



PLAREB LEAD

VOL. 6 ISSUE 2

THE OFFICIAL NEWSLETTER OF THE PARANAQUE- LAS PINAS- ALABANG REAL ESTATE BOARD, INC.

APRIL 2014

PLAREB FOUNDATION BOARD OF DIRECTORS 2014 INDUCTED

The PLAREB Foundation inducted their new Officers for 2014 during PLAREB's 3rd General Membership Meeting held on March 24, 2014. The following PLAREB Past Presidents have been elected to office: President - PP Edwin "Wyne" Allanigue; Vice President - PP Carol Alvarez; Board Secretary - PP Josefina "Jo" Alagao; and Treasurer - PP Elizabeth "Beth" Zepeda. Trustees are the following: PP Mary Daphne G. Bereciarte, PP Guia Crisanta A. Crisostomo, PP Christina E. Domingo, PP Leticia O. Elegado, PP Marcelino M Pompa, PP Zenaída V. Icasas, PP Porfirio V. Angus, Jr., PP Jocelynn S. Coronado, Mercedes A. Madsen and George William L. Mendoza. Inducting Officer was PAREB Past National President Emmanuel H. Bocaling.

The PLAREB Foundation, Inc. was organized with the purpose of serving, supporting and complementing PLAREB and ensuring the strict compliance with the ethics of the realty business. Members of the Foundation are PLAREB Past Presidents and PLAREB members who have been with organization for more than 10 years. The Foundation has conducted a number of Seminars and talks and has published a reference book for real estate practice, "The Real Estate Broker's Guide".

New members and "balik-PLAREB" members were also inducted at last month's GMM. Ten (10) members, of which 7 are new and 3 are returning members who have been inactive for the past years. Inducted were the following: Divina Budomo, Marites Ongkingco, Julieta Juliana B. De Guzman, Vicente A. Reyes, Evelyn G. Homes, Nelly B. Agda and Sandra A. Bocao.

PAREB ADVISORY ON AIPO

On February 7, 2014, PAREB National Directorate issued Circular 2014-003 stating their resolution to file an action through judicial or administrative means for cancellation of accreditation of PHILRES as AIPO.

At the most recent MBC (Member Board Council) Meeting held at the Alabang Country Club, Atty. Nelson "Moby" Arquiza, Official PAREB - AIPO Representative relayed that a Legal Committee has been organized headed by Lead Counsel Atty Rey D. Cartojano of GenSan Sarangani Real Estate Board, and PAREB National Director.

In his Status Update Report, Atty Moby urges "our PAREB Family and our member boards to remain vigilant -- to generate exciting programs and creative solutions for the benefit of our membership. We have to explore strategic programs up with developers, government institutions And business groups to strengthen our marketing reach, advocacy building, joint seminars, trade expo, etc that provides better incentives for our membership."



PP Jo Alagao, PP Beth Zepeda, PP Tita Elegado, PAREB Gen Sec and PP Daphne Bereciarte, PP Guia Crisostomo, PP Carol Alvarez, PP Wyne Allanigue and Inducting Officer PAREB Past National President Emmanuel H. Bocaling.



PP Jo Alagao, PP Tita Elegado, PP Mars Pompa, PP Beth Zepeda, PP Daphne Bereciarte, PP Carol Alvarez, Trustee Dess Madsen, PP Guia Crisostomo, PP Wyne Allanigue and PLAREB Pres Cindy Medina



PP Beth Zepeda with newly inducted PLAREB Members: Julieta De Guzman, Nelly Agda, Marties Ongkingco, Divina Budomo, Vicente Reyes and President Cindy Medina

PP CONCHITA "CHING" VILORIA, 82

PLAREB Past President Conchita "Ching" Viloria passed away on April 10, 2014 at the Medical Center Paranaque. A short program was held at the Loyola Memorial Park in Sucat attended by PLAREB Foundation Members and PLAREB Secretariat. A posthumous certificate of Appreciation was given to her daughter, Diane Viloria, who is also a PLAREB Member.

During Tita Ching's Presidency in 1981, PLAREB achieved to have the most number of participants for its CRESAR. Up to now, her record of 188 participants has yet to be broken.

