



PLAREB LEAD

Volume 16 : Issue 2

IN THIS ISSUE, WE'RE COVERING:

PAREB EVENTS

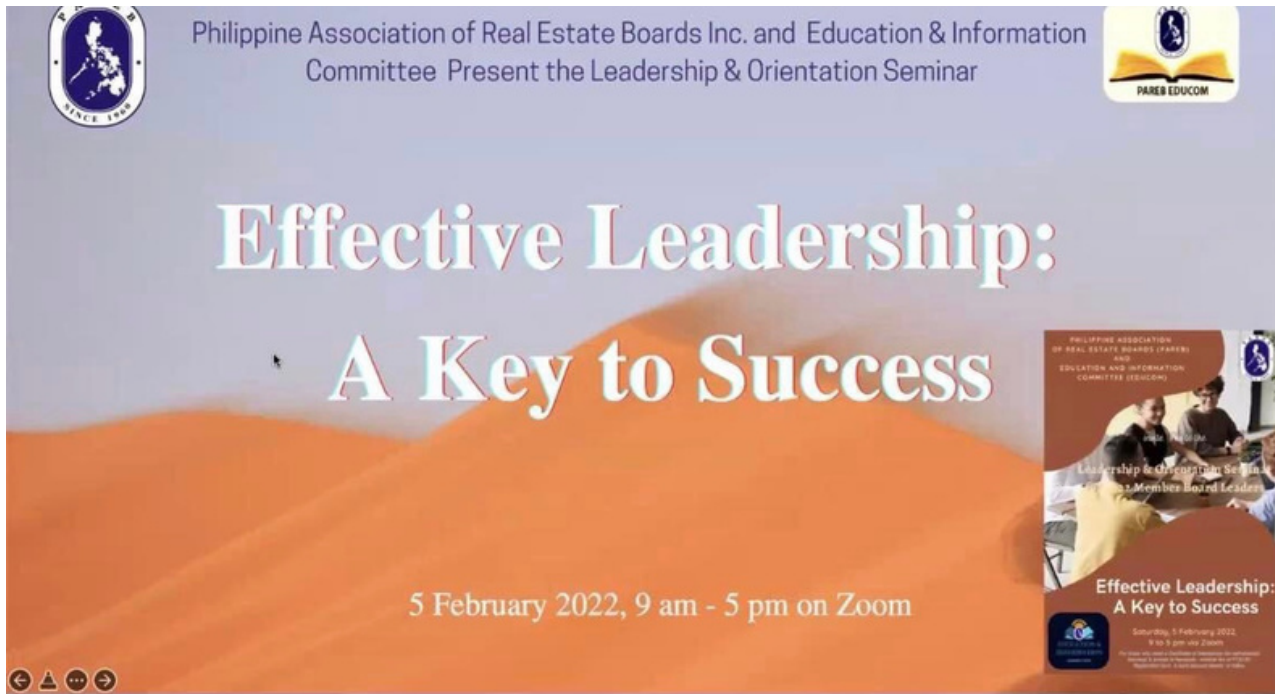
LEADERSHIP: A KEY TO SUCCESS	2
MLS FUNDAMENTALS TALK	4
GLIMPSE OF THE GMM	6
PRESENTER'S ADS	7
MLRA TIPS	8
DON'T JUST WING IT	9
COMMITTEE REPORTS	
EDUC COMMITTEE	10
MEMBERSHIP COMMITTEE	12
MLS COMMITTEE	15
CHEESY MATTERS	19
FEB BIRTHDAY CELEBRANTS	11



PAREB Event

Leadership: A Key to Success

by Thess Gabuat



PAREB Education & Information Committee presented a Leadership Orientation & Seminar on February 5, 2022; aptly titled, 'Effective Leadership: A Key to Success', with no other than Manila Board Past President Engr. Willy Segovia as speaker.

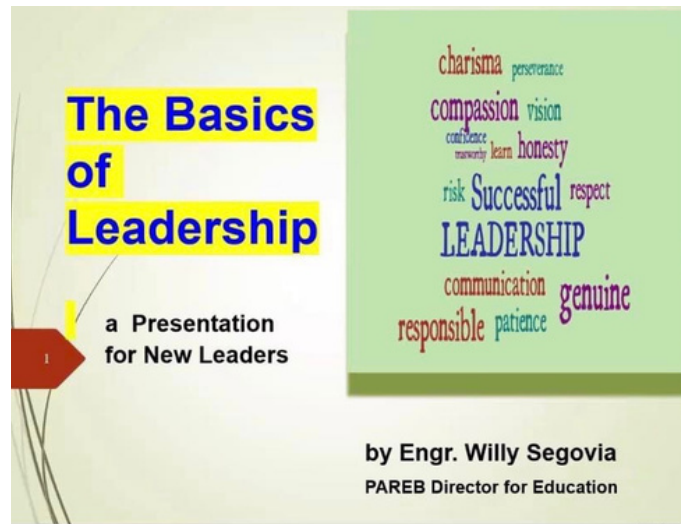
This is very timely and relevant as the year has just started for the new officers of each board. A rehash of how to become an effective leader was both beneficial to every organization and its members but most importantly to the officers who attended and were given a positive boost in their already vast areas of skill, knowledge, and character.

