



# PLAREB LEAD



THE OFFICIAL NEWSLETTER OF THE PARAÑAQUE - LAS PIÑAS - ALABANG REAL ESTATE BOARD



## PLAREB RECEIVES PAREB OUTSTANDING

### BOARD AWARD FOR NCR

BY: MELISSA M. OOSTENDORP

PAREB celebrated the end of its 54th year with a Christmas Party and induction of its newly elected National and Local Board of Directors on December 10, 2014 at the Manila Hotel Centennial Hall.

Among the 14 Plarebians who attended the event, two received plaques of appreciation for their exemplary service: PP Edwin Allanique for **Special Award for Services to PAREB** and IPP Cindy Medina for the **Perfect Attendance Award**.

The highlight of the night for the Plarebians was the awarding of the **Best Board Award for NCR for 2014** which was gleefully accepted by our very own IPP Cindy Medina. Congratulations Cindy for a job well done as President of 2014! 2014 PAREB Sec. General and PLAREB PP Daphne Bereciarte was also inducted as National Director of 2015 along with President Reynaldo Lim (MBR), Chairman Armando Valencerina Jr. (LCQRB), SVP George Sanchez (NORBI), VP NCR Atty. Nelson Arquiza (PMRB), VP North Luzon Pedrito Kalalang (BRB), VP South Luzon William Floresta (RBR), VP Visayas Tonette Fritzche (CEREB), VP Mindanao Roy Rabor (DBRFI), Sec. General Karen Uy (QCRB), Treas. Atty. Jaime G. Balmes (MBR), Directors Amparo Araullo (CRB), Analyn Melo (LCRB), Neil Pintoy (MAREB), Vinia Lapuz (PMRB), Tita Domingo (CEREB), Gigi Roa (COREB), Cani Catbagan (ZAREB) and Atty. Ariel Martinez. It was then followed by the induction of the local board Directors. The night ended with 3rd VP Lito bagging the 2nd highest raffle prize of 15,000 pesos.



MEMBERS IN GOOD STANDING & PLAREB ONLINE



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## The PLAREB LEAD

### MANAGING EDITORS

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Mary Anne Medina - Cue  
Ruth Daluz

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Mary Anne Medina-Cue  
Melissa Oostendorp  
Ruth Daluz

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PLAREB LEAD (established on Feb. 8, 2008) is a quarterly 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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### AD RATES

Black and white  
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1 page 2,000



## TOP VIEW

BY: MARY ANN MEDINA - CUE, PRESIDENT

2015 is our Ruby Year! PLAREB will be celebrating a milestone as it commemorates its 40th year anniversary. "Passionate Service for 40 Years" is its tagline, just like the fiery and captivating gem, that symbolizes passion and prosperity.

All projects for the year will revolve around this central theme. To name a few, the "Pusong Plareb" campaign will be launched to encourage members to participate in various organized activities. The "Balik Plareb" on the other hand, will aim to reconnect with inactive members to join and once again be part of an association considered to be a prime mover of the real estate industry in the southern metropolis.

On behalf of the newly elected Board of Directors, I would like to appeal to the general membership for their full support and cooperation and to be one with us in making our "Ruby Year" one that will be truly remembered in the years to come.



## PLAREB'S 40TH YEAR ANNIVERSARY LOGO

The 40th anniversary logo and tagline is a result of the collaboration of the Board of Directors, and Past Presidents. The logo was designed by a professional graphic artist. It was unanimously approved by the Board of Directors.

The colors were derived from the green and yellow of PLAREB's logo, and red was chosen as the main color because the 40th year is a Ruby anniversary. The overall theme of "Passionate Service for 40 years"

influenced the addition of the ruby heart that looks and sparkles like a real gem. Inside the "0" or zero of the 40 is a budding plant which signifies the beginning of new life. "LIFE BEGINS AT 40", as they all say. We renew our pledge to be of service— to give back to our membership, clients and community. We prepare for the challenges of globalization and strive for growth in our membership, in both numbers and quality. This year our Board will work towards empowering existing members, and reconnect with inactive members through our "BALIK PLAREB PROGRAM".

We shall incorporate these logos in our lined up campaigns and events for this year.

