

## PLAREB LEAD

Volume 16 : Issue 7

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### President's Corner

By: Joelizah A. Zepeda



I hope everybody is well despite the rising number of COVID-19 cases in NCR. I wish to remind everyone to please, practice safety protocols in conducting our businesses. Have yourself protected against virus and take your COVID 19 booster vaccine. In line with that, thr Chamber of Real Estate and Builders' Associations Inc (CREBA) organized a Vaccination Drive last July 25, 26 and 27 in Nayong Pilipino Foundation Drive-Thru in Paranaque. Vaccine administered is Moderna (Spikevax).

As we welcome our country's new leaders, we are also a month away from our nominations for the next set of PLAREB leaders. Everybody's participation is highly requested on our August GMM. COMELEC composed of Past Presidents will be nominated soon.

We are half way through the transfer Title transfer of our Parking in Westmont. Expanded Withholding Tax and Documentary Stamp tax were already paid. We are asking for everybody's help to offer our parking slot preferably for a long-term contract. Monthly rate is Php 2,000.

For the PAREB update, last July 9, 2022 we had our Special Members Meeting for the approval of the Proposed amended bylaws however there was a motion to end the PAREB Special meeting because there was no quorum. Next meeting schedule will be announced once available

Last July 23, 2022 was the PAREB Bowling Championship held in The Playdium, Araneta. I would like to acknowledge our players in supporting this activity, again I would like to thank our players for taking their time to participate in this event.

Lastly, please mark your calendars for our upcoming National Convention on October 6, 7, 8. Final details will be posted once available. Please approach any of our BODs if you wish to join our convention.

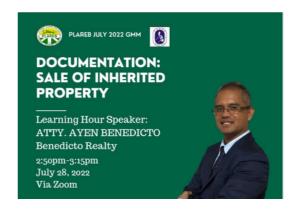
## MY EASY ROAD TO THE JULY 2022 GMM

By: Xenia S. Estrella



I've been very vocal about using our PLAREB membership in order to connect with other members and grow our knowledge and skills in this practice. So, at one of our earlier meetings thisw year, when Plarebian, Rolando Dantes, mentioned his friend who is now an officer of the DENR; I made sure I took note of his friend's specialty. When it was my turn to invite a speaker for July 2022's General Membership Meeting, it wasn't at all difficult to find somebody good to connect with. Engineer Edgar Barraca, DENR Chief, Surveys and Mapping Division, gave so much of his time to patiently explain DENR's role in the survey of lands, and gave insights regarding titling as well.





I've also been very vocal about PLAREB members being available for each other, based on my experiences. This totally came alive for me (not the first time this happened) when we needed a lecturer for, again our GMM last month. I, seriously, didn't have to look for a speaker. Atty Ayen Benedicto was very generous to offer his time if we needed his help with our 'Learning Hour' (15-20 min) segment. Atty. Ayen made documentation regarding the sale of inherited property a whole lot clearer to me -- and a number of our other participants, for sure.

Both our speakers went out of their way to answer as many questions as participants were ready to ask them. Clearly, we had very enlightening discussions, too.

Every month, PLAREB offers its members multiple activities to learn and earn from. I will not stop promoting our members to each other because every Plarebian deserves to experience the quality benefits that I know I am, as well as others here that I know about, are consistently blessed to be availing of.

### PRESENTERS OF THE MONTH



We are pleased to announce that CAROUSELL is currently giving a SPECIAL PROMO, which all PLAREB BROKERS may avail of, under NEW OR RENEWAL ACCOUNTS:

\* Get a 20% DISCOUNT for your CAROUSELL PROPERTY Subscription—Full Payment required.

\* Get a 15% DISCOUNT FOR YOUR CAROUSELL PROPERTY Subscription— 6 and 12 monthly contracts via installment.

PLUS FREE 3,000 Carousell Coins for 6 mos and 12 mos contract
One-Time Freebie, One-Year Validity

Hurry !!! Promo is until August 20, 2022, only!

If you have a query, feel free to contact me for assistance.