Volunteering one's time, effort and talent to serve a community or organization is truly a very noble deed; but adding effective reminders to help inspire better service is a great way to be more effective. Although brokers may already be aware of the guidelines shared at the seminar -- being professionals already -- it never hurts if regular seminars like this are conducted and attended by the key players in every organization. After all, sometimes reminders are needed, to make sure the nature of one's work's demands do not render any given knowledge to take a backseat in our lives. Attending and participating in this kind of activities give officers an added edge and the proper focus in performing their roles and duties.

Leadership: A Key to Success

by Thess Gabuat

Serving in a non profit organization is pure voluntary work and we all have our own reasons why we accept such serious obligations. A little push from the experts with these kinds of sharing will align ourselves, our purpose and our own plans with those of our co-officers so that an effective and harmonious relationship will be the bedrock of every team who dreams of giving the best of what they've got for the benefit of the general membership and for the board's sustainable growth through the years.



17 4 key Leadership Styles

- S-1 : TELLING**
Leader makes decision, provides specific instructions and very close supervision.
- S-2 : SELLING**
Leader makes decision but explains it, provides opportunity for clarification and dialogue.
- S-3 : PARTICIPATING**
Leader and follower make decision together; ideas are shared.
- S-4 : DELEGATING**
Follower makes the decision.

2/5/2022

Leaders play a very vital role in the decay or successful growth of an organization so it is very important that they start on a good footing with their co-leaders to avoid politics, fight over territory, financial squabble, conflict of interests, and of course, court cases.

Kudos to the 2022 Education Committee of PAREB led by Ms. Gloria Canlas, for spearheading a very insightful and positive seminar as the best approach to make the organization learn from past mistakes and remind the leaders on why they've accepted the challenge. God bless and Godspeed to all who serve

16 Situational Leadership

(by Dr. Paul Hersey)

- **"STYLE"** -- the leader's manner of interacting or behaving with a follower.
- **'MATURITY'** -- the extent to which a follower has the ability and willingness to accomplish a task.
- **Theory: STYLE must adapt to MATURITY**

2/5/2022

PAREB event

MLS FUNDAMENTALS TALKS

by Cindy Medina



PAREB MLS had its first MLS FUNDAMENTALS TALK on Feb. 23, 2022. Invited Speaker was Atty Pol Mayuga of PRB, PAREB CHAIRMAN 2022. His topic was Responsibilities of Brokers and Laws Covering the exercise of our Profession.

First, he discussed the different laws that have to do with the practice of Real Estate. Laws are the following:

1. RA 9646: RESA – basic law covering Real Estate Practice;
2. Revised Penal Code with prohibitions;
3. Data Privacy Act and 4. RA 10175: Cybercrime Prevention Act of 2012.

The 4th law mentioned is the most relevant issue with reference to posting in our MLS platform in PAREB. Since we use the platform of PAREB MLS, members should be knowledgeable in each member's responsibilities when we post our listings in the PAREB MLS Site.

He started with acts that constitute the offense of cybercrime punishable under RA 10175. There are several punishable acts but he only dealt with those relevant to the Real Estate Practice. He enumerated the following: Section 4 (C) Content –related Offenses:

Paragraph (3) Unsolicited Commercial Communications.

The transmission of commercial electronic communication with the use of computer system which seek to advertise, sell, or offer for sale products and services are prohibited unless: (i) There is prior AFFIRMATIVE CONSENT from the recipient; or (ii) The primary intent of the communication is for service and / or administrative announcements from the sender to its existing users, subscribers or customers; or (iii) The following conditions are present: aa) The commercial electronic communication contains a simple, valid, and reliable way for the recipient to reject receipt of further com'l

electronic messages (opt-out) from the same source; (bb) the commercial electronic communication does not purposely disguise the source of the electronic message; and (cc) The commercial electronic communication does not purposely include misleading information in any part of the message in order to induce the recipients to read the message.

Other offenses shall also constitute an offense: (a) Aiding or abetting in the Commission of cybercrime. Any person who willfully or aids in the commission of any of the offenses enumerated in this Act shall be held liable.

Any person found guilty of any of the punishable acts enumerated in Sec 4 (c) (3) shall be punished with imprisonment of arresto mayor (minimum 30 days maximum of 6 months) or a fine of at least Fifty thousand pesos (Php 50,000) but not exceeding Two Hundred Fifty thousand pesos (Php 250,000) or both.

