



PLAREB LEAD

Volume 16 : Issue 9

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GLIMPSE OF THE SEPTEMBER General Membership Meeting

By: Zzylyyn Salcedo



Our resource speaker at our September General Membership Meeting was Atty. Jonelyn Bidad from BIR RDO 52. Her topic was timely as the Bureau has just launched EONETT in November 2021. RDO 52 has only started implementing the system in July of this year.

EONETT or Electronic One Time Transaction was brought about by RA 110032, or The Ease of Doing Business and Efficient Government Services Delivery Act of 2018. The Bureau's thrust to go digital started with the 'eServices' a few years back. Since the start of the pandemic, the BIR has been looking for ways to ease transactions, to make it more convenient, and safer for people to pay taxes.

EONETT is a web-based application that enables tax payers to transact their ONETT online - anytime, anywhere - as long as there is an internet connection. It is an online platform where the tax payers can submit applications for CAR. It provides a systematic solution to facilitate the assessment and collection of taxes, like creditable withholding tax, capital gains tax, and documentary stamps, related to the sale of real property. Since this is the initial phase of the system, it is still a work in progress so the initial implementation does not cover Deed of Donation and Estate Taxes just yet. Hopefully these will follow soon.

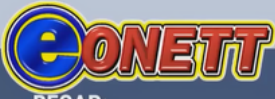
EONETT aims to reduce manual filing of return and payment of taxes. Atty. Bidad also mentioned the Revenue Regions already implementing the EONETT - Regions 4 Pampanga, 5 Caloocan, 6 Manila, 7A QC, 7B NCR, 8A Makati, 8B South NCR (where we are), 9A CABAMIRO (Cavite, Batangas, Mindoro), and 9B LAQUEMAR (Laguna, Quezon, Marinduque). These are also listed in their website.

GLIMPSE OF THE SEPTEMBER General Membership Meeting

(continued from page 02)


Atty Jonelyn then proceeded to present to us how user friendly the system was through a step by step demonstration.

She ended her talk by giving us tips as recaps. Im sure everyone is looking forward to more enhancement in the system to include Deed of Donation and Extra Judicial Settlements soon.



RECAP:


1. **C**reate Profile
2. **E**ncode Transaction Details
3. **S**can Documentary Requirements
4. **U**pload
5. **S**ubmit



1. **P**ay the Taxes, Cert. Fee & Convenience Fee
2. **S**can & Upload
3. **S**ubmit




1. **V**erify TIN (IRIS & ITS)
2. **D**ownload Uploaded Documents
2. **R**eview the Applications
3. **E**dit the Application, if necessary
4. **S**ave the Changes
5. **S**ubmit the Application



1. **V**erify payment
2. **E**ncode BCS #s and Validation Codes.
3. **T**ick "Verified Box" for each payment
4. **S**ave
5. **C**lick "Verified Payment"