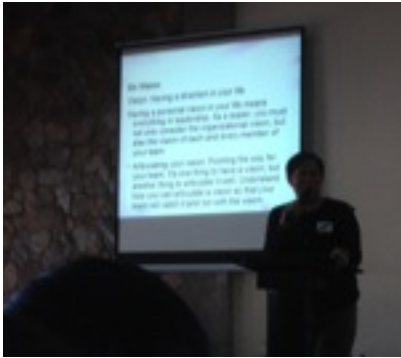


## PAREB ACTIVITIES & UPDATES

BY: MELISSA M. OOSTENDORP, BOARD SECRETARY

### MBC TEAM BUILDING WORKSHOP

PAREB's Member Board Council (MBC) Team Building and Leadership Training Workshop was held on January 16-17 at the scenic Sol Y Viento Resort in Pansol, Laguna. Pres. Mary Ann Medina- Cue and Board Sec. Melissa Oostendorp participated in the 2-day workshop. The bootcamp emphasized three major goals: unity, teamwork and empowerment. The Leadership Training was conducted by National Board Chairman Armando M. Valencerina, Jr. At the end of this training, we discovered our personality type based on the traits (Dominant, Influential, Steady, Conscientious) that we thought described us best. We also had a self assessment quiz that gave us an idea of our current leadership skills. After this, we were shown how we are able to use this to ensure team work and harmony with our fellow directors in our respective local boards.



### THE PAREB INFO TECH MASTER PLAN

This year the National Directorate acknowledged the need to prepare ourselves and to know what it takes to become the leading organization in the upcoming ASEAN Integration. TEAM ACE was created to work on these initiatives. A - Action Center C - Communication and PR and E - Extensive Plans on Integrating. Modules are as follows:

- **Redevelopment of the following websites:** PAREB.org.ph (William Floresta, facilitator), ParebMLS.com (Vinia Lapuz, facilitator)
- **Facebook (Team PAREB) - for PAREB Members**
- **PAREB Online Facebook Page - Global Page**
- **E-business solution for MLS. Synergy with other other service providers within the organization, membership mlx and listings database for allied service providers,**
- **E-learning and webinars - develop modules for consumers and members which are held live online. The Education Committee has submitted their application for CPD accreditation of webinars at PRC.**
- **Mobile applications, text messaging solutions**
- **Marketing our services using social media tools**
- **Consult with a specialist in e-commerce and digital marketing with participation of local boards' IT reps.**

### RESOLUTIONS & STRATEGIC INITIATIVES

All attendees were divided into three main groups-1. strategic planning, where best practices were shared and directives were given. 2. MLS and 3. Education. At the end of the workshop we came up with our unified goals and resolutions for this year which are as follows:

- ANTI COLORUM CAMPAIGN
- TESDA DEPED BRIDGE PROGRAM
- INTENSIFY GLOBAL ALLIANCES & RE-ESTABLISH THE REALTOR TRADEMARK
- CREATE OUT OF THE BOX BUSINESS OPPORTUNITIES
- MEMBERSHIP RETENTION
- ESTATE PLANNING SEMINARS
- PROFESSIONALIZE STANDARDS AND SERVICE FOR DEALING WITH DEVELOPERS & CLIENTS
- BUILD UP TEAM AND FORGE UNITY
- COMMUNITY SERVICE

# LEGAL EAGLE

BY: ATTY. JENALYN SUAREZ, Attorney-at-Law, CPA, REBL, MBA

Issue: 1-2015

## A land to call your own: Residential Free Patent

As brokers, we have encountered numerous issues involving land, whether it concerns the title or annotations/liens thereon, the tax declaration, the claim of ownership or "cloud" in the title, possession, taxation issues such as: estate, capital gains, documentary stamps, real estate taxes "amilyar" and the like, relevant to negotiating it for sale, or for any other conveyance. However, what if the land our clients' intend to sell, or to donate or is subject of estate (whether testate or intestate) has no land title at all. Insofar as the areas we usually cover as brokers is Metro Manila or the more developed municipalities, more often these involve residential lots.