Atty Pol continued with the Corporate Liability (Section 9) where he discussed when PAREB may be held liable for the member's punishable acts.

He shared that there is a pending case in the QC Prosecutor's Office about the violation OF RA 0175 and RA 9646: "Respondents failed to present any evidence, express or implied, allegedly given by a deceased person, of their alleged authority, and without our knowledge and consent from us or from principal, respondents conspired and confederated in the unauthorized publication and dissemination to the general public of private and personal data regarding the said properties thru the indispensable cooperation and facilities of the multi-listing group under XX Real Estate Organization, Inc., without verifying the lawfulness and accuracy of the advertisement prior to posting the same."

(CONTINUED on next page)

PAREB event

mls FUNDAMENTALS TALKS

by Cindy Medina

(CONTINUED)

Broker alleged he was given an ATS. Broker gave an extension of Authority to a co-broker and this co-broker published listing in the Organization's MLS platform. One of the prospective clients turned out to be the AIF (of the deceased principal) who doesn't have any knowledge of the ATS.

To protect ourselves in performing our tasks, we have to have evidence like:

1. Obtaining the listing and securing agreement on professional fees.
2. Offering the listing (including posting in mls, other media)
3. Offers by Buyers
4. Site inspection / Meetings and discussions as evidence
5. Documentation of communications on the offer.
6. Obtaining the Professional Fees (communications with Seller on PF)

Atty Pol Mayuga's talk may be seen in full at the PAREB MLS OFFICIAL FB Group.



Glimpse of the February General Membership Meeting

By Zzylyyn Salcedo



Murphy's Law states that anything that can go wrong will go wrong.

In all the time I was part of the BOD, there was never a more nerve-wracking GMM as this. Our topics were very interesting. We had the programme ready. The sequence was practiced the day before and everything was set.. The day of the GMM came and nobody was ready for what happened.

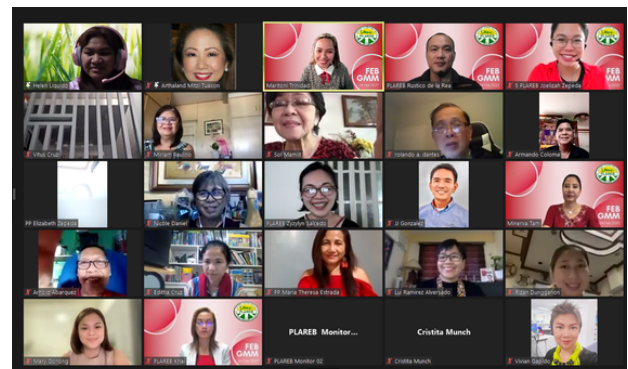
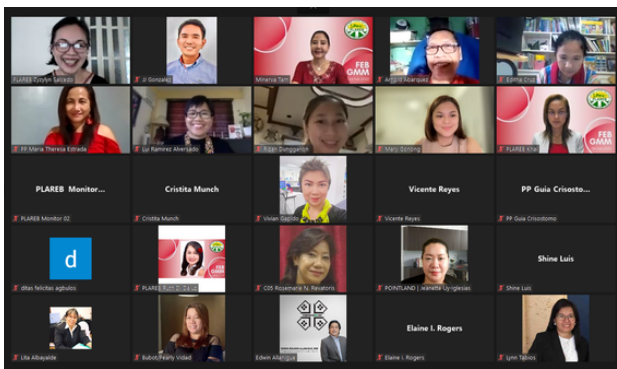
It started well. Attendance was good; people were early. Everything was going as planned and all was running smoothly... until it was time for the resource speaker. First the audio was out. so while we were trying to fix it, we called our 'Learning Hour' speaker, PP Beth, to share her knowledge on Tax forms and schedules of filing taxes. Through the course of the topic, our host experienced power failure, as if the stress wasn't enough. Good thing power was back in a few minutes... but it was one of the longest minutes I experienced.

So, after PP Beth, it was time for the resource speaker... or so we thought... for some reason, she couldn't share her screen.... so while we were trying to fix that, we had to move to the next part of the programme - our presenter Ms. Mitzi from Arthaland was a breath of fresh air. Their projects boasts of sustainable designs "seamlessly integrating with nature". We will invite them again to our MLS sessions to show us more of their projects.

And again, it was time for the resource speaker... and again we were challenged technologically... so we had our raffle, our MLS, awarding for the best "red accessory" ...our picture taking...and still.... no resource speaker....At the end of the day, we had to reschedule our resource speaker to another day.

Ms. Helen Liquido of BIR jokingly said the maybe PLAREB didn't want her there. Au contraire Madam, we might be scheduling a BIR series for our members' better understanding. By the time we are done, it will be you who wouldn't want to be here.

