

PLAREB LEAD

Volume VI Issue I

January 2014

BOARD OF DIRECTORS 2014 INDUCTED

By: Cindy S. Medina

On December 7, 2013, at PLAREB's Christmas Party held at the beautiful residence of our very own Ms. MPLP 2012 2nd Runner Up Ms. Miya Tam, the 2014 Board of Directors were inducted to office by 2014 PAREB Secretary General and PLAREB PP Mary Daphne G. Bereciarte. It was attended by PLAREB Members and Past Presidents.

The 2014 PLAREB Board of Directors are the following: Cynthia Flor "Cindy" S. Medina, President; Mary Anne "Miyan" S. Medina-Cue, EVP; Paolo Jesus "Pao" L. Villavicencio, 1st VP; Trinidad "Trini" M. Enriquez, 2nd VP; Vilma "Vi" P. Limuco, 3rd VP; Maylyn "My" M. Lloren, Board Secretary; Minerva "Miya" G. Tam, Asst Secretary; Juvira "Juvy" C. Garcia, Treasurer; Emiliano "Emil" E. Ynchausti, Asst. Treasurer; Soledad "Sol" M. Mamiit, Auditor; and Altair T. Laurel, PRO.

CONTINUING PROFESSIONAL DEVELOPMENT PROGRAM

By: Mary Anne Medina-Cue

To address our broker members' needs for CPD units for renewal of PRC licenses, the Committee on Education, headed by EVP Miyan Medina-Cue, has scheduled a series of Seminars for Continuing Professional Development Program to be held on the following dates: February 15 & 16, March 22 & 23, and April 26 & 27, 2014.

Speakers shall be Atty. Ariel Martinez, Ms. Marissa Benitez and PLAREB In-house Speakers. Fee is Php 3,000/ 2 day seminar for 20 CPD Credit Hours. Please reserve your slot now by registering with Secretariat and making a deposit. Contact Secretariat for more details.

PP MARY DAPHNE G. BERECIARTE, REAL ESTATE CONSULTANT

By: Cindy S. Medina

Congratulations to 2014 PAREB Sec Gen and PLAREB PP Mary Daphne G. Bereciarte for having passed the December 2013 Real Estate Consultant Licensure Examinations. Per Professional Regulation Commission (PRC), only 15 of 23 who took the examinations passed. PLAREB family is so proud of you!



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President's Corner

SHINE BRIGHT LIKE A DIAMOND

By: Cindy S. Medina

That was PLAREB's theme for its Christmas party held last December. Just as I tried to give justice to Rihanna's beautiful song, it is my personal goal to make PLAREB and its members SHINE in 2014!

The 2014 Board of Directors had a planning session at my place on December 3, 2013. Aside from our Monthly GMM's and Plarebmlx meetings, we have set the following activities and programs for the year:

FIRST QUARTER	Plareb Lead Newsletter CPD Interboard Sports Event Amendment of By-Laws
SECOND QUARTER	Plareb Lead Newsletter CPD Plareb Subdivision Tour
THIRD QUARTER	Plareb Lead Newsletter CPD South Metro Expo
FOURTH QUARTER	Plareb Lead Newsletter CRESAR Plareb Members' Directory

PLAREB Subdivision Tour aims to educate communities/public of RESA as well as Estate Planning and other topics related to Real Estate. The South Metro Expo planned for this year hopes to achieve and even surpass the success it has earned in previous years.

Also, as PAREB members, the yearly activities are the following: LUZON CONFERENCE, VIS-MIN CONFERENCE, NAT-CON & ELECTIONS and MLS CONGRESS.

We are very much excited to start planning and working on activities for our members and for public service in Paranaque. We hope you feel the same and would need members' participation for the success of the abovementioned programs so that we may all SHINE BRIGHT LIKE A DIAMOND in 2014!



PLAREB LEAD STAFF BOX

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JOIN IN AND BE UPDATED!

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MISA DE GALLO at RDO 52
PLAREB PP Beth Zepeda, PP Wynne Allanigue and Pres Cindy attended Misa De Gallo at BIR RDO-52 taping which was shown locally on IBC Chan 13 and Internationally on GMA PINOY on Dec. 22, 2013.

Mommy D and Imelda P

PLAREB 2013 Coy Bertiz and 2014 Pres Cindy, hand in hand lipsynching "BAKIT" at the 53rd PAREB NATCON in GENSAN. PLAREB won THIRD PLACE in the "Ka-look-A-Like Group Presentation".



LEAD & LAFF

A small real estate broker was dismayed when a brand new corporate chain much like his own opened up next door and erected a huge sign which read

BEST AGENTS.

He was horrified when another competitor opened up on his right, and announced its arrival with an even larger sign, reading **LOWEST COMMISSIONS.**

The small real estate broker panicked, until he got an idea. He put the biggest sign of all over his own brokerage-it read...