Also, one of PLAREB's dear member and active bowler, Herminia "Hermie" Vinco, passed away on February 24, 2014. She was spouse to bowling team mate and PLAREB member, Engr. Romy Vinco, who was also UBFAI President in 2013.



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President's Corner

By: Cindy S. Medina

It's the time of year that we always wish it was raining. Summer time is indeed here. So we better prepare ourselves with our sunblocks, umbrellas, caps and light colored clothes to keep ourselves comfortable while on tripping and business trips... unless you're on Vacation!

Speaking of VACATION, we are planning to have a ONE DAY OUTING for our members in Batangas. Arrangements are being made and most likely details will be announced at the 4th GMM.



Other PLAREB and PAREB activities scheduled for the quarter are:

- | | | |
|-------------------------------------|-------------------------|--|
| 1. MBC hosted by PLAREB & MUNREB | April 11, 2014 | Acacia Room
Ayala Alabang Country Club |
| 2. CPD Seminars | April and May 2014 | St Rita Orphanage
Sucat, Paranaque City |
| 3. VIS-MIN Conference | April 25-26, 2014 | Limketkai Luxe Hotel
Cagayan de Oro City |
| 4. Taipei Real Estate Global Summit | April 28 to May 1, 2014 | Taipei Int'l Convention Center
Taipei, Taiwan |
| 5. PLAREB OUTING | May 14, 2014 | Batangas |
| 6. PLAREB on Wheels | May - Aug 2014 | Various Places in Paranaque |
| 7. PAREB Bowling Tournament | June - Sept 2014 | E-Lanes, Greenhills, San Juan |

The directorate has formed a committee on the POW (PLAREB on Wheels) scheduled for the 2nd Quarter of the year. We shall be soliciting members' expertise and participation on the POW as we conduct talks on Real Estate topics. It would be great to have members around for possible questions and assistance our audience may have. This is to be true to PLAREB's vision mission - "to have members who are visionary, God-fearing, and SOCIALLY RESPONSIBLE, who provide steady expert service, and who fully embrace their role as catalysts of change in the Real Estate Industry."

As early as now, more exciting activities and programs are being planned for next quarter to coincide with PLAREB's 39th Anniversary.

In the meantime, Happy Selling (or Vacationing) everyone !!!

With PAREBMLS Committee
I am one of the moderators of
parebmls@yahoo.com



With Newly Inducted
Members Divina Budomo and
Marites Ongkingko.
TO ALL NEW MEMBERS
Welcome to PLAREB !!!

PLAREB BUSINESS CARDS AND YARD SIGNS

Business Card 1 Box = P450
Yard Sign (Tarp) = P150

PACKAGE 1:

1 Box Biz Cards + 1 Tarp
for only P 550.00

PACKAGE 2:

2 Boxes Biz Cards + 2 Tarps
for only P1,080.00

* 100 pcs / box

Please Contact Secretariat for Orders

JOIN IN AND BE UPDATED!

Regular Announcements and
Sharing of Listings

YAHOO GROUPS

1. plareb_members@yahoo.com
2. plarebmlx@yahoo.com
3. mlspareb@yahoo.com

FACEBOOK ACCOUNTS / PAGES

1. PLAREB ONLINE
2. PLAREB GROUP - MEMBERS IN GOOD STANDING ONLY
3. PAREBMLS.COM
4. PAREB ONLINE
5. TEAM PAREB

PLAREB LEAD STAFF BOX

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Cindy Medina and Altair Laurel

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PP Guis Crisostomo	

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PLAREB LEAD is a quarterly newsletter by the Paranaque-Las Pinas-Alabang Real Estate Board, Inc.