Kidding aside, in spite of the series of unfortunate events, the GMM was still a success - why do I say this? Well, because the members were there, participating, laughing, light heartedly bearing with us, and hopefully having a great time. Some even won prizes! GMM stands for, General Membership Meeting.. and that we had...



**BE AN ACCREDITED
BROKER OF**

ARTHALAND
BUILDING SUSTAINABLE LEGACIES

**FOR MORE
INFORMATION**

CALL OR TEXT

+63 917 864 7567

**OLIVER RAYMUNDO, REB
BROKER MANAGER**

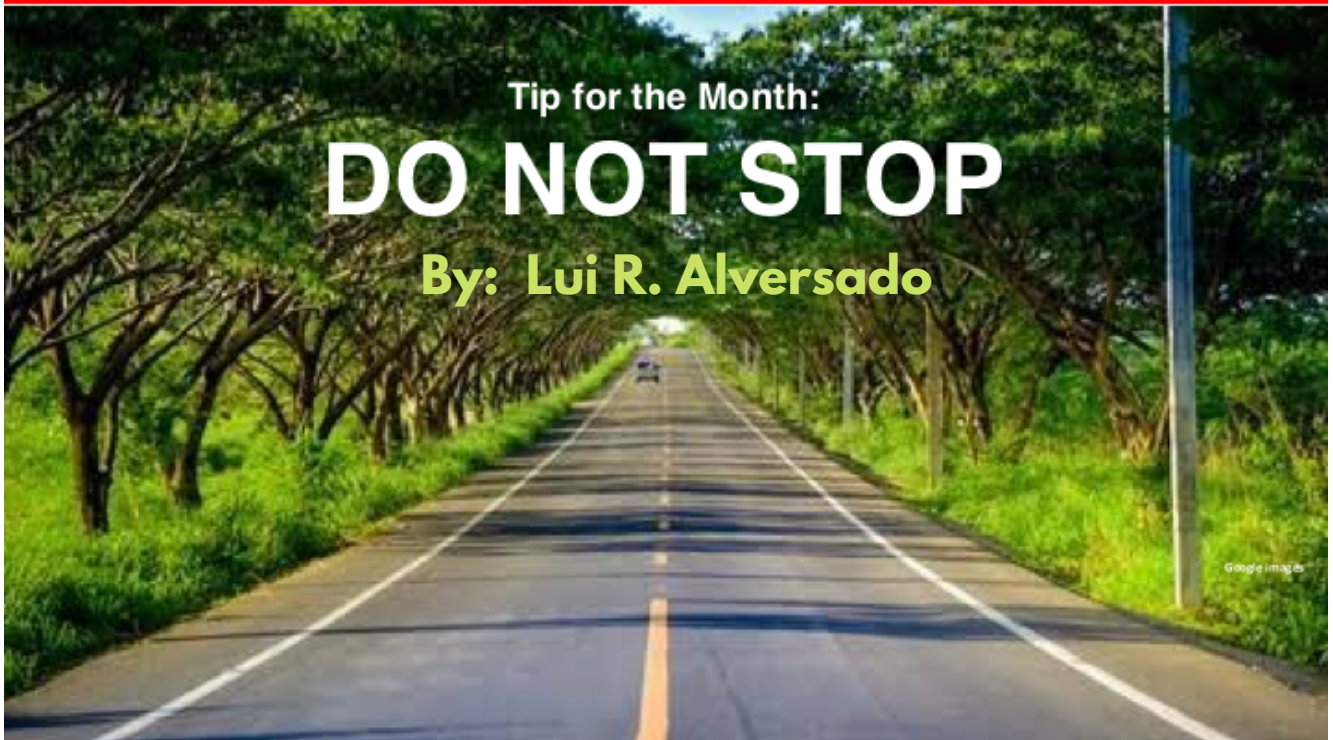
PRESENTER OF THE MONTH

ARTHALAND's leadership in the Philippines furthers sustainability and environmental initiatives to a greener future.

As the foremost GREEN DEVELOPER in the country, we envision a future with sustainability at the core of every project we undertake. Coupled with the highest standards for excellence in design and quality, and an eye for innovation, we are redefining the future.

A publicly-listed developer and property management company on the Philippine Stock Exchange, we are recognized by both local and global organizations for the superior design, high quality, focus on sustainability, and innovation of our projects.

MLRA TIPS



The pandemic is like a see-saw. Sometimes we're up, sometimes we're down. In any case, do not stop. Continue posting your listings and sales activities in social media. Continue communicating with your clients and colleagues. In other words, continue with your sales efforts. Make your presence felt and in time, you will reap on His appointed time.

Last month, I had the privilege of serving repeat clients -- both buyer and seller; and just like that, the deal was closed. Compared to other accounts where I have to exert so much effort, or I have to wait, this transaction happened so easily and fast. The close may look easy, but it actually happened because I did not stop my efforts. I continued my relationship with both parties and the seller wanted to sell just as the buyer was looking for a lot for his parents to invest in.