In 2010 a landmark legislation was passed basically streamlining the requirements for land titling of residential areas. Republic Act No. 10023 entitled "An Act Authorizing the Issuance of Free Patents to Residential Land" was signed and approved on March 9, 2010 or otherwise known as the Residential Free Patent. The law allows any Filipino citizen who actually occupies a residential land to apply for a Free Patent Title with the following areas, provided the land subject of the application is not needed for public service, as follows:

The applicant should have by himself, or through his predecessor-in-interest, actually resided and continuously possessed and occupied the land applied for, under a bona fide claim of ownership, for a period of at least ten (10) years and has complied with the requirements (on the lot area) stated above.

Highly urbanized cities	Not exceeding 200 sq.m.
Other cities	Not exceeding 500 sq.m.
1 <sup>st</sup> and 2	Not exceeding 750 sq.m.
All other municipalities	Not exceeding 1,000 sq.m.

The law covers all lands that are zoned as residential areas, including townsites as defined by the Public Land Act. Applicants must have a map based on an actual survey by a licensed geodetic engineer and approved by the DENR with technical descriptions of the land applied. Affidavits of two (2) disinterested persons, who are residents of the barangay or municipality where the land is situated, should be attached to the application form attesting to the facts contained in the application form. It shall be filed with the CENRO of the DENR, which applications shall be processed within 120 days and will be forwarded to the PENRO, who shall act on the application within 5 days. Restrictions on the encumbrance, conveyance, transfers or dispositions imposed under CA 141 shall not apply to patents issued under this law.

Hopefully, upon application for residential patent and a favorable approval, we have helped our clients with their dream of having a land to finally call their own. Happy selling!

Credits: <http://www.denr.gov.ph>

## WANTED: COMMITTEE MEMBERS

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• 40TH ANNIVERSARY EVENTS/ SOUTH METRO EXPO COMMITTEE (LITO LADAO)</li><li>• SOUVENIR PROGRAM AND NEWSLETTER COMMITTEE (RUTH DALUZ)</li><li>• MLS COMMITTEE (VIC REYES)</li></ul> | <ul style="list-style-type: none"><li>• IT COMMITTEE (MELISSA OOSTENDORP)</li><li>• SPECIAL PROJECTS (MARY ANN MEDINA-CUE)</li><li>• PAREB ANTI-COLORUM TASK FORCE (MARY ANN MEDINA-CUE)</li></ul> |
|---|--|



## PROFESSIONAL UPDATES



### JANUARY

2	PP Christy Domingo Paolo Villavicencio
6	Evelyn Homes
7	Mel Alcantara
8	Anally Morales
9	Miyan Medina-Cue
11	Roslyn Mangahas
12	Carlo Miranda
19	Coy Bertiz
21	Armand Coloma
24	Linda Francisco Malou Lapuz
25	PP Josie Balderian Elvira Nahagas Liezl Antonio
26	Vilma Limuco Ronnie Canaria
27	Evelyn Ola Chris Lim
28	Altair Laurel
30	Harold Del Rosario
31	Sol Fuentespina

### FEBRUARY

5	Thelma Ponce
6	PP Tita Elegado Sylvia Salanga Lilia Punzalan
12	Riza Robenta
13	Des Madsen Danny Madriaga
14	Carlo Magno Edwin Villeno
16	Myrna Uno Jet de Guzman Irene Timtiman
21	Zennia Cuenca
25	Alice De Guzman
26	Jo Alagao
28	Toni Dela Pena

### MARCH

1	Fely Bunyi
3	PP Oscar Genuino Lina Ronquillo Lita Albayalde
4	Rino Que Connie Bunggo Atty Krisley David
6	Ditas Agbulos Melissa Oostendorp
7	Lynne Santiago
9	Francis Perfecto Roland Dantes
12	Edwin Gumba
14	Tes Ongkingco
15	Vitus Cruz
20	Joseph Dulce
24	Len Pacunayen Ludz De Leon
25	Nena Sui
26	PP Ben Casimiro
27	Ramon Herce
30	Marie Gutierrez Mell Magpayo Vicky Valloso

## 2015 PRC LICENSE RENEWAL

## 2015 PRC EXAM SCHEDULE

FROM PAREB CIRCULAR 2014-010

NAME OF EXAM	EXAM DATE	DEADLINE OF FILING	TARGET RELEASE DATE
REAL ESTATE BROKER	MAY 24	MAY 4	MAY 29
REAL ESTATE APPRAISER	AUG 30	AUG 10	SEP 7
REAL ESTATE CONSULTANT	DEC 13 (WRITTEN)	NOV 23	AFTER REVALIDA

For 2012 passers, please be reminded that your **birthday** is the expiration date of your license. If you renew before that date, you will not pay any penalty fees. The regular fee for renewal is 450 pesos.