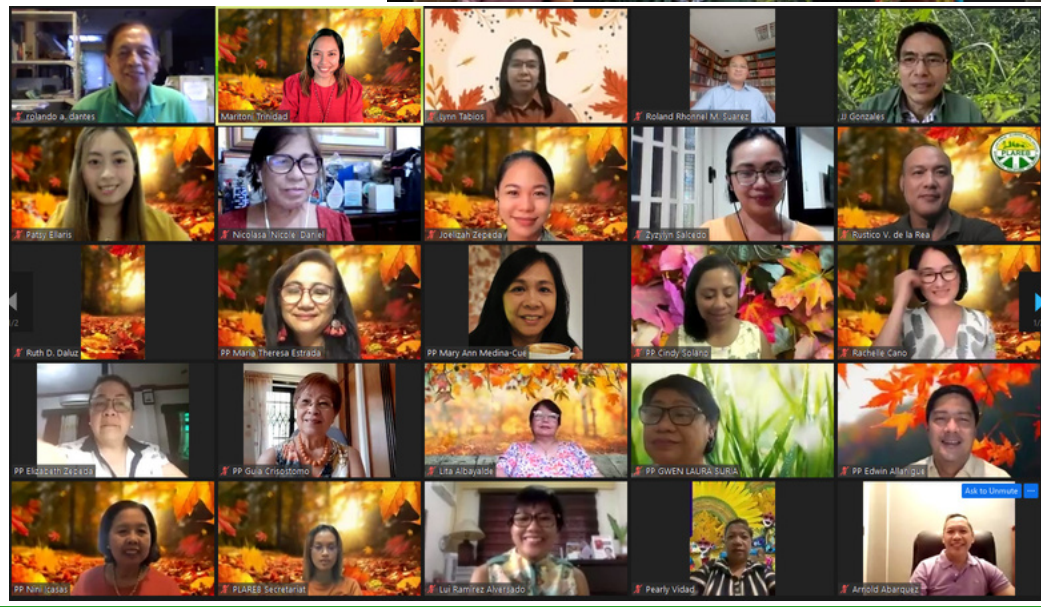
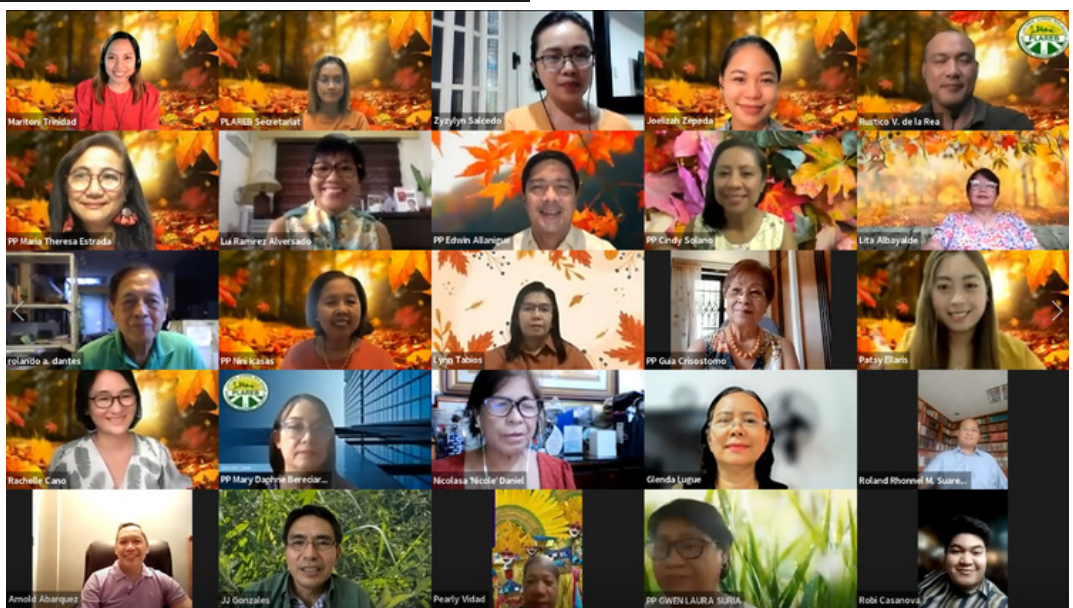
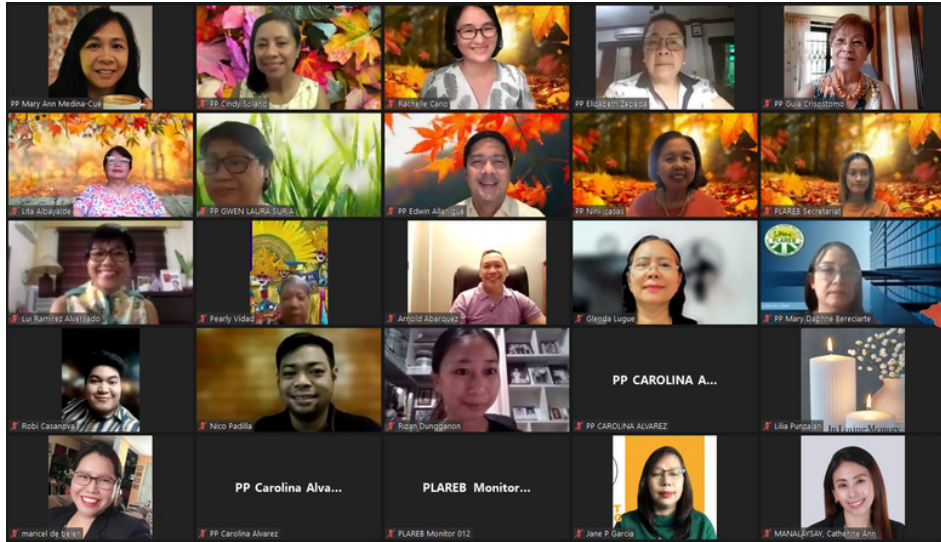