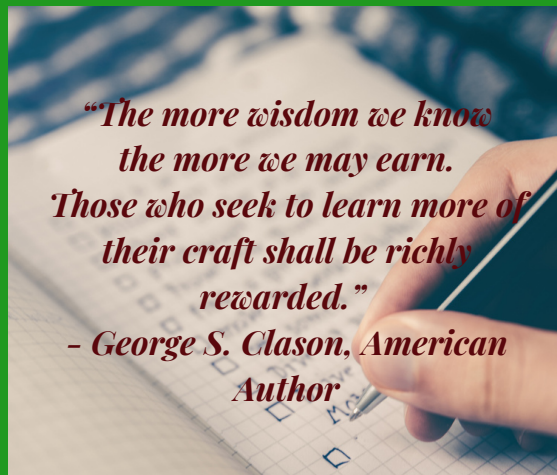
#MLRAtips
#brokerinnewnorn
#abrokersvow



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



5 WAYS TO EARN INCOME AS A REAL ESTATE BROKER

Unless you're somebody who is able to sell properties like pancakes, you probably can relate to this article. See, I am not a marketing maven.

Neither will I say that I know everything about Philippine real estate; but I am proud to declare that in my lack comes an eagerness and will to find more ways to enrich myself in mind, spirit and pocket.

This is not an article about marketing, but here are five ways that I have been able to alternately utilize throughout my profession, and surely beyond this pandemic, to keep me afloat. Whether or not you may already be doing one, some, all, or none of these suggestions, I hope this article can somehow be of help to you.

1. **Documentation.** I would think a lot of us in the business have been earning from this, one way or another. I cannot stress how helpful this tip has been for me, though, throughout these two years. Sales have not been through the roof (not even through to the second floor, I should say!); but, taking care of transferring for new owners (including those not-so-new owners anymore) and helping clients organize their real estate documents for whatever reason is getting me through tough times, for sure.

2. **Referrals from co-brokers.** We are blessed here in PLAREB, because networking is easily made available for us throughout each month, with all the available events scheduled by the Board of Directors.

3. **Recruit agents; set up incentives.** Agents don't need to be salaried, but they do have to be trained and inspired to keep on working. I have, late in this business, realized more fully that I cannot work alone if I want to get bigger earnings. Personally, finding the right people to help me do the job is essential to my real estate

existence, considering I not only earn more; I also get to help more people along the way.

4. **Write a book about a topic you are most familiar with.** Our very own Lui Alversado, who also writes for the PLAREB LEAD, has done this; and as everyone knows, our PLAREB Foundation just recently released the 4th edition of The Real Estate Broker's Guide. There are numerous ways to publish or upload and sell your writings if you really want to earn from it. I have a number of PLAREB members in mind, actually, whom I think should consider this tip. Yes, I believe there are very good writers, as well as very knowledgeable brokers who need to share their expertise with the world, in this group.

5. **Train as a speaker.** PLAREB is a PRC-approved seminar provider. Wouldn't it be wonderful to be able to schedule seminars with our very own members as speakers and trainers whose invaluable knowledge and know-how will help build a better real estate practice in our country! There are already a few who have started this quest for us. Let us consider joining the bandwagon for development if we can.

6. **Learn to buy and sell (or flip) houses.** As a bonus tip, I would like to encourage our membership to learn to find decent properties to either get assignment for selling, or to buy- (renovate) and-sell (or rent out), for a profit. This may not necessarily be a common practice (although I know a number of brokers have started to do these practices already) among us, but it can be a great source of income if done properly.

Pandemic or no-pandemic, it sure is nice to know there is no need to worry about finances. PLAREB holds the key to so much knowledge and wisdom. We all need to do our part to find and take action on all necessary (legal) means that can help us reach our goals and build the lives we want.