Arabella D. Jose
Account Manager | Real Estate

+63 917 627 0401 I +63 02 657 1860

 PLAREB is also under negotiations with Carousell for other possible MEMBER PROMOS. Details to follow.

## MLRA TIPS

By: Lui R. Alversado



I read these 3 powerful words from a neighbor's pick-up. His company is into genetics of poultry and the likes, thus, the marketing message.

Amidst the pandemic in a competitive world, this message is such a good reminder for us, brokers, to...

- Never stop learning. Regularly participate in CPD lectures and other real estate and self-help seminars. It will help not only mentally but your whole well-being.
- 2. Never stop joining general membership meetings or conferences of your real estate board association. It will keep you abreast of what's happening in the industry. If you are not a member yet, join now!
- **3. Never stop networking** with your colleagues (co-brokers, developers, financing institutions, government agencies and the likes). It is good to know what's happening in all aspects that affect real estate.
- **4. Never stop listening** from your colleagues, clients and everyone you meet around and you'll be surprise on what you can learn from them.
- **5. Never stop reading/googling/social mediaing**. A well-funneled Information is power.

Everyone of us has a mission in life. To be more effective in fulfilling that mission, we have the responsibility to continuously improve.



#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 +63917 515-0828





### **ADVERTISING IN 2022**

Don't just wing it. As we plan out our marketing tactics on social different media platforms, we cannot forget about other advertising opportunities that have been tried and tested to work (and keep on working) even before we found out about Facebook, Instagram, Viber and the like. In this modern world, I am not talking about any physical magazine newspaper or speaking of anymore; I am online platforms that have taken the place of, say, Manila Bulletin's Sunday ads space for more than a few years now.

Carousell. Even before it transitioned to its present name, Carousell was already a trusted brand, as Olx and Sulit.com.

Whether or not you want to rely on it exclusively for marketing real estate is up to anyone who subscribes to any of Carousell's packages. One thing's for sure. When I started my Carousell journey just 6 months ago; and I was struggling to find more leads and sales then, I have to say more people have started calling and asking about my listings and so far I've gotten more leads and viewings. Also today, a couple of properties are already on the negotiations table, thanks to the new additions to my marketing This, obviously, now tactics. includes carousell.ph. I take care of other businesses besides real estate brokerage. It is exciting for me to see the possibilities of growing this practice as soon as I am able to focus on my listing and marketing activities even more.

## Affordable House Lot Condo for Sale by PRC Licensed Real Estate Broker PH

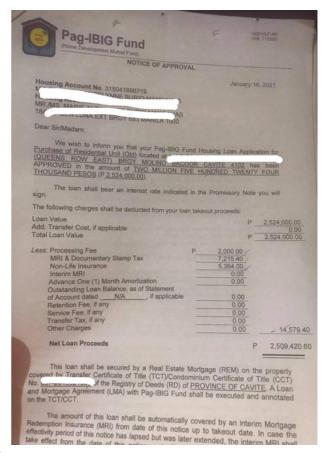


### By: Thess Gabuat

Want to buy a property from a seller/owner who is an individual (not developer/company) thru Pagibig financing or bank financing?

The amount of loan approved is not equal to the selling price and is always lower, therefore the difference between the price and approved loan will be the downpayment.

After submitting the complete requirements together with the application form to the financing institution, an appraiser will go visit the property and a credit investigation will be conducted on the buyer/borrower's capacity and integrity. Estimated timetable is 30 to 60 days.



.After getting an approval from Pagibig or from the bank of your choice, you will be given/released a Guarantee Letter/Letter of Guaranty (LOG) stating the amount of loan approved, which should be given to the individual seller. This LOG is good as cash but only when the terms/conditions are followed & submitted to Pagibig or to the bank will the loan proceeds be released to the owner/individual seller.

One of these conditions is to submit to Pagibig or to the bank a new title under the name of buyer/borrower, therefore there is a need to transfer the title to the buyer/borrower's name.