1. **R**eview
2. **E**dit
3. **S**ave
4. **A**pprove



1. **R**eview the details reflected in the draft eCAR.
2. **V**erify uploaded docs with the original.
3. **E**ncode Serial Number of eCAR.
4. **R**elease eCAR.

GLIMPSE OF THE SEPTEMBER General Membership Meeting (continued from page 03)



GLIMPSE OF THE PLAREB 2022 ELECTION RESULTS

By: Joelizah Zepeda Abad



2023 BOARD OF DIRECTORS

PRESIDENT

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EXECUTIVE VICE PRESIDENT

ROSALINDA S. TABIOS

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JACINTO MARIA S. GONZALEZ

SECOND VICE PRESIDENT

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AUDITOR

JOSELITO F. PAMILAR

PUBLIC RELATIONS OFFICER

MARIA XENIA S. ESTRELLA

ASSISTANT BOARD SECRETARY

PATRICIA ANNE L. ELLARIS

ASSISTANT TREASURER

NICOLASA F. DANIEL

Congratulations to the newly elected 2023 PLAREB Board of Directors! May the Holy Spirit guide you in all of your decisions as you fulfill our Organization's mission. I wish you success and fulfillment in your new role.

PAREB EVENTS

Candidates for the PAREB Elections for the
2023 National Directorate

By: Joelizah Zepeda Abad



REGIONAL DIRECTORS

NATIONAL CAPITAL REGION:

1. BALMAS, Jaime G (MBR)
2. BERECIARTE, Mary Daphne G. (PLAREB)
3. MAKABUHAY, Ferdinand D. (QCRB)
4. MAYUGA, Apolonio T. (PRB)
5. SANTOS, Enrique G. (MUNREB)

NORTH LUZON :

1. ESPIRITU, Marilou T. (CSFPRB)
2. MALIT, Sherwin Rex M. (MAREB)

SOUTH LUZON:

1. COMIA, Dalmacio T. (CLRB)
2. DAYAG, Josephine A. (CLRB)
3. ORENCIO, Anthony C. (CLRB)
4. SADSAD, Peter Jason D. (SPCREB)
5. SALES, Elvira A. (LCQRB)

MINDANAO:

1. CAINONG, Jovencio S. (DBRFI)
2. GUEVARRA, Elsie Grace T. (GenSan-SAR REB)
3. LIM, Cherrie May H. (ZAREB)
4. ROA, Gigi C. (COREB)

DIRECTORS-AT-LARGE

1. ANTONIO, Maria Rosario B. (MBR)
2. BALMAS, Jaime G. (MBR)
3. BERECIARTE, Mary Daphne G. (PLAREB)
4. CASTILLO, Rene J. (CTREB)
5. CASTRO, Fernando III. V. (QCRB)
6. DAYAG, Josephine A. (CLRB)
7. LUCERO, Celina F. (PRB)
8. MAKABUHAY, Ferdinand D. (QCRB)
9. ORENCIO, Anthony C. (CLRB)
10. POSADAS, Arlene I. (MBR)
11. PUNZALAN, Aurora M. (MVRB)
12. ROA, Gigi C. (COREB)
13. SALES, Elvira A. (LCQRB)
14. SANTOS, Enrique G. (MUNREB)
15. SEGOVIA, Wilfredo L. (MBR)
16. TOLEDO, Nestor B. (CEREB)

PAREB EVENTS

Candidates for the PAREB Elections for the
2023 National Directorate
(continued from page 06)