EDUCATION COMMITTEE

By: Rosalinda Tabios

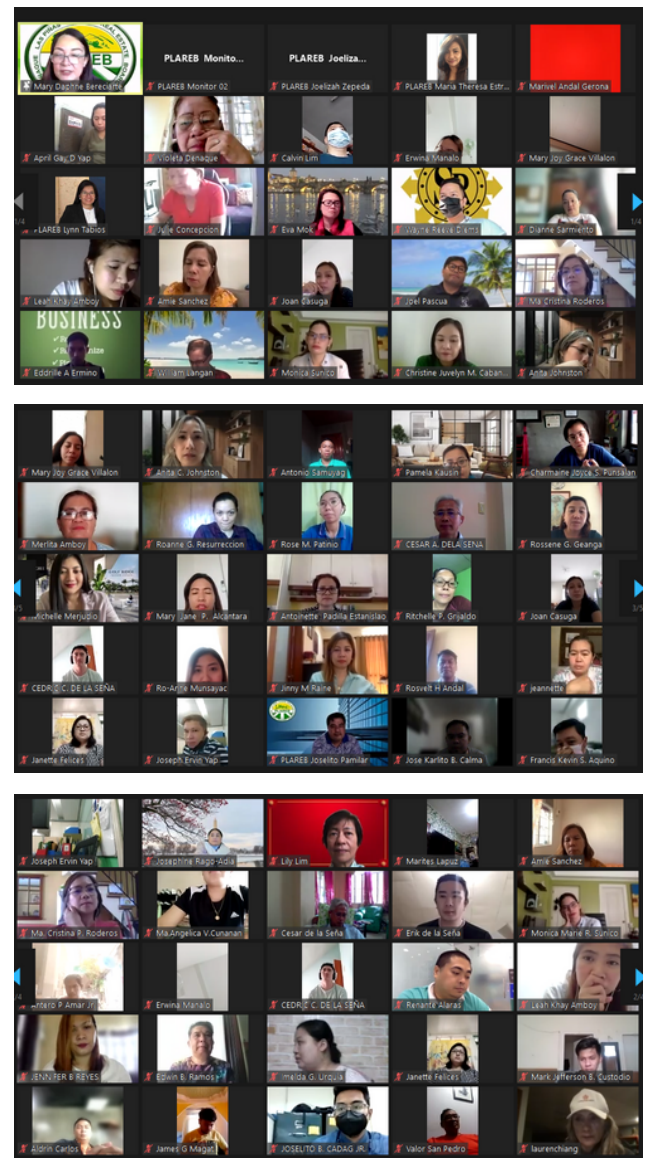


CTP & CPD Updates

The Paranaque Las Pinas Alabang Real Estate Board, Inc. (PLAREB) Education and Information Committee held its very first Certificate Training Program (CTP) for the year last January 28-30, 2022. A total of 98 participants attended the 3-day training for NEW Real Estate Salesperson. For the first time in the history of PLAREB, 6 foreign participants from the USA were also in attendance, wanting to learn about real estate practices in the Philippines. Despite the time difference, all foreign attendees participated in the discussions and asked questions.

The CTP focused on the basics of Philippine Real Estate practice and prepared the participants for their initial entry to the real estate industry.

MIGS were invited to join the session conducted by Speaker PAREB Past National President Agnes Mercado which focuses on Titling Documentation. The Educ Committee intends to continue inviting MIGS to future topics for free as an added perk for being a member of PLAREB.



More CTP & CPD Updates

The upcoming CPD for Brokers/Salespersons Renewal will be on March 4-6 with Speakers Ricardo Inting, Dr. Mary Gaw So, and PP Mary Daphne Bereciarte. We encourage our members to invite friends in the industry to register and join our CPD.

Yet another CTP for NEW Salesperson will be on March 29-31. Registration of participants has already started. Please share and invite new salespersons as well.

CPD Seminar for Real Estate Brokers and Salespersons

Via Zoom
March 4 – 6, 2022
9:00 am – 3:30 pm

Seminar Fee:
Broker – 1000.00
15 Units
Salesperson – 350.00
5 Units



For registration, Please scan the QR Code

REBOOT – Real Estate Brokerage Management and Marketing:

Relate > Innovate > Differentiate

Speakers & Topics

RICARDO N. INTING
REB, REA, REC

TOPICS:

- > SALES MANAGEMENT / NEGOTIATION SKILLS
- > BE GLOBALLY COMPETITIVE



DR. MARY GAW SO
REB, REA, REC

TOPICS:

- > REAL ESTATE MARKETING USING DIGITAL MARKETING & APPS EVERY REAL ESTATE BROKER CAN USE
- > LISTING MANAGEMENT & NETWORKING IN REAL ESTATE



MARY DAPHNE G. BERECIARTE
REB, REA, REC, EnP

TOPICS:

- > LEADERSHIP SKILLS
- > SEVEN HABITS OF HIGHLY SUCCESSFUL PEOPLE



Please make sure to send your proof of deposit or payment with your complete name to plarebrealtors@yahoo.com or viber +63 928 524 2668

For inquiries contact Secretariat Khai
+63 928 524 2668
www.plareb.org



MEMBERSHIP COMMITTEE

By: **Rachelle V. Cano**



4K Season 2

The 4K (Kapihan, Kamustahan, Kantahan, Ka-Plareb), now on its second year, was successfully held last February 3, 2022 via Zoom. The session will still run every 1st Thursday of the month at 4pm. The fellowship group transpired last year to have an easy way to reconnect and support one another thru exchange opinions, get updates on recent developments and issues as well as share experiences to enhance harmony and understanding. This is also a venue to welcome and orient new members and increase their involvement with our organization.