PLAREB 2014 BOARD OF DIRECTORS

President	Cindy Medina
EVP	Mary Anne Medina-Cue
1 st VP	Paolo Villavicencio
2 nd VP	Trinidad Enriquez
3 rd VP	Wilma Limuco
Board Secretary	Maylyn Lioren
Asst Sec	Miya Tam
Treasurer	Juvy Garcia
Asst Treasurer	Emil Ynchausti
Auditor	Soledad Mamiit
PRO	Altair Laurel
Immediate PP	Coy Bertiz



APRIL CELEBRATORS

- | | |
|-----------------------|---------------|
| 1 - Mary Jane Cruz | Tess Matriano |
| Juvy Kopitzke | |
| 2 - PP Nitz Wenceslao | |
| 4 - Jacinto Rosario | |
| 6 - Vanessa Arroyo | PP Ester |
| Tomaneng | |
| 10 - Champs Morales | Ledy Nunez |
| 15 - Minda Santillan | Siory Borbe |
| 16 - Beth Lahoz | |
| 18 - Olive Costales | |
| 20 - Minerva Tam | |
| 22 - PP Bard Estrella | Hazel Riguera |
| 27 - PP Levy Alvarez | |
| 29 - Belle Dela Cruz | |

MAY CELEBRATORS

- | | |
|----------------------|-----------------|
| 1 - Ruth Daluz | |
| 4 - Marie Malihan | Nons Bernardo |
| 5 - Gwen Suria | |
| 6 - Fernan Borines | Muffet Ponce |
| 7 - Ismael Allanigue | Stephanie Haili |
| 8 - Luz Colet | |
| 9 - Beth Gonzales | |
| 11 - Francisco Moral | |
| 18 - Eric Hizon | Allan Aban |
| 20 - Julio Casambros | |
| 22 - Crejan Galvez | |
| 23 - Beda Ramin | |
| 24 - Lilian Cortes | Begzie manuel |
| 29 - Divine Budomo | |
| 30 - Marieta Abordo | |

JUNE CELEBRATORS

- | | |
|-----------------------|-----------------|
| 1 - Jose Peralta | |
| 2 - PP Mars Pompa | Arnold Abarquez |
| 4 - Lynne Dalupe | Rose Galang |
| 7 - Grace Lopez | Della Imperial |
| 8 - Susie Beato | |
| 13 - Pitz Lazado | |
| 14 - Bobby Alvarez | Myrna Ragasa |
| 15 - Liza Pentecostes | |
| 17 - RJ Quiroz | Maylyn Lioren |
| 18 - Edith Bernardo | |
| 19 - Ethel Garcia | |
| 20 - Emily Cordero | |
| 21 - Marie Revatoris | |
| 25 - Cora Paris | |
| 26 - Helen Villalva | Eva Borines |
| 28 - Tess Estrada | Thess Gabuat |
| 30 - PP Rasyil Abela | Gloria Sabordo |

COMMITTEE NEWS



ORIENTATION OF NEW AND BALIK-PLAREB MEMBERS

By: Auditor Sol Mamit

On March 18, 2014, an Orientation was conducted at the PLAREB Office by 2014 Directors headed by Pres Cindy Medina and Membership Committee Chairman Trinidad Enriquez. They introduced PLAREB with its

History mission / vision, goals, achievements, and membership with PAREB. The other Committee members, Auditor Soledad Mamit discussed the benefits enjoyed by the members, while Asst. Treasurer Emiliano Ynchausti spoke on PLAREB's membership with CREBA.

New and returning members were inducted at PLAREB's 3rd GMM on March 24, 2014 by Pres. Cindy Medina.

A "FREE GMM COUPON" was given to members who settled their Annual Dues on or before March 31, 2014. This entitles member to ONE FREE Entrance to any GMM from January to June 2014.

PAREB Lifetime Members are paid for life for their PAREB membership. However, to be members in good standing, members should be updated with their annual membership dues with their local boards. It is encouraged that members update their membership so that they may be able TO VOTE and BE VOTED UPON at the PAREB ELECTION in October 2014 to be held at the NCR.

BENEFIT OF PLAREB MEMBERS - THE ALAGA CARD

The Membership Committee has turned over to Alviar Laboratories a list of PLAREB members in good standing. Those who wish to have laboratory examinations with Alviar can do so with a 20% discount by paying P50.00 and securing for an official receipt. The receipt can be reimbursed by PLAREB. The examinations are extended to the member's family, including his househelp.