To renew your PRC ID, you must bring the following:

- a ballpen for filling out forms
- paste
- 2 passport sized colored photos with full name on white background
- 20,000 surety bond from PRC accredited insurance company
- your current PRC license + a photocopy of front and back
- 45 units CPD units certificate (notarized) +



## All of the Bible is God's Word

BY: ALTAIR LAUREL, EVP FOR ACADEMICS

How much of the Old Testament law is to be observed today? The laws of the Old Testament are the Laws of God. Surely, Christians now are not expected to perform sacrifices as the ancient Jews did. In our country today, we would not execute people for any of the many offenses that were punishable by death in the Old Testament. But how do we apply these laws to our lives as a Professional, Entrepreneur, Employer, Employee, Child, Parent, Grandparent, Minister, Church worker and whatever & whoever we are right now?

The three types of law God gave to Israel that can be found in the Old Testaments are :

1. Moral law, which is concisely stated in the 10 Commandments, reveals the holy character of God in whose image we are made. God's character cannot and will not change. Therefore, it is always wrong to misuse God's name, dishonor parents, murder, commit adultery, steal, lie and all that is written in the 10 commandments because the survival of any society depends on adherence to such laws.

2. Civil law was given to Israel as a nation ruled directly by God. Therefore, the nations of the world are free to develop their own laws.

3. Ceremonial law pointed to the future saving work of the Messiah. When the Lord Jesus Christ came, He fulfilled the ceremonial law in His Life atoning death on the cross. We need no other sacrifice. He is the perfect High Priest who always lives to intercede for us, His people.

God gave us these laws to protect us. They were given because everything we do has consequences. It is vital to think before acting and to consider the effects of our choices. Think of your plans for today and consider what their long-term results will be. We should act responsibly and justly with everyone we deal with - friends and enemies alike.

**A GLIMPSE OF THE 2015 BOARD OF DIRECTORS**

BY: RUTH DALUZ, PRO



*Cynthia Flor S. Medina*



Immediate Past President  
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Birth: October 30, 1967 (Manila)

**"Kanya-kanyang sad story lang yan."**

Cindy is a BSC Marketing Management graduate of Class 1989 at the De La Salle University in Taft, Manila. She worked as a cashier at Wendy's in college then involved in sales in a graphic design company, a hotel and a bill board firm. She got married to Carlo, then stayed at home to take care of their two children. When they were of school age, she decided to work and was invited to go into real estate by a former officemate, took the REB exam in 2007 after being with DMCI in-house for a year.

As she quotes, "I am not a top seller but I feel successful enough as a broker because of my track record of a maximum of two back outs from those who have given their reservations for projects I sold them. Real Estate brokerage, I know, is not for everyone. Well, so does any other kind of job. But, I am glad I am still in this Industry, seven years after I took my brokers' exam. I believe the reason why I'm still in Real Estate is that this line of work gives me enough joy and satisfaction, time for myself and my family and opportunity to provide homes to those who need them. I'm not a hard seller. I don't push houses or condos as investments but as homes. I may be on the losing end on that but it works well with me."

*Mary Ann S. Medina-Cue*



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Birth: January 9, 1964 (Baguio City)

**Colossians. 3:23: "Whatever you do, work at it with all your heart as working for the Lord, not for me."**

Miyan is the eldest among five siblings. She is a graduate of De La Salle University in Taft Ave., Manila with BS in Management of Financial Institution in 1985 and married Herman, her college sweetheart, in 1989. They were blessed with two girls and two boys. She worked as an account officer handling corporate and real estate loans in a universal bank in the late 80's.