I feel that relationships carried out virtually are still real relationships, and there is a lot of valuable learning and relationship-building among colleagues that can take place through these virtual spaces like 4K.


The 2 new members who participated in our “kantahan at kulitan” left the program excited for what comes next.

4K Season 2


Kaibigan...tuloy pa rin !

4K **KAPEHAN
KAMUSTAHAN
KANTAHAN
KA-PLAREB**


**SEASON
2**



**Every 1st Thurs
of the month @4PM**




Member Feedback Matters



Rizan May Dunganon

Good morning masaya po siya samin as new comers as we felt the warm welcome from the group and happy po to learn sa mga best of the best brokers in the industry.



Mary Robelle Gonong

Hello, 4K was very informative po. Actually that was the first time that I participated and had a chance to introduce myself. Looking forward po in joining the next activities. Thank you po.



February Promos

SCAN TO REGISTER



A Valentine's Promo

Early Bird
Membership Renewal
P 3K
EXTENDED
until February 28, 2022

Online Transfer
OR Bank Deposit
BDO SA# 007690022100
Payee: PLAREB
GCash
0917 521 0538
Rachelle Cano

For Inquiries, call
PLAREB Secretaria Khai
+639285242668



MEMBER GETS MEMBER PROMO

Reach out to your non-member or inactive colleagues and get a **PHP 200** reward for every approval!

MLS COMMITTEE

By Zzylynn O. Salcedo



1st MLS Session

The 1st ever PLAREB MLS Session for 2022 which was held last Feb. 15 was very promising. A lot of potential matches surfaced after the attendees were given the floor to share their listings.

VP Deo started by presenting the MLS guidelines.

Tim Abanto from Megaworld shared their exciting projects and invited everyone to get accredited and be a Megaworld International Broker - the ONLY marketing arm of Megaworld allowed to market ALL Megaworld developments nationwide including developments of their subsidiary companies Empire East and Suntrust.

PP Cindy shared her experiences and successful dealings with PLAREB members through the MLS Sessions, stressing the importance of networking and knowing each member's area of specialization. Noting them for future opportunities.

After the listings were shared, the attendees were distributed to 2 breakout rooms to discuss best practices, share sales tips & techniques, as well as past experiences with colleagues and government agencies while going through the documentation process.

For the first group, they shared their best practice as follows:

- Grab every opportunity being offered
- Develop resiliency especially when dealing with government agencies
- Take care of your clients, build strong relationships with your client, put in mind that selling is secondary.
- Safekeep documents (titles) in vaults (bank or office)

The other group added their learnings through their discussions - the need to be focused and patient. Noting that determination is very important in real estate selling... there were also talks of seafood in Pangasinan but that's another story.

Before the session ended, VP Deo announced PLAREB will make a new FB page exclusive for MIGS but open to public for MLS - something to look forward to.

LISTINGS SHARED LAST SESSION



Cindy Medina

WTB

~2BR unit Edades or Hidalgo, budget P40M
(also open to any unit in Makati near a mall)

~5 has. in Bulacan (preferably near Manila)

FS

~Brentville International Community
3BR townhouse covered by CTC (open to foreigners) P16.5M semi furnished.

Sol Mamit

FS

~15,598sqm lot, Pansol, Calamba Laguna (with underground hotspring ideal for resort/subdivision development)

P7000/sqm negotiable

~Avida Towers Centera

22.44sqm studio unit

P4.2M slightly negotiable

~ Ferndale Villa, QC (Alveo)

3storey Townhouse

3BR, 2.5 T&B, 2CG, Maid's w T&B

Semi furnished

P16.5M negotiable

~Light Residences

50.5sqm.

tandem (two)1BR combined units with balcony and parking

P8M semi-furnished

~ 4storey bldg. at the entrance of Marcelo Green

LA 371sqm

FA 836sqm

Residential units on the 2F

P35M

Tita Munch

FL

~ Ayala Alabang District 2

3Storey Townhouse

LA135sqm

FA 500sqm

4BR, 5 T&B, w roofdeck

Fully furnished

P70K/month

~Solemare Condo (MOA area)

27.5sqm, 1BR fully furnished

P25K/month



LISTINGS SHARED LAST SESSION

Rachelle Cano

LF

- ~Tahanan Village Vacant lot FMV
- ~ Southbay Vacant lot FMV
- ~Serendra 2BR Garden Unit, below FMV

FS

~Silang, Cavite (boundary of Tagaytay)