PLAREBMLX UPDATES

By: 1st VP Paolo Vilavicencio

The first quarter of 2014 has passed and many productive activities have transpired during MLX Tuesdays. We have initiated ties and have accredited PLAREB members with companies that forte in online marketing and E-commerce, such as Property24.com.ph and RealtyCheck.com. By doing so, our members

receive the opportunity to increase their business reach to a global presence. It is evident that the current trend in today's practice for building new business relationships and seeking opportunities is thru the internet, social media, joining E-groups and the like.

Not only has the MLX been active online, but MLX Tuesdays is conducted to get our members together, socialize, exchange listings and requirements, and share experiences and updates in the real estate industry. Relationship amongst peers and clients is the second key element in having a successful brokerage business (prior to this is having an online presence). MLX Tuesdays will continue for the remainder of the year to aim to nurture personal relationships amongst members.

From time to time, MLX Tuesdays is graced by the presence of guests promoting their business such as developers, banks, and other institutions that play a vital role in the real estate industry. Developers usually present and have accreditation sessions so our members may have more inventories to offer their clients. We also coordinate Site Orientations with Developers to see and experience their projects being promoted.

Currently, PLAREBMLX with the participation of President Cindy Medina and Past President Wyne Allanigue is working on "PLAREB on Wheels" which is an information campaign aimed to educate and benefit the residents of Paranaque.

Mid-year is nearing and more developments of our plans and activities will be announced. For more information on MLX Tuesdays schedule and activities, please contact PLAREB Secretariat.



CONTINUING PROFESSIONAL DEVELOPMENT SEMINARS

By: EVP Mary Anne Medina-Cue

The Education Committee will be having its second run of the Continuing Professional Development Seminar on April 25, 26 and 27, 2014 consisting of 20 CPD units, to be held at St. Rita Orphanage in Sucat, Paranaque

City. The fee for this 2 1/2 day seminar is Php 3,500.00.

We encourage those who will take the seminar to avail of the regular rate by giving an initial deposit of at least Php 1,000.00. This will assure hand-out materials and meals for pre-registered and paid participants. Participants who do not pre-register with deposits may still be accommodated but with premium rate of P3,750.00. A one day seminar of 8 CPD units and a half day seminar of 4 CPD units is Php 1,500 and Php 750.00, respectively.

Please understand that we require pre-registration and deposits for headcount for both materials and meals. Walk-in participants' meals and materials may be delayed in case of shortage.

Pursuant to PRC Resolution No. 2013-774 of the "Revised Guidelines on the Continuing Professional Development (CPD) Program for all Registered and Licensed Professionals", Real Estate Professionals are only required **45 CPD units** for the renewal of their licenses. This has been concurred by PRBRES through announcements made to some associations by no less than Mr. Eduardo G. Ong. Subsequent seminars will be clustered into 15 CPD units instead of 20 Units.

The Committee has tentatively set the next CPD seminar on May 17 and 18, 2014.

We urge our members to coordinate with our Secretariat for further announcements.



PLAREB AMENDMENT OF BY-LAWS

By: 3rd VP Vilma Limuoc

On March 20, 2014, a special session on the ratification of PLAREB amendment of by-laws was scheduled. However, due to poor number of participants, it was decided to just discuss and scrutinize the contents of the pending proposed amendments in order to make the following schedule of ratification be affable to

the general members of the board. It has been decided that amendments be given an hour every GMM for discussion until full ratification has been concluded.

PLAREB Board, in cooperation with PP Guia Crisostomo and other Past Presidents, are seeking for the cooperation of our general members in order to fully amend our by-laws and be updated with the current market trend of the real estate industry.



BIR Guidelines & Policies for the Monitoring of Service fees of Professionals

By: PRO Altair Laurel

According to Las Pinas City Asst. Revenue District Officer Mr. Nelson Boongaling, Revenue Regulations No. 4-2014 is a simple Registration requirement wherein professionals

upon registering to Bureau of Internal Revenue should :

1. Pay an annual Registration fee amounting to Php 500.00 on or before January 31 of each year.
2. Secure Authority to Print for Official Receipts.
3. Registration of Books of Accounts.

He mentioned the importance of keeping track of all the monthly, quarterly & annual reportorial requirements, whether earning or not to avoid penalties. In the event that you decide to close your business, you should do it officially.