PLAREB'S PRIDE



PP Mary Daphne Bereciarte

CANDIDATE FOR REGIONAL DIRECTOR (NCR)

Real Estate Broker, Real Estate Appraiser, Real Estate Consultant

MBA- Building and Property Management

Licensed Environmental Planner

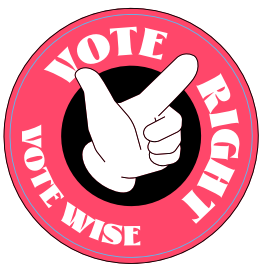
BERDE Professional and LEED Associate

2007 PLAREB Past President

2009, 2011, 2014, 2019 PAREB Secretary General

CPD Accredited Speaker for 10 years

Her advocacy - "*Transparency and Accountability*"

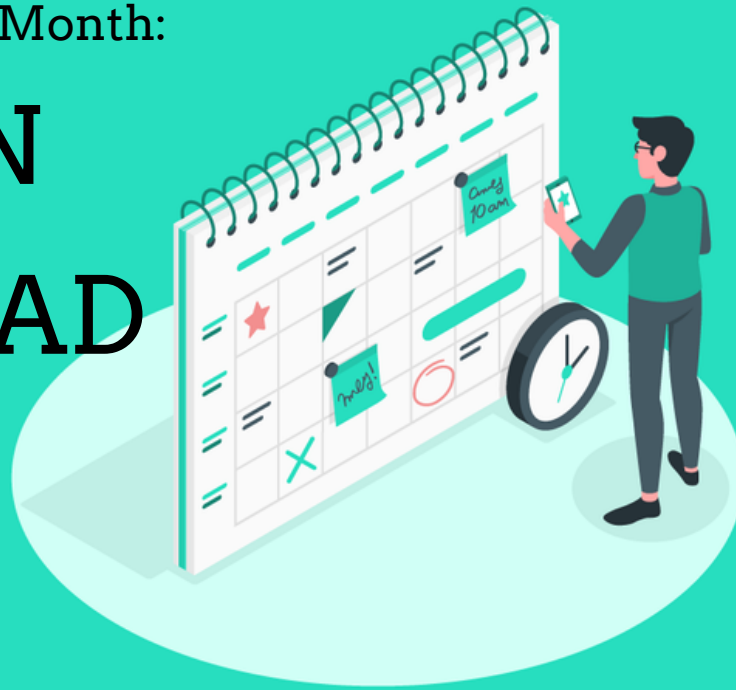


MLRA TIPS

By: Lui R. Alversado

Tip for the Month:

PLAN AHEAD



There are two things we usually look forward too during the BER month: Jose Mari Chan and Budgeting / Planning for the next year. Of course, I won't discuss Jose Mari Chan.☺

It's planning time for 2023! We are almost done with our 3rd year since the pandemic. It's time to...

1. Revisit yourself, your business and what have transpired around you? <IDENTIFY YOUR SWOT>
2. Come up with strategies based on your identified Strengths, Weaknesses, Opportunities & Threats this 2022 <DO TOWS ANALYSIS>
3. Prepare your Action Plans: What to do? Who will do it? When it will be done? How much will it cost you? <WRITE YOUR SPECIFIC ACTION PLANS>
4. Come up with a Monitoring Tool and you're ready to roll for 2023! <PREPARE A MONITORING FORM>

I've been doing these since my corporate days more so when I started being on my own. Aside from His graces, planning keeps my business going. If you need any guidance, message me and I would be happy to be of help!



#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



3 PERSONAL CHANGES THAT CAN CREATE A BIG IMPACT IN PHILIPPINE REAL ESTATE

A real estate broker also has a role to spread professionalism to those who may or may not find it hard to follow. "Be the change you want to be", right? This line is so cliché, but it holds true for so many successful results.

Within real estate organizations, particularly at PLAREB, we practitioners always talk about pride and dedication to professionalism, and working to change any "bulok system", in the Philippine real estate environment. How truly dedicated are we, though, to our craft? Does professionalism have its limits?