MAIN ENTRANCE

LIGHT FROM WITHIN

By: Xenia Estrella



On the same day as when the 2013 board held its last directorate meeting in November, I remember seeing the new set of 2014 officers assembling at the PLAREB Office for what was apparently their first planning session as a team. From my perspective, practically everyone was wide-eyed, excited, although still unsure of what was to befall them this year... So exciting! A number of new blood in the board! Their idealism in the midst of all these changes happening around us in the Real Estate Industry, I believe, is a welcome, and highly needed trait.

As far as I know, the current board members have been contacting their 2013 counterparts for reports, insights and advice, basically to help them do their responsibilities well, of course. I was last year's PRO and I am happy to report that Altair Laurel, who has taken over my place, has been coordinating with me since before Christmas, and has been sharing her wonderful plans for the PLAREB membership this year. I actually feel she'll do a much better job in organization, and I am just looking forward to see her plans-- both to continue previous projects, as well as start new ones -- come to fruition.

2014, for PLAREB, is looking bright at this point. Here's hoping that our leaders stand by their commitment to serve, and succeed in all the plans that they decide to implement.

PRO's NOTE

By: Altair Laurel



From the day I was elected as PRO, I knew that God's hand was upon me. Nothing ever happens by accident; and for me, being part of PLAREB organization is a ministry in itself.

I was encouraged by one of our members, Ms. Xenia Estrella to take the challenge of giving back to our organization, and with the promise that she will support me because she herself has been a PLAREB PRO for some years. While working on this newsletter, I experienced the encouragement & support of not only my fellow officers and secretariat but also some of the PLAREB members.

I read a book authored by Sharon Jaynes, she wrote that people who feel encouraged will be the ones to have the greatest impact on those around them. If their emotional buckets are empty, they will have a difficult time filling others, and that each of us has our own bucket of encouragement, some have abundance & others have just a little in their bucket. The good thing about this is that when you dip out of your bucket to encourage someone, the Lord pours more into your bucket.

Ephesians 4:29

Don't use foul or abusive language. Let everything you say be good and helpful, so that your words will be an encouragement to those who hear them.



SEC REGISTRATION OF PLAREB NEW BY-LAWS SIDELINED BY BIR RULING

By: PP Guia Crisostomo

Recently approved PLAREB By-laws and Article on Purpose scheduled for filing at the Securities and Exchange Commission has been sidelined by BIR Revenue Memorandum Order 20-2013. Said order requires all non-stock, non-profit corporations and associations to comply with the prescribed policies and guidelines in the issuance of tax exemption under the amended Section 30 of the National Internal Revenue Code of 1997.

PLAREB's newly adopted purpose to be an accredited continuing professional development (CPD) provider, may be interpreted by the BIR as an activity subject to withholding tax under RMO 20-2013 and that may cause the loss of PLAREB's tax-exempt status.

Past President Elizabeth Zepeda, in her professional capacity as Certified Public Accountant and auditor of PLAREB, spearheaded the preparation and filing of all required forms and documents which she submitted to the Bureau as of December 30, 2013. Upon her advice, the SEC filing is temporarily on hold until receipt of notice on the association's status.

An application for tax exemption may fail if, in the words of RMO 20-2013, "the association fails to meet the test that determines if part of its operations may be considered activities conducted for profit".

PLAREB AMENDMENT OF BY-LAWS

By: Vilma Limuco

At the September 2013 GMM, we had the partial ratification of PLAREB amendments presided by PP Guia Crisostomo. Ratification for the pending amendments is now scheduled on **February 13, 2014, 2pm-5pm**, venue to be announced. Snacks will be served.

Let us continue to be involved in molding and shaping PLAREB into an Association with sound governance and genuine self-empowerment.



**PROPERTY24
Initiates Partnership
with PLAREB**

By: Paolo Villavicencio
Plarebmlx Chairman



The top buy-and-sell website Sulit.com.ph in partnership with South Africa's number one property search platform, *Property24.com.ph*, has launched in the Philippines becoming the most engaging online property search engine today. Aiming to be an intuitive and user-friendly website setting itself apart from other property portals, the new *Property24.com.ph* lists properties from top developers, and licensed real estate brokers around the country, offering potential buyers a wide range of properties for sale and rent in the residential, commercial and industrial markets. It also provides important property market information and tips.

Property24.com.ph is the ideal platform for licensed real estate brokers to market their properties with options to include photos and descriptions to attract buyers and renters. The use of the Manager Tool has made the platform easy to use in uploading listings which are then automatically made available on the web and mobile versions of the site. Contacting a broker is simpler now with a click of a mouse. Buyers or renters can either contact the broker directly thru the listed mobile numbers or can send a message thru the site which will be directed to the broker's email address or mobile phone!

Led by their Country Manager, Steve Santos, *Property24.com.ph* has offered PLAREB to make use of the website's services and benefits, selecting PLAREB to be a pioneer user for the platform in the Philippines. The first demonstration and use of the Manager Tool was demonstrated to Past President, Edwin Allanigue, and myself by the South African technical team mid-October 2013, while a group orientation conducted by Steve Santos took place in the month of November at Krispy Kreme, Alabang Town Center.