She manages her own realty business, the Towngate Realty since 2007 and went back to work in 2008 -2011 as an appraiser and asset manager at the Colliers international Philippines. She is a broker, appraiser and consultant and a member of Philippine Association of Real Estate Appraisers (PARA), Philippine Association of Real Estate Consultants and Specialists (PARCS) aside from PAREB and PLAREB.

*Altair T. Laurel*



Executive Vice President  
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Birth: January 28 (Pasay City)

**Psalms 139:16 "You saw me before I was born. Every day of my life was recorded in your book. Every moment was laid out before a single day had passed."**

Altair is a graduate of University of the East Manila in 1990 with BSBA Major in Accounting. She is married to Engr. Ronald Bong Laurel for 22 years and blessed with 3 grown up children. She passed the Broker's exam under DTI in 2003.

She is an Incorporator of the Suwa Shipyard, a family owned business with a Japanese partner in 1992 to 1999 and from 1999 to date in the Suwa Industry as Corporate Secretary and Treasurer. In 2005, they started their own family business, the L' Ingenieur Corp, a construction company into planning, design, construction and project management. Just last year, they opened another business which engages in trading, the Safe Marketing Inc. and acts as the corporate secretary and treasurer.

## PLAREB MEMBERS UP-CLOSE (CONTINUED)

*Emiliano E. Ynchausti*



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Birth: August 13 (Manila)

John 3:16: "For God so loved the world, that he gave his only begotten Son, that whosoever believeth in Him should not perish, but have everlasting life."

Emil is a graduate of Patts College of Aeronautics in 1980 with the degree B.S. Aeronautical Engineering. He is married to Emily and they are blessed with three children. He started his real estate career in 1993 as a Marketing Executive of Globo Realty. In the first and second day of manning, he was able to close two sales which for him was a very rewarding job. With boundless gratitude, he can only say that indeed God is GREAT.

He is also a member of CREBA (Chamber of Real Estate and Builders Association, Inc.)

*Juvira C. Garcia*



2nd Vice President  
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Birth: October 2 (Quezon City)

"Destiny is not a matter of chance but it's a matter of choice."

Juvy is a graduate with BSC in Accountancy at the University of the East in 1997. She is married to Vincent Garcia of Taal, Batangas and they have two kids, a boy and a girl. She has 15 years of work experience to boost in the different fields of Accounting as an Ex-pat in a Malaysian Company and Star Cruises. Her expertise includes Fundamental accounting knowledge (General, Financial and Management).

She is efficient, detail-oriented, results oriented, highly organized and has strong analytical and problem solving skills. Her experience includes assisting the Top Management in the physical setup of businesses in the Philippines. She is proficient in Accounting software (UBS, MYOB, ACCPAC, QuickBooks & SAP) ADP PC/Payroll, Microsoft office, Excel, Access, Great Plains, Power point, Adobe Flash. She is an active member of St. Joseph the Parish Choir, and is also a member of the National Association of Realtor USA.

She is the sole proprietor of Sunshine Powerhouse Realty in Las Pinas City which she established in 2011. Her hobbies include photography, swimming, singing, surfing in the internet, yoga and meditation.

*Rosalito V. Ladao*



3rd Vice President  
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"God First and Service above self."

Lito is a BS Civil Engineering graduate of Far Eastern University Class 1981 and got married in 1984. He and wife Norma, a Midwife, has three children - two sons and a daughter. Rockey Royceroy, who is the eldest, is a Mechanical Engineer working at Qatar Airways. His daughter is a nurse who works at Parañaque City Hall and the youngest Marc Joseff is a call center agent.

He worked as a Project Engineer of JB Construction doing subdivision development from 1981 to 1987 and as a Marketing Area Manager for four years from 1987 to 1991 with Prudential Plans, Inc. He started the R.V. Ladao Realty in 1987 to date in Paranaque City. Aside from PAREB and PLAREB, Lito has been an officer and member of the different organizations of Rotary Clubs in Paranaque, Jaycees, Knights of Columbus, Phil. Coastguard Auxiliary, Guardians Phil. International, Inc. and the Barangay Moonwalk Council.