Let's face it. Nobody can just easily come up to a lawyer and say, "Hey, I have a client who needs representation in court. I'm the (unlicensed) agent; I'll share in your fees, ok?". Nobody does this in any professional field, other than in ours. What do you think? This scenario is somehow a common occurrence in our world. Why?

It is difficult to stay dedicated when money calls us to sway from our values... maybe. It is difficult to stay dedicated when we allow any form of shame to push us to drop our supposed, unshakeable conviction to do right. Hmm... it is difficult to stay dedicated when we lack the courage to fight for change and what is right because we're not confident enough to know the right words to say. These are reasons why we need to keep ourselves wary about the wrong ways in the real estate world and prepare to fight these so we don't have to flinch should unfavorable situations happen to us.

Get really clear about what you want and take a side. Everything is a matter of mindset. Do we really want change? There shouldn't be ifs and buts anymore; there should just be right and wrong. It would also be wise to remember that people treat us the way we train them to.

Practice makes perfect. Find a PLAREB buddy to practice lines with. Seriously. Let's also see if PLAREB can come up with a workshop where members can be trained to handle different forms of objections, not just in sales and marketing, but also in generating listings and building partnerships. Getting ready with people in our group will help get us ready for anything outside PLAREB.

Go out into the world with renewed confidence. We've set ourselves to win, and so now we need to fight our battles. We need to hold our heads high, know that we are truly professionals; and demand respect, so people just need to see that and give us what we need.

A Philippines where all its citizens acknowledge the importance of professional real estate practitioners is a Philippines worth working hard to have.

PRO-PROFESSIONAL COMMITTEE

By: Xenia S. Estrella



PROFESSIONALISM ON THE RISE

PLAREB's **Pro-Professional Project** is now in full swing. The sending out of letters to different Parañaque village associations and barangays is underway. Posters/banners are now at the printer's office and the organization is set to meet with city officials, at city hall, by the release of this issue of the PLAREB LEAD.

Buyers and sellers alike deserve to be taken cared of by individuals and companies who have their best interests in mind. Although it would not be proper to generalize that all colorum practitioners are indifferent to the clients' needs, it is obvious that these people are not getting the valuable education that's needed in order to fulfill (to the best of their abilities) their responsibilities to clients who deserve nothing less.

PLAREB's Pro-Professional project aims to inform both sellers and buyers, as well as unlicensed or uncertified real estate agents, that the group is here to help. PLAREB's offer of (and stand on) professional service and assistance is firm. The organization wants everybody to know that we understand each one's need to protect one's assets, and to earn a living. Understanding is one thing; being proactive in order to earn a living with heads held high is another.

It will take more than the hanging of tarpaulins to heal a sick society. However, making noise to get people to listen, is a start towards progress. PLAREB is determined to start – and keep on blowing its horn.

DEAL ONLY WITH A REAL ESTATE PROFESSIONAL YOU CAN TRUST

BE A REAL ESTATE PROFESSIONAL CLIENTS CAN TRUST

GET HELP WITH BUYING, SELLING, LEASING, CERTIFICATION OR LICENSING.

+63.928.524.2668

RA 9646 / RESA
(REAL ESTATE SERVICE ACT)

COMMITTEE UPDATES EDUCATION COMMITTEE

By: Rosalinda Tabios



As part of our commitment to the MIGS, the Education committee would like to present our Members In Good Standing, the 5 FREE CPD Units that are up for grabs on October 29, 2022. We have selected our top-notch speakers to help our members grow their business and deepen their knowledge in our chosen field.

**SHIFT:
GET REAL
GET RIGHT
MINDSET AND ACTION**

**FREE 5 UNITS CPD SEMINAR
EXCLUSIVE FOR PLAREB MIGS**

OCTOBER 29, 2022 | 9:30 AM - 3:30 PM
VIA ZOOM

AGNES FIDES Y. MERCADO
TOPIC: TAKING BROKERAGE TO THE
NEXT LEVEL AND STAYING IN BUSINESS
FOR LIFE

MARY DAPHNE G. BERECIARTE
TOPIC: EXPANSION OF REAL ESTATE
FOREIGN MARKET THROUGH HORIZONTAL
CONDOMINIUM LIVING

MLS COMMITTEE: LISTINGS SHARED LAST SESSION



For Lease
Viera Residences
Scout Tuason QC

Floor Area 55 sqm

2Br 1 tb
With parking

Elegant and tastefully Fully Furnished

Php 30,000 / mo inclusive of dues , exclusive of VAT
PF 1 mo (50/50)

Roslyn P Mangahas
Plareb
Prc 1963
0920 9215535



Wanted to BUY:

Office space about 100sqms in the Alabang,
Muntinlupa area.
Either Filinvest, Madrigal Buss. Park, or other nearby
areas.

