling, covering the entire country from Northern Luzon all the way to the South of Mindanao, "I learned a lot in the rudiments of raw land selling from due diligence, land conversion, to land development, packaging, joint venture development to sales negotiation, titling, and legal concerns.", said Sir Rolly who took his Real Estate Management course at De La Salle College of St. Benilde.

Real estate is not Sir Rolly's greatest achievement. He is a loving father to four married children and a loving grandfather to six grandchildren.

He shared his experience with PLAREB"s 4K in the next article.

Shout out coz we're so proud!



MLS COMMITTEE: LISTINGS SHARED LAST SESSION



Ms Lou Mercado

Property # 1:

FS

2 storey corner house & lot

Lot Area: 749 sqm Floor Area: 400 sqm Utility Area | Garage Solar Panel (5.13kwp) Swimming Pool

Ground Floor: Den with T&B | Office and

powder Room

Split level: 1 Bedroom with T&B

2nd Floor: Family Room, 3 BR with T&B each

Selling Price: 58M



FS

- 2 storey house
- Lot Area: 379 sqm
- Floor Area: 378 sqm

2nd Floor - 4 big bedrooms, 3 Toilet and Bath

- Master's BR with 2 walk-in closets
- 1st floor- Spacious sala and dining
- -1 Den
- -1 Toilet and Bath
- Beautiful Lanai and Garden
- Selling Price: 35M



Property # 2

FS

- Lot Area: 1,011sqm combined property
- with 2 TCTs (400 & 611 sqm)
- Floor Area: 350 sqm 2nd Floor:
- 4 bedroom | 3 T&B
- Entertainment Room
- Tower Area Library Room 1st Floor:
- Nice and spacious sala, Dining & Kitchen with Toilet & Bath
- Lanai with guest CR
- Maid's room with T&B

Selling price: P65,000,000 Net

PF- 50-50

LISTINGS SHARED LAST SESSION

Deo Pamilar

Property # 1

FS:

- 6 storey Building in Malate
- Lot Area: 222.20 sqm(more or less)
- Floor Area: Approx 1,200 sqm
- Selling price: 120M
- 3% Brokers Fee (50-50 sharing)

Property # 2

FS:

- Makati Vacant Lot near Circuit Mall
- Lot Area: 528 sqm
- 100,000/sqm (negotiable)
- 3% Brokers Fee (50-50 sharing)

Property # 3

FS:

- 3 star operational Garden hotel in Puerto Princessa, Palawan
- Lot Area: 4,636 sqm consisting of 7 titles
- Selling Price: P 239M + VAT
- Brokers Fee: 3% (50-50) sharing
- 33 guest rooms all with private toilet with hot and cold shower)
- 8 Deluxe rooms, 17 Queen Rooms, 2 King Rooms, 5 Junior Family Room, 1 Family Room.
- Total of 100 persons room capacity

Property # 4

FS:

- Condo unit in Gateway Mandaluyong
- Area: 46 sqm
- 1 bedroom fully furnished
- Selling Price: 4.5M
- 5% Brokers Fee (50-50 sharing)

Property # 5

FS:

- Teakwood and Mahogany Farm
- Area: 14,480 sqm
- Selling Price: P700/sqm
- 5% Brokers Fee (50-50 sharing)

Property # 6

FS:

- Treveia, Nuvali
- Vacant Lot
- Area: 311 sqm
- Selling Price: P9M
- -Brokers Fee: 3% (50-50) sharing

Property # 7

FS:

- Balayan, Batangas Resthouse
- 1,800 sqm
- 4 bedroom ensuite with T&B
- Maid's and Driver's Room
- Selling at: 25M
- -3% (50-50) sharing

LISTINGS SHARED LAST SESSION

Deo Pamilar

Property # 8

FS: Aston 2, Serendra, McKinley

- Parkway, BGC
- Lower Floor faving Garden and Pool
- 65 sqm including big balcony
- With Parking
- Selling Price: 20M
- 3% Brokers Fee (50-50 sharing)

Property # 9

FS:

- Avida City Flex
- Furnished Office unit
- With Built in cubicles; 2 split type AC
- PABX phone; photocopy machine
- 47sqm
- Sale Price 15M | Lease Price:75k/month

Property # 10

FL:

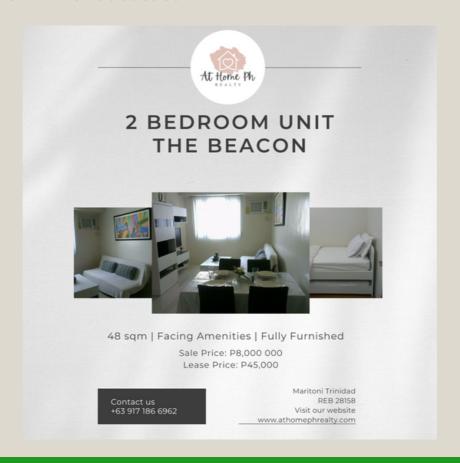
- AAV 2 storey house with Pool
- Area: 850 sqm
- 6 bedroom|6 T&B
- 3-4 car garage
- P450,000/month

Property # 11

FL:

- AAV 2 storey house
- Area: 350 sqm
- 4 bedroom | 4 T&B
- 2-3 car garage
- P250,000/month

Maritoni Trinidad



Cheesy Matters: Taglishan



Maria Theresa A. Estrada

Tanong ni Tatay:
Anak, anong itong F sa card
mo ha?
Sagot ng anak: Tatay,
Fasado ang ibig sabihin
nyan.
Tatay: Ahha akala ko
Ferfect.

Boy: Asthma ka ba?

Girl: Bakit?

Boy: Kasi you take my breath away

Interviewing an applicant

HR: So why did you leave your previous job? Appicant: The company transferred to a new office and they did not tell me where.

Wife: Darling, anung gift mo sa akin sa
Silver anniversary natin?
Husband: Pupunta tayo sa UK
Wife: Fantastic, you're so sweet darling.
What about our Golden anniversary?
Ano gift mo.
Husband: Susunduin na kita.

₩ ₩

Bumili ng new Hearing Aid si Mare 1.
Sabi ni Mare 1: Ang galing ng nabili kong hearing aid. High tech at lakas ng dating.

Sabi ni Mare 2: Magkano bili mo Mare. Sagot ni Mare 1: Oo, kanina lang





MARCH **CELEBRANTS**

The Board of Directors 2022 wish all the wonderful celebrants of March an awesome birthday and the best year ahead! MARCH 2 - PP OSCAR GENUINO

MARCH 3 - MS ESTELITA ALBAYALDE

MARCH 3 - MR MARINO QUE

MARCH 4 - DR ALLAN REYES

MARCH 6 - MS DITAS AGBULOS

MARCH 6 - MS MELISSA OOSTENDORP

MARCH 7 - MS ERLINDA SANTIAGO

MARCH 9 - MR ROLANDO DANTES

MARCH 15 - MS MARITONI TRINIDAD

MARCH 19 - MR DEO PAMILAR

MARCH 21 - MS LUI ALVERSADO

MARCH 24 - MS LEN PACUNAYEN

MARCH 24 - MS LOURDES DE LEON

MARCH 27 - MR RAMON HERCE

MARCH 30 - MR DANIEL BRIONES



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