## Affordable House Lot Condo for Sale by PRC Licensed Real Estate Broker PH



### By: Thess Gabuat



After receiving the full downpayment and the LOG from the buyer/borrower, the owner/individual seller will execute a deed of absolute sale in favor of the buyer/borrower.

All the necessary transfer expenses with BIR, Registry of Deeds, City Treasurer, etc. (6% capital gains tax for the account of owner/seller while estimated more or less 4% documentary stamp tax, transfer tax, registration fee, notarial fee, mortgage documentary stamp tax & miscellaneous expenses for the account of buyer/borrower) has to be paid for the title to be transferred and for the new title to be released under the name of the buyer/borrower. Estimated timetable 60 to 90 days.

After submission of the new title & new tax declaration in the name of buyer/borrower, with annotation of the mortgage (for Pagibig loan only) or to the bank, the manager's check for the amount of loan granted will be issued and released under the name of the registered owner/individual seller only. Estimated timetable 30days.

For a smooth transaction, trust only a PRC licensed real estate broker to help you with

## DRESS TO IMPRESS

### by: Maritoni Trinidad



When your clients trust you with their investment of a lifetime, you also have to look the part. Here are some useful tips you can use during your client meetings or site viewing

Light / Day time makeup for the ladies.
No need to over accessorize as it might distract your client's attention.

A clean shave and a well groomed hair for the gents will always be plus points

Let's make our clients feel like we have prepared for our meeting with them.

For property viewing and business meeting with a client, always go for professional look without sacrificing your comfort. Dressing the part not only makes you look good, but also gives you the extra confidence that you need when presenting a property to your client. It also gives your client the confidence that you know what you are talking about.

But you also have to be prepared for the property viewings that will require long walks, difficult terrains and sun exposure. Our PLAREB shirts matched with khakis or jeans and cute sneakers are reliable companions for these types of viewing.







Present yourself well enough that your client is confident to trust you with their business.

\*PLAREB SHIRTS STILL AVAILABLE FOR SALE! GRAB YOURS NOW!

## MEMBERSHIP COMMITTEE

By: Rachelle V. Cano





### PARAÑAQUE LAS PIÑAS ALABANG REAL ESTATE BOARD, INC. PLAREB MIGS AS OF JULY 31, 2022

1.	Abarquez	Arnold	A.
2.	Agbulos	Ditas Felicitas	N.
3.	Almadrones	Reneberto	P.
4.	Almario	Vilma	B.
5.	Alversado	Maria Luisa	R.
6.	Arguelles	Immanuel Mario	P.
7.	Bayongan	Maria Venice	0.
8.	Briones	Daniel	R.
9.	Cano	Rachelle	V.
10.	Carbonel	Maria Vivian	A.
11.	Carlos	Sheila Marie	D.
12.	Beato	Susie	Y.
13.	Casanova	Robert Jayson	R.
14.	Ching	Luningning	C.
	Cordero	Emelyn	Q.
16.	Cortez	Lilian Grace	G.
17.	Cristobal	Felipe	L.
18.	Cruz	Editha	B.
19.	Daluz	Ruth	D.
20.	Daniel	Nicolasa	F.
	Dantes	Rolando	A.
	De Belen	Maricel	R.
	Dungganon	Rizan	Ρ.
	Edquiban	Bernadette	D.
	Ellaris	Patricia Anne	L.
	Etrella	Maria Xenia	S.
27.	Flores	Ramon	D.