Pls text or DM your listings.
Thank you

Betsy G. Puzon
PRC #1072
Pareb-Plareb
0927.6481507



FOR SALE: PARKWAY , ALABANG
2 adjacent units at 36 sqm each unit
With 4 parking slots available
Asking price is 25 million net of taxes and
prof.fee. it's in the name of a corporation, clean
tct.

Interested may call or pm me
LILIA B. PUNZALAN
Llicense Prc 638

0927 7736208
0920 9019923

Wanted to BUY:

BF MODERN Bungalow
15M budget

Viewing asap
Pls DM or text or call celfone listed below.

Betsy G. Puzon
Plareb
PRC #1072
0927.6481507



MLS COMMITTEE: LISTINGS SHARED LAST SESSION

FOR SALE:

Overlooking lot in Antipolo.

Location: Forest Farms at Havila by Filinvest

Lot area: 881 sqm (22.7 meters frontage, 38 meters side)

View: Overlooking Laguna de Bay (front view) and Sierra Madre Mountain Range (at the back)

Clean title

Updated Real Property Tax (amilyar)

Asking price: P14 million

CGT: To be paid by Seller

Amenities:

Clubhouse

Swimming Pool

Meditation Garden

Picnic Area

Lagoon

Hiking Trail

Camp Site

🔥 Aston 2, Serendra McKinly
Parkway BGC, furnished
Lower floor facing garden & pool
65 sqm including big balcony
With parking, basement 1
20 million
PF 3%

🔥 Avida City Flex
Furnished Office unit
With build in cubicles
2 split type aircon
PABX phone
Photo copying machine
47sqm
Sale 15 million
Lease 75,000/month

JOSELITO "DEO" PAMILAR
PRC 12782
PAREB-PLAREB
09178398880

jfpmetropacificrealty@gmail.com

MLS COMMITTEE: LISTINGS SHARED LAST SESSION



For Sale: Sterling Technopark Industrial lot Brgy. Maguyam, Silang, Cavite.

2 adjacent vacant lots in Phase I:

1st lot - 1,677 sqm and 2nd lot - 1,500 sqm.

Total lot area is 3,177 sqm.

Selling at 17,000/sqm.
0917540877 Leo Mendoza PR

FOR SALE: BF HOMES PQUE BUNGALOW
Lot area 204sqm
Floor area 180sqm
Well maintained,
3bedrooms, 2toilet and bath, 1car garage
Price: 11.5M gross CASH only
3% com

FOR SALE: PACIFIC MALAYAN VILLAGE Alabang
Well maintained bungalow
Lot Area 407sqm
Floor Area 300sqm
4bedrooms, 4toilet and bath, maid's room with TB, 4car garage
Price: 39.5M

Emelyn (Ems) Cordero
0917 572 0620 / VIBER



MLS COMMITTEE: LISTINGS SHARED LAST SESSION

 FORSALE

3 Star Operational Garden Hotel in Puerto Princesa, Palawan, Philippines

Lot area: 4,636 sqm consisting of 7 titles

Price: 239 million + VAT

PF: 3%; 50-50 sharing

Total no. Of Guest Rooms: 33 (all with private toilet w/ hot and cold shower)

8 Deluxe Rooms (1-2 persons), 17 Queen Rooms (1-2 persons), 2 King Rooms(2-4 persons),
5 Junior Family Rooms (5-6 persons), & 1 Family rooms (8-12 persons)
TOTAL OF 100 persons room capacity.