## PLAREB MEMBERS UP-CLOSE (CONTINUED)

### *Melissa M. Oostendorp*



Board Secretary  
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Birth: March 6 (Cabanatuan City)

**“Strike while the iron is hot!”**

Melissa is a graduate of B.S. Computer Science at De La Salle University, Manila.

At 24 years old, she moved to Philadelphia, USA to work as an IT Consultant. After staying there for 9 years, she moved to Amsterdam, Netherlands and shortly got married to Caspar, a Dutchman, who is a fellow IT Consultant. (They met online while playing a game called “A Tale in The Desert” back in 2004). She worked for about three years there in a Japanese firm as a Software Developer and Database Administrator. After regaining her Filipino citizenship at the end of 2008, she and her husband decided to move to the Philippines. When an opportunity for IT outsourcing with a Dutch client came up, she helped her husband start a Branch Office of his company and introduced them to a local partner who helped grow their team. After three years, she decided to go into real estate. She acquired her real estate broker license in 2012. At this time, she had already started another company (Beecube Inc.), that also offers real estate services as well as IT consulting, which she also owns together with her husband.

Aside from real estate, Melissa likes writing, gardening and discovering new places. Melissa has two dogs and a cat.

### *Ruth D. Daluz*



Assistant Secretary/PRO  
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Birth: May 1 (Cotabato City, Maguindanao)

Confucius Golden Rule (Matthew 7:12)  
"Do not do to others what you do not want them to do to you."

Ruth is the 4th of five siblings and an only daughter. She graduated in Notre Dame University, Cotabato City with BS in Commerce Major in Accounting. She took her Master's Degree in Business Administration in 1984 and got married to Virgilio in 1986 who was then a PAF Helicopter Pilot. They were blessed with two children, now all nurses. Her daughter works as an OR Nurse in United Kingdom while her son joined the religious congregation of the De La Salle Brothers in 2009. She worked for 17 years as head of the Personnel, Customer Services, Public Information and eventually Research and Marketing Departments of a water service utility in Cotabato City.

She decided to become a full time homemaker in 1994 and finally migrated to Manila in 1996. In 2002, she took the Certificate of Teaching Program at PNU Manila and took the licensure exam in 2005. Immediately she joined the Catechetical Ministry of St. Jerome and Sta. Susana Parish in Alabang. For ten years now, she actively serves as a Volunteer Catechist to the mothers and adults of the less privileged communities of the Parish. Convinced by her brother to be in the real estate business, she took the REB exam in 2012 and has joined PLAREB in the same year. She works part time in the general brokerage as a freelancer. She is an active member of the Rotary Club, and NAR USA.

### *Arnold V. Abarquez*



Treasurer  
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Birth: June 2, 1971 (Manila)

**“To God be the glory.”**

Although Arnold was a BSC Accountancy graduate of Adamson University in 1993, he pursued a career in selling because his best friend in college influenced him in thinking that there was money in sales. Since then, he worked as a forex trader, car salesman, stock market trader, insurance agent and opened his own trading business in that order. It was a total of thirteen years of selling experience but he had not seen the money that his friend told him. He just survived one month at a time.

It was Arnold's dream to bring his wife Marita to the Holy Land and that encouraged him to apply as a part time agent of Megaworld. They have one son Paolo. After several months of real estate sales experience, he took the CRESAR at PMRB and passed the exams in 2007 by the grace of God. He resigned from Megaworld to be a freelance broker.

From 2007 to date his life was never the same again. Aside from the financial comfort his commissions have brought to the family, it gave him the frill of travel and luxury of time to pursue his love for sports. He attributes his success to the real estate business, to the Lord and Savior Jesus Christ who has given him 13 years on this profession. He is also a member of PHILRES Inc.



## PLAREB MEMBERS UP-CLOSE (CONTINUED)

*Danilo M. Madriaga*



Director/Asst. Treasurer 2015  
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Birth: February 13 (Manila)

“Don’t worry...be happy.”