"PLAREB COMMITTEES are constantly on its toes. We are thinking of ways to keep up with each member's expectations of being well-equipped to meet challenges in our industry head-on, with no fear...."

EXCLUSIVE LISTINGS A More Effective and Convenient Way to Sell a Property

By: PP Guia Crisostomo



Every homeowner wants only one thing out of selling his property. A price he can be happy with at the soonest time possible without the stress and inconvenience that come with it. Authorizing a gaggle of brokers to market it for him is the common way to go but there is no assurance that his expectations will be met. It may be helpful for a homeowner planning to put his property out in the market to be informed of the benefits and advantages of signing up with a very good broker on an exclusive basis for an effective yet hassle-free selling.

A successful sale hinges on competitive pricing and this is the first benefit an exclusive listing with a good broker provides. He prepares and interprets to his seller market data that will enlighten him about competition and help him decide on an attractive asking price. This hastens the interest-building phase and increases the odds of producing a very good offer at the quickest time possible. In case of overpricing, a good broker will send market feedback received from buyers and co-brokers in aid of a price revision or adjustment. This will keep marketing on the right track without losing momentum.

A close second on the list is access to the broker's network of clients and co-brokers as well as the preparation of a good promotional plan. Both are intended to create marketing mileage and initial advertising impact at no cost to the seller. Some tools he may use in combination are yard signs, property flyers, offer to sell letters, broker's caravans, open houses, print ads and the web. Bona fide real estate brokers who are either associates of a real estate company or proprietors of their own agencies have very good support systems designed to deliver quality service to their exclusive and therefore, preferred clients. Those who sign up on a non-exclusive basis do not enjoy the same package.

Protection of privacy is without a doubt another benefit that a seller will truly appreciate. A broker's "for sale" sign acts as a tool that sets into motion the process of identifying and pre-qualifying buyers and brokers, filtering out mere "lookers", moonlighters and fly-by-nights. The broker does the elimination in the seller's stead sparing him from wasting personal time entertaining every Tom, Dick and Harry who knocks on his door 24/7. Furthermore, the fiduciary relationship between them requires that sensitive information be held in confidence and only material facts about the property be declared to a buyer who signifies a serious intent to purchase. Confidential information is controlled and contained preventing unnecessary public exposure.

Helping a buyer reach a decision is another critical part of the marketing activity that is most often unrecognized as a broker's handiwork. A prospect's capacity to buy becomes increasingly evident during pre-qualification, property viewing and subsequent follow-ups and gives a broker a feel of how the prospect intends to make the acquisition. When decision time comes, he will have prepared

several options suitable to the buyer's needs that will give him the confidence to make an offer.

One more commonly overlooked benefit is professional representation, a catalyst on two critical levels: negotiations and documentation. A broker wizened and equipped by years of experience will skillfully negotiate for him, taking to heart the protection and promotion of his welfare and interest. Even when a buyer comes from the seller's sphere of influence such as a family member or friend and where there might be pressure on the seller to sacrifice the sale in favor of the relationship, an experienced broker's representation can help diffuse and deflect attempts to take advantage of such a situation. And further on during documentation, this benefit becomes more evident when unnecessary expenses either fines or penalties are avoided through knowledgeable handling and prompt submission of documents. Awareness of policies, rules and regulation as well as acquaintance with personalities in the various government agencies like the Bureau of Internal Revenue, the City Assessor's Office and the Register of Deeds assures facility in the processing of needed documents within prescribed deadlines.

In closing, exclusive listing is the more professional way to sell real estate but, unfortunately, it is not the accepted practice locally. It is a misunderstood concept, one that is perceived to be self-serving for the broker at the expense of the seller. But in contrast and by its very nature, it is the open or non-exclusive listing that compromises a seller's fate because there are no signed commitments required from either party and, therefore, no standards by which to measure performance. This laxity is a condition very conducive for part-timers, moonlighters and fly-by-nights who, most often than not, bring problems to the seller due to their unprofessional practices. Most often than not, they offer a property on a as-requested-for basis only, networking is limited because of fear of piracy, advertising is almost nil because of lack of resources or time since real estate is not their true focus, and, after finding a buyer, leaving the seller to fend for himself during negotiation and documentation. And yet, it is from their ranks that criticism and protest against advocates and practitioners of exclusive listing are loudest claiming it unfairly excludes them from doing business with a seller notwithstanding their ineffective and inefficient service. It is a revealing psychological confession of whose interest they truly want to protect.