Housekeeping Room, Laundry Room, Pathways & Concrete Wall Fencing

Restaurant & Garden w/ Pool Bar (100 persons capacity), Wine Cellar Bar (70 persons
capacity) & Special Events Room 40 persons capacity)

Some decorative woodcraft masterpieces that are strictly carved from dead trees' roots of at
least 30 years old and some furnitures and fixtures

CCTV installed all over the Hotel property

50 fire extinguishers, sprinkler system, fire hydrants & centralized fire alarm system in all
rooms, kitchen & wine cellar

Road Access: Right-of-way leading to the barangay road
parking Lot Space:

Approximately 800 square meters

5 minutes from the City Center, 10 minutes from the nearest Hospital & 5-6 minutes away from
Puerto Princesa International Airport


Accessible to all major shopping mall e.g. SM, Robinsons, NCCC, etc.

HOTEL ACHIEVEMENTS:

Ranked 3-Star Hotel

Ranked #1 Most Booked Hotel in Puerto Princesa (8years in arow) BOOKING . com

Ranked #1, 2 & 3 Most Booked Hotel in Puerto Princesa (8years in a row) AGODA

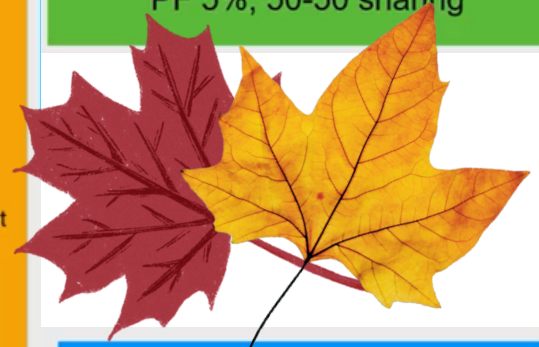
 CONDO UNIT IN GATEWAY
MANDALUYONG

Area : 46 sqm

1 bedroom fully furnished

Selling Price : 4.5 million

PF 5%, 50-50 sharing



 FOR SALE:

Makati vacant lot near Circuit Mall

Lot area. : 528sqm

100,000/sqm negotiable

PF 3%, 50-50 sharing



COMMITTEE UPDATES MEMBERSHIP COMMITTEE

By: Rachelle V. Cano

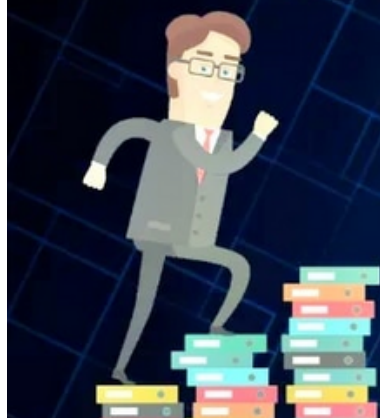


**MEMBERSHIP'S 4K &
EDUCATION COMMITTEES**

PRESENTS

REAL ESTATE 101: BEGINNER'S GUIDE TO NEWBIES

**SEPTEMBER 16, 2022
10:00 AM
VIA ZOOM**



Of all the ways we can spend our time, mentoring and coaching have the highest returns on investment. It enables us to take everything we have learned and share it to our next-generation leaders/sales practitioners.

"Mentoring is the greatest inheritance you can give to others. It is why you get up every day" as coach J. Wooden once said.

COMMITTEE UPDATES

MEMBERSHIP

COMMITTEE

(continued from page 16)

For PLAREB, what matters are the members whom we are constantly helping to become better people. As such, the Membership and Education Committees' baby project "Mentoring: Real Estate 101 Beginner's Guide to Newbies" was initiated to benefit new members and Balik PLAREB. The activity was also open to members in good standing. It aims to attract people from different backgrounds to the real estate profession. It was held on September 16 via Zoom with EVP Lynn Tabios as our speaker.