Danny holds an AB Degree Major in Broadcast Communication at the University of the Philippines, Diliman. He is a widower with two grown sons. He passed the PRC Real Estate Brokers Licensure exam in 2013 and then joined PLAREB shortly thereafter. He has lived and worked in the USA for four years in Phoenix, Arizona and 5 years in the Bay Area of Northern California from 2003 to 2011. He was Head of Individual Life Insurance Marketing Dept. at First Life Assurance Company from 1998 to 2002 and has worked at Ayala Life Assurance Incorporated from 1976 to 1997.

*Soledad M. Mamiit*



Auditor  
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Birth: November 8 (Manila)

"Lord, help me to remember that I will pass through this world but once; any good thing that I can do, or any kindness that I can show to others, let me do it now; let me not defer or neglect it... for I shall not pass this way again."

Soledad Mendoza-Mamiit is married to Carlito A. Mamiit (CPA), with 3 sons. She finished BSBA, Accounting major at Southeastern College in 1981.

A Certified Public Accountant, she works as a financial advisor aside from being a real estate broker.

She joined PLAREB in 2008 and has served as a treasurer in 2011 and auditor 2014 and 2015. She holds licenses from the Insurance Commission on life and non-life insurance, and variable universal life and licensed by SEC as Certified Investment Solicitor of mutual life funds. Sol is active in community service as Board Member of their homeowners' association for five years and held several positions at the Ministry of Lectors and Commentators, National Shrine of Our Lady of the Miraculous Medal.

*Vicente A. Reyes*



Director / MLS Committee Chairman  
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Birth: October 19, 1953 (Pasay City)

“You are what you believe.”

Vic or Haring Enteng is a graduate of Bachelor of Science in Business Administration.

Major In Business Management from Central Colleges of the Philippines in 1976 and was a candidate Master's Degree in Business Administration at the Ateneo Graduate School of Business in 1981. He is married to Desiree Albayda, a licensed dentist and has four children, three sons and one daughter.

He passed the DTI REB exams in 1990. He was Sr. Asst. Vice President-Head of the Special Assets Management Dept. and OIC-CTS ROPA Disposal in RCBC Savings Bank, Inc. for almost ten years from 2004 to 2013. At present, he is the Managing Director and CEO of Jabez Collections & Documentation Agency, Inc. since Nov. 2013 and became an Associate Broker at RE/MAX TRP Realty last November 2014.

He was a member of several organizations like Ang Ligaya ng Panginoon Community, Couples for Christ Foundation in South II Chapter, Knights of Columbus, Lay Ministers of the Holy Eucharist at the Our Lady of the Pilar Parish in Las Pinas and B.A. Finance Club Employees' Association Club Chairman.

JANUARY 16-17, 2015  
MBC TEAM BUILDING  
WORKSHOP AT SOL Y  
VIENTO, PANSOL LAGUNA



This year's Comprehensive Real Estate Seminar (CRES) started on Saturday January 10, 2015. Fifty three (53) people attended on the first day and an additional fifteen people signed up for a total of 68 enrollees. Seminars will be held every Saturday until April 19, 2015 at the St. Rita Orphanage, Dr. A Santos Ave, Paranaque. This CRES is in preparation for the Broker's Licensure Examination in May, 2015.



The first Board of Director's Meeting was held on January 12, 2015 at the Palms Country Club, Cafe Asiana. A photo session was held with George Mendoza as our photographer. All Directors were present together with IPP Cindy Medina. Thanks Pres Miyan for the buffet treat!



**DEC. 4 CHRISTMAS PARTY / INDUCTION OF OFFICERS.** The venue and food was provided by Servequest. More than 60 members attended. The theme of the party is GlamRock. The Best in Costume (The Rockstar Broker King and Queen Award ) was given to Rusty De La Rea and Maui Albarracin. President Cindy Medina gave a memorable farewell walk with an Audio Visual Presentation presented on the screen. She also gave plaques of appreciation for members who have made outstanding contribution to PLAREB in 2014. The new Board of Directors were also inducted by PP and PAREB Sec. General Daphne Bereciarte and welcomed by the members which was then followed by their group presentation "Stand by Me". A beautiful song was also presented by Xenia Estrella and her daughter which was followed by PLAREB Foundation's surprise number. The masters of ceremony were Arnold Abarquez and Juvy Garcia.