## MEMBERSHIP COMMITTEE

By: Rachelle V. Cano



28.	Funtil	Patrick Henry	
29.	Gabuat	Maria Theresa	D.
30.	Gapido	Vivian	F.
31.	Garcia	Janette	Ρ.
32.	Garcia	Arlynda	D.
33.	Golez	Carolyn	I.
34.	Gonzalez	Jacinto Maria	S.
35.	Haim	Veronica	C.
36.	Herce Jr.	Ramon	R.
37.	Iglesias	Jeanette	U.
38.	Inciong	Genaline	R.
39.	Lahoz	Elizabeth	Q.
40.	Limuco	Vilma	Ρ.
41.	Llave	Ma. Camille	S.
42.	Lugue	Glenda	A.
43.	Luis	Tristan Arvin	S.
44.	Magno	Lina	L.
45.	Mamiit	Soledad	M.
46.	Mangahas	Roslyn	Ρ.
47.	Mendoza	Leo Michael	B.
48.	Moral	Franciso	Ρ.
49.	Oostendorp	Melissa	M.
50.	Osias	Teodoro	A.
51.	Pacunayen	Maria Elena	N.
52.	Pacunayen	Francis	N.
53.	Pagalilauan	Juanita Joy	M.
54.	Pamilar	Joselito	F.
55.	Papa	James Roderick	R.
56.	Paulino	Miriam	C.
57.	Pentecostes	Randy	B.
58.	Pentecostes	Liza	B.
59.	Punzalan	Eulalia	B.
60.	Puzon	Maria Beatriz	G.

## MEMBERSHIP COMMITTEE

By: Rachelle V. Cano



			_
61. Rar	mos	Erlinda	T.
62. Rey	/es	Allan	N.
63. Rey	/es	Vicente	A.
64. Riv	era	Jesusa	A.
65. Rog	gers	Elaine	I.
66. Sal	cedo	Zyzylyn	Ο.
67. Sar	ntiago	Erlinda	F.
	ntillan	Luzviminda	H.
69. Sim	npao	Felicitas	P.
70. Sor		Ma. Luisa	G.
	arez	Roland Rhonnel	M.
72. Sua	arez	Jenalyn	C.
	Mercado	Malourdes	
74. Tab		Rosalinda	S.
75. Tar		Minerva	
76. Tar		Vilma	C.
77. Tob		Barry Neil	N.
78. Trir		Maritoni	A.
79. Val		Divinia	F.
80. Val		Vicente Crisologo	T.
81. Vid		Perlita	L.
82. Vid		Arsenio	C.
83. Villa		Christian	C.
84. Ynd		Emiliano	E.
85. Zer		Joelizah	A.
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86. Zep	Jeua	Jeifkay	A.

## MEMBERSHIP COMMITTEE



By: Rachelle V. Cano

KAPEHAN, KAMUSTAHAN

Seaso

Z



PLAREB is cautiously optimistic on the chances for prolonged progress of our economy due to — Covid 19 variants, slow vaccine rollout, and extreme climate change, thus, the Membership Committee's 4K face-to-face technical workshop was followed by two more sessions in June and July 2022. Here are the attendees feedbacks:

Maricel R. De Belen, Salesperson

"I am happy to share my experience during 4K session to support Salespersons and Brokers in posting using photography for our projects."

- 1. It started a little late but it was worth learning.
- 2. Program was organized.
- 3. Host speaker clearly discussed the how's and what's of phone cameras.
- 4. Host speaker was very accommodating in answering our questions.
- 5. Host speaker was very good in sharing his experiences in photography. Because of this experience, I'm happy to share my learnings to others. Thanks & more power PLAREBIANS! See you in the next training program.

Tess A. Estrada
"I enjoyed the photography session
conducted by the Membership Committee.
The workshop was fabulous. The presentation
was well organized. The instructor did a
wonderful job of teaching the basic aspects
of photography using our cellphone cameras.
He was understanding, very accommodating,
and patient in answering all our queries. His
presentation was simple and very helpful
especially for me as a novice. Thank you BOD
2022 for providing an avenue like 4K for us to
learn more. Thank you for your dedication and
commitment. God bless."

Thank you BOT
for the free seminar
on video / photography.
I just bought my gimbal.
My future social media
ads will never be the
same again. Kudos to
4K activities."

See you all in our future activities!