The highlight during the session was the advantages and rewards of being in the real estate career and the 3 things that determine our success:

1. Be willing to do what you do not want to do.

2. Embrace the fact that repetitious boredom pays off. Keep doing the 6 things to lead to a paycheck:

- Lead generation
- Lead follow-up
- Prequalifying
- Presenting (to buyers or sellers)
- Negotiating
- Closing

3. Know your personal early warning signs by:

- Being realistic in planning
- Seeking advice from a business network, leadership peers or a mentor and ask about their firsthand experiences.
- Paying more attention to what the team is telling and proactively seek feedback from them.

Stay on track by reviewing and revising goals in the areas of life: Financial, Physical, Spiritual. Educational, and Family

We have seen that it's possible to be resilient in a crisis by helping struggling young sales practitioners to utilize their resourcefulness and keep their businesses going during the ongoing economic crisis.

PLAREB Upcoming Events



<p>OCTOBER 6,7,8</p>	<p>OCTOBER 11</p>	<p>OCTOBER 20</p>	<p>OCTOBER 21</p>
<p>PAREB NATIONAL CONVENTION IN ZAMBOANGA</p>	<p>COURTESY VISIT TO THE OFFICE OF V.MAYOR (TENTATIVE)</p>	<p>PLAREB 4K MENTORING SESSION</p> <p>"HOW TO START YOUR BROKERAGE BUSINESS" 1:00-3:00 PM</p>	<p>THE TALENTS OF PLAREB WATCH PARTY</p>
<p>OCTOBER 27</p>	<p>OCTOBER 29</p>	<p>ONGOING</p>	<p>NOTES</p>
<p>★ FACE TO FACE GENERAL MEMBERSHIP MEETING & 47TH ANNIVERSARY CELEBRATION</p> <p>MAX'S SUCAT</p>	<p>FREE CPD FOR MIGS 9AM-3PM</p>	<p>PRO PROFESSIONAL CAMPAIGN: BANNER HANGING IN VILLAGES</p>	<p>WANT TO JOIN? WE ARE LOOKING FOR VOLUNTEERS FOR THE ACTIVITIES! PM US!</p> 

CHEESY MATTERS

Maria Theresa A. Estrada



Rusty: Pare nakakinis itong kapitbahay natin sina Joy at dalawang Marites . Kung ano ano pinamamalita nila tungkol sa kin.

Ayen: Bakit Pre ano ba ang chismis narinig mo.

Rusty: Nawawala daw manok nila.

Akala mo naman masarap eh, ang titigas naman ng laman.

Ayen: ngekkkk.



Marisol: kumusta ang exam mo?

Marita: Masama, wala akong nasagutan. Blank paper ang ipinasa ko sa teacher.

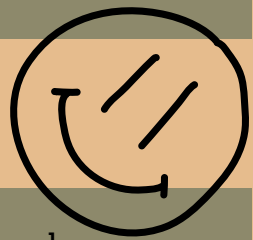
Marisol: Naku, ako rin! Paano yan ? Baka isipin nila, nagkopyahan tayo!



Waiter: Do you want a drink Sir?

Johnny: what are my choices?

Waiter: Yes or No.



Professor : "What is the telephone number of Adam and Eve?"

Student: 181.1812

Bec Eve ate 🍏 one (1) apple.

And Adam ate 🍏 one (1) too (2)



Teacher asked her class.

Teacher: Class, what is Ethics?

Johnny: Etiks are smaller than ducks.

Teacher: Well then, that duck will lay an egg in your card.



SEPTEMBER CELEBRANTS

The Board of Directors 2022 wish all the wonderful celebrants of SEPTEMBER an awesome birthday and the best year ahead!

SEPTEMBER 5 - VIVIAN CARBONEL

SEPTEMBER 8 - MARY GONONG

SEPTEMBER 9 - JANETTE GARCIA

SEPTEMBER 10 - NICOLASA DANIEL

SEPTEMBER 15 - PP GEORGE MENDOZA

SEPTEMBER 16 - PP CAROLINA ALVAREZ

SEPTEMBER 20 - LINA MAGNO

SEPTEMBER 28 - EDITH CRUZ

SEPTEMBER 29 - LEO MENDOZA

SEPTEMBER 30 - ELAINE ROGERS

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ZYZYLYN O. SALCEDO

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MALAIKAH ZAMBRANO

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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 PHP 5,000
www.plareb.org