Property24.com.ph, though still in the infancy stage, shows promise of being the biggest go-to portal serious buyers will use to purchase or rent properties in the market. With original features and service offerings from the new *Property24.com.ph*, listing a property or finding that house or office is now just a few clicks away.

PLAREBMLX meets on Tuesdays at 2pm to 4pm. If you'd like to receive emails on Multi Listing Exchange, Announcements of Schedules for Developer Accreditation, Talks and Learning Sessions on Real Estate Sales / Marketing, Caravans and more, please email plarebmlx@yahoo.com.

**Membership
Committee to
Enhance
PLAREB
Membership**

By: Trinidad Enriquez,
Membership Chairperson



For year 2014, the Membership Committee wishes to invite all the Plarebians to join us in enhancing the membership of our association. As Plareb is an organization for its members and live by its members' support, the backbone of this organization is the members themselves. We need our members to enable us to implement our duties. We encourage participation and suggestions from our members. We will endeavour to implement a good system of recruiting new members and extending more benefits to the existing members.

We quote Plareb's By-laws Article XI Section 2:

The Membership Committee is formed with the following duties :

To enhance the membership of the Association by conducting campaigns geared towards attracting into membership the good and qualified elements in the real estate industry within its jurisdiction.

To examine the eligibility and qualification of applicants.

To process the application for membership and report in writing their recommendation thereon.

The Membership Committee looks forward to working with you.

Trinidad "Trini" Enriquez - Chairperson
Committee Members:
Sol Mamilit, Emil Ynchausti and Miya Tam

**EARLY BIRD PAYMENT
PROMO**

Pay your Annual Membership Dues
on or before March 30, 2014 and
get a COUPON for
"FREE GMM"

Call SECRETARIAT for details.

**DI LANG PURO BENTA,
PANG ISPORTS PA!
Join PLAREB-CTREB
FUN BADMINTON GAME**

Feb.20, 2014 in Pasong Tamo, Makati

For more information, please call
Cindy Medina 09178877626
or the Secretariat.

**BIRTHDAY BASHERS
FIRST QUARTER 2014**

- JANUARY CELEBRANTS:**
02 PP CHRISTY DOMINGO
02 PAOLO VILLAVICENCIO
03 MEDINA LIMIN
03 JAENNETTE PADILLA
05 ATTY. JEFFERSON TOBIAS
07 MEL ALCANTARA
08 ANALLY MORALES
09 MIYAN MEDINA-CUE
11 ROSLYN MANGAHAS
12 CARLO MIRANDA
12 FRANCIS PADERA
13 GELDA LAGERA
15 TESS EUSEBIO
19 LORNA PANTOLA
19 COY BERITZ
21 EVELYN ESGUERRA
ARMAND COLOMA
January 22
GLADYS BINBINON
24 FELY ASEDILLO
LINDA FRANCISCO
MALOU LAPUZ
25 PP JOSIE BALDERIAN
ELVIRA NANAGAS
LIEZL ANTONIO
26 VELMA LDMUCO
RONNIE CANARIA
27 EVELYN OLA
CHRIS LIM
28 ALTAIR LAUREL
29 EDWIN QUINTO
30 HAROLD DEL ROSARIO
31 SOL FUENTESPIÑA

- FEBRUARY CELEBRANTS:**
06 PP TITA ELEGADO
SYLVIA SALANGA
STELLA AMA
10 FLOREMAR GUTIERREZ
11 RAFFY ZAIDE
12 LILIA PUNZALAN
REZA ROBERTA
13 DES MADSEN
DANNY MADRAGA
14 CARLO MAGNO
EDWIN VILLENO
16 MYRNA UNO
17 ROSARIO BERNALDO
20 LIZA MEDINA
21 IRENE TIMTIMAN
22 ZENNIA CUENCA
24 CHERRY RELOVA
25 ALJICE DE GUZMAN
EVELYN PINCARO
26 JO ALAGAO
28 TONI DELA PENA

- MARCH CELEBRANTS:**
01 RODEL SARINO
FELY BUNYI
03 PP OSCAR GUENOINO
LINA RONQUILLO
LITA ALBAYALDE
RINO QUE
CONI BUNGGO
04 ATTY. KRISLEY DAVID
06 DITAS AGBULOS
MELISSA OOSTENDORP
07 LYNNE SANTIAGO
09 FRANCIS PERFECTO
ROLAND DANTES
10 JOMAR CARLOS
12 EDWIN GUMBA
14 HENRY TIASON
15 VITUS CRUZ
19 IENNY DE GUZMAN
20 SANNY CAIPANG
JOSEPH DULCE
23 VERON LOPEZ
24 LEN PACUNAYEN
LUDZ DE LEON
ALMA TAN
25 CRES AZANA
NENA SUI
26 PP BEN CASIMIRO
27 RAMON HERCE
28 VIC KATGBAC
30 MARIE GUTIERREZ
MEL MAGPAYO
VICKY VALLOSO
NETTE MONTECILLO

**HAPPY BIRTHDAY TO ALL
FROM YOUR PLAREB
FAMILY!!!**