Exclusive or non-exclusive. It is a choice a homeowner planning to sell must make carefully if he wants the commission he pays worthy of every peso.

(This article was originally featured in PAREB'S The Realtor Newsletter in 2006.)



PRO'S NOTE The Resurrection Sunday

By: PRO Altair Laurel

Luke 24: 13 – 26 NLT

Jesus appeared to his two followers who were walking seven miles out of Jerusalem. They were talking about everything that had happened to Jesus, the man from Nazareth. They said that He was a prophet who did wonderful miracles. He was a mighty teacher, highly regarded by both God and all the people. They are sad that the Jewish high priests and other religious leaders got Jesus arrested, handed him over to be condemned to death, and be crucified.

These followers from Emmaus were counting on Jesus to redeem Israel from its enemies. Most Jews are waiting for the military & political Messiah, they didn't understand that the Messiah had come to redeem people (including me & you) from slavery to sin. When Jesus died, they lost all hope. They did not understand that Jesus' death offered the greatest hope possible.

These followers knew that the tomb was empty but did not understand that Jesus had risen. They knew very well the biblical prophecies, but they failed to understand that Christ had to suffer to atone and pay for our sins and so provide a way for us to connect back to God.

John 3:16 says that whoever now believes that Jesus is the Son of God who came to die on the cross for our sins, shall not perish but have everlasting life. This Resurrection Sunday (Easter), may we fully understand who it is that the world celebrates! May we learn to fully believe Jesus, his death and resurrection. And may we learn to truly give Him, and only Him, our full trust and devotion, since no one else suffered so much and died for us as He did. May we come to know what it really means to be forgiven, accepted, and assured of a home in heaven.

Get ahead of the pack. Be seen in the PLAREB LEAD!

For advertisement rates and other information, please call the PLAREB Office.

Shutterbug



JANUARY GMM
Far Left: VP Miyan Medina-Cue, Speaker
Middle: Asst RDO Dindo Gutierrez gave updates on BIR Rulings.
Left: AVP Rodante Manuel as Presenter for RCBC Foreclosed Properties

GENERAL MEMBERSHIP MEETINGS

GMM's held every last Thursday of the month at 12nn - 4pm at Maximo Room, Max's Sucat, Parañaque City.

JANUARY - Talk on Economic Outlook by EVP Miyan Medina-Cue; Presenter was RCBC Foreclosed Property; Speaker was Asst RDO Dindo Gutierrez on BIR Rulings.

FEBRUARY - Guest was San Dionisio Credit Cooperative CEO Cielito Garrido; Presenter was Hacienda San Benito; Talk on "Matters of the Heart" by representative from Phil Red Cross.

MARCH - Talk on Website Marketing by Ms. Lara Santico of RealtyCheck.ph; Presenters were Tylan Properties & Cathay Land, Induction of PLAREB Foundation Officers & PLAREB new members.

FEBRUARY GMM
 PP Gula Crisostomo discussing By-Law Amendments for Ratification.

Far Right: San Dionisio Credit Cooperative CEO Cielito Garrido with PLAREB Members who are also Credit Cooperative Members w/ Pres. Cindy & Board Sec Maylin Lloren.



Right: Early Bird Awardees receive tokens; **Middle:** Birthday Celebrators for February **Far Right:** Representative from Phil Red Cross teaches basic CPR.

Below: MARCH GMM - 1st Photo: Dir in charge 1st VP Pao Villavicencio, **2nd photo:** With Speaker Ms. Lara Santico of RealtyCheck.ph; **3rd photo:** Early Bird Awardees received cupcakes from Pao; **4th Photo:** President's Time



OTHER ACTIVITIES



PLAREB-CTREB FUN BADMINTON

Badminton Night at Wings & Shuttle



Hacienda San Benito Site Orientation

Lipa, Batangas City