### MEMBERSHIP COMMITTEE

By: Rachelle V. Cano



# NEW MEMBERS/BALIK PLAREB It & great to have you!



RIZAN MAY .P. DUNGGANON NEW MEMBER



VILMA B. ALMARIO BALIK PLAREB



VERONICA C. HAIM NEW MEMBER



JESUSA A. RIVERA NEW MEMBER



MA. LUISA G. SONOY NEW MEMBER



VICENTE CRISOLOGO T. VALDEZ, JR. NEW MEMBER



LUNINGNING GARCIA - CHING BALIK PLAREB



MARICEL R. DE BELEN NEW MEMBER



GARCIA
NEW MEMBER



TEODORO A. OSIAS BALIK PLAREB



**BALIK PLAREB** 

PLAREB is always privileged to welcome and present our new members/ Balik PLAREB by midyear. We look forward to seeing you in our future events.

### JOIN NOW

Visit: http://www.plareb.org/

### PARAÑAQUE LAS PINAS ALABANG REAL ESTATE BOARD, INC.

2022 MEMBERSHIP REGISTRATION FOR NEW APPLICATIONS

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

Installment (2 months)
 Full Payment

Online Transfer / Bank Deposit BDO SA# 0076 9002 2100

GCash: 0917 521 0538 Rachelle Cano

Payee: PLAREB

Send deposit slip/proof of payment to:
plarebrealtorseyahoo.com



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

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

https://qr-open.it/g/IZ9gvrKWIE Tel#: +63 2 88250942



## MEMBERSHIP COMMITTEE

By: Rachelle V. Cano



#### Maximize Your Membership Benefits

Plareb's main purpose is to help its members become more profitable and successful. Whether you're a newbie or a seasoned broker, your membership gives you access to a wider resources intended to help you succeed in today's market. It's is also necessary to rise above in any adversity by being adaptive and optimistic, develop empathy, and find ways to thrive.

Get a view of several benefits and programs to help you succeed as a real estate service practitioner.



Leads & updates on local & international market trends & opportunities. Updates on new or revised gov't policies, rules & regulations affecting real estate service.



Free in-depth trainings, webinars, learnings on the many aspects of real estate service for higher level of skills, knowledge, and competitiveness.

Accumulation of the required units of Continuing Professional Development (CPD) through seminars, conferences, conventions, etc.





Coaching & Mentoring
by developing
and enhancing
member's skills
professionally
while increasing
their confidence

Attend monthly Zoom networking and fellowship sessions and access to daily PLAREB Multiple Listing Exchange (MLS) in Facebook, Viber and Telegram





Special freebies and discounts on selected services like accounting, dental, laundry, & food services exclusively.

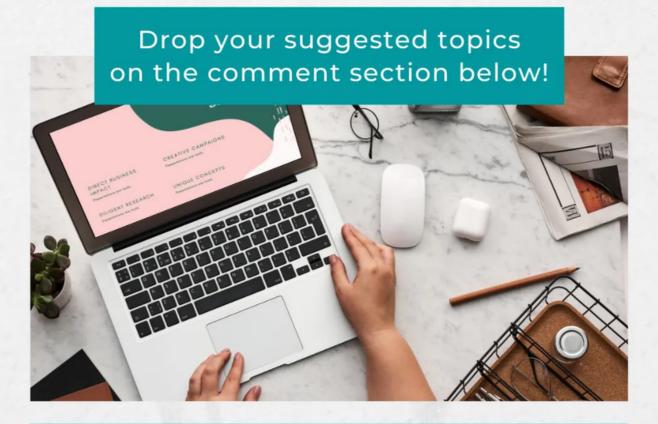
Access to monthly subscription to our newsletter for latest updates.



## EDUCATION COMMITTEE







Final date will be announced soon! Stay tuned!

## **CHEESY MATTERS**

Maria Theresa A. Estrada



### MARE MARE

Mare 1: Mare mare, Ano tawag sa maliit na tsunami? Mare 2: Ano? Mare 1: Edi tsuNANO.(\$)

Mare 1: Ano tawag sa maliit na aso?

Mare 2: Ano?

Mare 1: Edi kapirASO! ③

Mare 1: Mare 2, Ano ang hayop na tapos magperform?

Mare 2: Ano?