**DEC. 1 TURNOVER OF DIRECTORS 2014 AND 2015 -** Amendments to the By Laws and Articles of Incorporation of PLAREB was presented by PP Guia Crisostomo. President Cindy and the rest of the 2014 Directors presented their end of the year report to the 2015 Directors followed by a hearty lunch and fellowship.



**DEC. 23 END OF YEAR LUNCH -** About 20 Plarebians brought over food to the Plareb office to celebrate our fruitful year together with our Admin / Secretariat. There was a lot of food with plenty left to bring home, we welcomed the New Year with laughter and cheers...



**OCT. 22 FIRST PLANNING MEETING 2015 BOARD OF DIRECTORS-**

This was held at the new Regus Office at the Northgate Cyberzone, Filinvest City. All of the 11 Board Directors were present together with 2014 President Cindy Medina.





**CRES AND CPD**

BY: **ALTAIR LAUREL, EVP FOR ACADEMICS**

The Education Committee is so excited to give you our Calendar of Activities for the 1st Quarter.

**CRES**                      JAN 10-APR 19      EVERY SAT./SUN

**CPD**

MAR 21 - SAT      MAR 22 - SUN      15 UNITS

**WORKSHOPS**

TAXATION              FEBRUARY              TBA

Mary Anne Medina-Cue, myself and the rest of Education Committee members will do the best of our ability to provide you with quality, relevant & up to date information to help you keep abreast in our industry.



**MEMBERSHIP COMMITTEE**

BY: **EMILYNCHAUSTI, 1ST VP MEMBERSHIP COMMITTEE**

The Membership Committee would like to ask all PLAREBIANS to take part in enhancing the membership of our association for the year 2015 by joining our different committees.

**PERMANENT ID'S FOR MEMBERS**

We are also in the process of assigning permanent ID number to all PLAREBIANS. The permanent ID number will be in SIX (6) digits.

For example, if a member joins PLAREB January 15, 1996, the permanent PLAREB ID number will be YR/MONTH/DAY..... 96-01-15.

Please text me if you are a new member. Remember to include in your text your complete name.

GLOBE - 0917-825-4310 and 0906-494-3925

SMART - 0908-815-1047



**PLAREB MLX**

BY: **VIC "ENTENG" REYES, MLS COMMITTEE CHAIRMAN**

We always like to start the New Year with a positive note. No. 1, Gov. Armando Tetangco, Jr. of the Bangko Sentral ng Pilipinas said the Philippine economy is expected to remain strong in 2015, in the Jan. 7, 2015 issue of the Philippine Star. No. 2, the Urban Land Institute and Price Water House Cooper's latest annual research showed Metro Manila's property market remains attractive to global institutional investors this 2015. No. 3, a study by a global real estate services firm, Jones Lang LaSalle (JLL) included Manila in the top 30 cities of the world. This was the first time the Philippine Capital was included in JLL's list of top 30 cities, considered as the largest business centers and real estate markets.

Having said this, my dear PLAREBIANS, you need to hone your computer skills to access the social media, the websites, and even the e-mail to utilize our PLAREB-MLX (Multi-Listing-Exchange) System to keep pace with the market and the competition. Let us also make full use of our most potent tool, our relationships as PLAREB members, by sharing our direct listings with one another during our monthly General Membership Meeting (GMM).

So, we have lined up some activities to keep us all ready for the challenge as we start the New Year. In short, our MLX Tuesdays will continue. We will invite resource persons and organizations to help us improve on this aspect to expand our "boundaries". Please support this program by being present. We will also provide a window to do multi-listing exchanges before the start of our monthly General Membership Meeting. So, come early and share your listings. The quarterly "Caravan" program is also in our agenda.

Our thanks to our Past 1st VP and 2014 MLX Chairman Paolo Villavicencio for his untiring work in 2014. We hope we can fit in his shoes. Looking forward to seeing you at our MLX Tuesdays and hope to see your listings on our MLX.

**EARLY BIRD PAYMENT PROMO**  
 Pay your Annual Membership Dues on or Before March 31, 2015 and get a COUPON for "FREE GMM"  
 Call SECRETARIAT for details