Mare 1: edi kalaBOW. ⊜

Mare 1: Mare 2, Ano tawag sa makiit na kapre? Mare 2: Ano?

Mare 1: edi KAPREyanggot! 🕾

Mare 1: Mare 2, Bakit maswerte ang kalendaryo? Mare 2: Ano?

Mare 1: Dahil maramimg syang dates.

⊕

Mare 1: Mare 2 ano ang pinakamataas na building sa buong mundo? Mare 2: Ano? Mare 1: Eh di yung library kasi maramimg STORIES. ⊜ Mare 1: Mare 2 bakit madaling tambangin ang mga isda?

Mare 2: Ano?

Mare 1: kasi may sarili silang SCALES!

Mare 1: Mare 2 ano ang karaniwang sakit ng mga martial arts champion? Mare 2: Ano? Mare 1: Eh di KUNG FLU!

Mare 1: Mare 2 Ano ang favorite palaman ng MMDA?

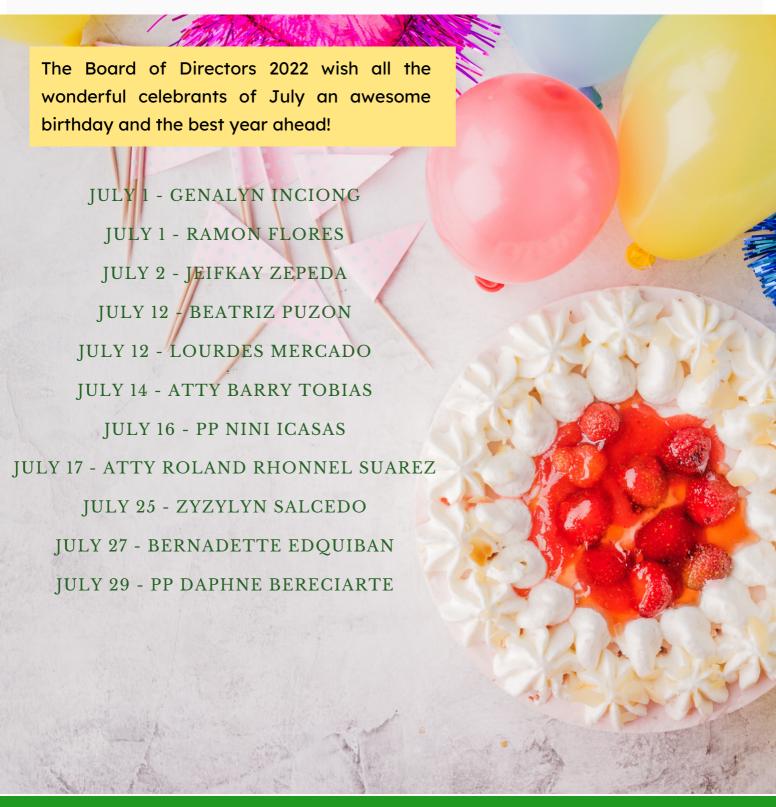
Mare 2: Ano?

Mare 1: eh di TRAFFIC JAM!

Mare 1: Mare 2 ano ang gamot sa mga sugat ng balat ng baboy? Mare 2: Ano?



## JULY CELEBRANTS



### EDITOR-IN-CHIEF ZYZYLYN O. SALCEDO

#### **MANAGING EDITORS**

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

#### **CONTRIBUTORS**

JOELIZAH ZEPEDA-ABAD
MARIA LUISA R. ALVERSADO
XENIA S. ESTRELLA
MARIA THERESA D. GABUAT
MARITONI A. TRINIDAD
RACHELLE V. CANO
MARIA THERESA A. ESTRADA

### PHOTO CONTRIBUTORS

MARIA LUISA R. ALVERSADO MARITONI A. TRINIDAD MARIA THERESA D. GABUAT RACHELLE V. CANO

#### **SECRETARIAT**

MALAIKAH ZAMBRANO

PLAREB LEAD

(FIRST PUBLISHED ON FEBRUARY 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.

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