3713sqm. , P3,500/sqm

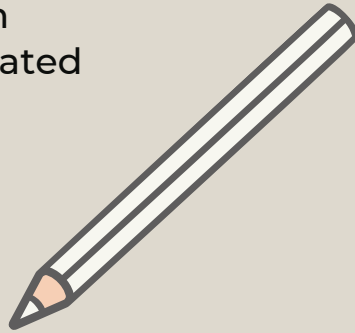
~ BF H&L newly renovated

4BR P24M

~Philamlife Village

Bungalo, 345sqm

P15M net



Joy Abad

Focus on Paranaque H&L or Lot for sale

Condos for rent in Azure, Amaia, Calateya, Sienna Park, and Chateau Elysee

FS

~ Better Living Lot

544sqm can be subdivided into 2

P23,500/sqm 4.5%

~BF Bungalow

LA 332sqm

FA 270SQm

3BR 3 T&B, 2CG

P18.5M

~Ireneville, Bungalow

279sqm

3BR, 2 T&B

P11,2M

~ Canyon Woods Lot

440sqm P12K/sqm, 5%

Toni Trinidad

FL

~Avida Verde, 9th Ave. BGC

3BR + 1 utility room, 2T&B, facing amenities, with 1 parking\ with water heater & range hood

80.5sqm

P60K/month + P5K for parking

FS

~Sheridan South

2BR with 1 parking

interior designed and furnished

56sqm P10.8M 5%, 50-50

~Bel Air 4, Sta. Rosa

144sqm vacant lot

P2.5M incl. CGT

5%, 50-50

Nicole Daniel

FS (best offer)

~300sqm lot Alabang West

~ Commercial Townhouse,

Bacoor Molino

near University of

Perpetual Help

~ Ponderosa

997sqm

P195M incl. CGT, 3%



LISTINGS SHARED LAST SESSION

Deo Pamilar

FS

~6Storey Bldg, Malate new PWU

LA222,2sqm FA1200sqm

P120M 3%, 50-50

~Vacant Lot near Circuit Makati

528sqm, P100K/sqm Negotiable 3%, 50-50

~ 3Storey Operational Garden Hotel

Puerto Prinsesa, Palawan

LA 4,636sqm (7 titles)

100 person capacity hotel

ranked #1 most booked hotel in Puerto

P239M+VAT, 3% 50-50

~La Union Property (Teakwood and Mahogany Farm)

14,480sqm, P700/sqm, 5%, 50-50

~ Treveia, Nuvali Lot

311sqm P9M, 3%

~ Balayan Batangas Rest House

1,800sqm. furnished

4BR w T&B, maid's & driver's room

P25M

~ Aston 2 Serendra Mckinley

Lower floor, furnished,

facing garden & pool

65sqm with balcony and parking

P20M, 3%

~Avida City Flex

Furnished office unit with cubicles

includes 2 split type AC, PABX, Photocopy Machine

47sqm, P15M (FS) or P75K/sqm (FL)

FL

~2storey Ayala Alabang house with pool

850sqm, 6BR, 6T&B, 3-4CG,

P450K/month

~ 2storey, Ayala Alabang house

350sqm

4BR, 4T&B, 2-3CG, P250K/month

Jenalyn Inciong

LF

~Commercial Space along Dona

Soledad for lease. Preferably

Ground floor. 80-100sqm

Tess Estrada

FS

~BF Resort H&L (Old bungalow)

near commercial area

LA187sqm

FA100sqm

2BR, 1TB, 2CG

P6.5M 5%, 50-50



Cheesy Matters: Not in the bible



Maria Theresa A. Estrada

Question: why did Peter deny Jesus.

Answer: Because Jesus had healed his mother-in-law.



Question: Why do we call Jesus' meal in the upper room the Last Supper?

Answer: Because Judas cleared out taking all the money. They had nothing left to buy food for the next day



Teacher: "Before his call, Peter was fisherman. And what is his work now?"

Pupil: "Policeman!" was the quick reply.

Teacher: "How do you came to that idea?"

Pupil: "That's obvious. Jesus told him he would now be catching men."



A basketball coach interviewed a recruit about his shoulder-length hair.

The young fellow explained "Jesus had long hair, and that is why I have long hair.

The coach took him to the school's swimming pool. "Okey," he said, " let's see you now walk across the water."



Two boys had a heated argument.

The clever one maintained that Jesus was left-handed, and the other that he was like everyone else: right handed.

So the teacher wanted to find out: " Who told you such a thing?"

"I know from myself," the clever boy said.

"Jesus said: 'If anybody hits you on the right cheek.'

Therefore, He was left-handed."



"Rabbi, why does the Bible say that a newly married husband does not have to go to war?"

"Because the man is already at war in his own house." the wise man replied.

FEBRUARY CELEBRANTS

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

FEBRUARY 2 - MS GLENDA LUGUE

FEBRUARY 6 - PP LETICIA ELEGADO

FEBRUARY 6 - MS SYLVIA SALANGA

FEBRUARY 8 - MS CAMILLE LLAVE

FEBRUARY 8 - MS SHYRYL SANTOS

FEBRUARY 12 - MS EULALIA PUNZALAN

FEBRUARY 13 - MS MERCEDES MADSEN

FEBRUARY 13 - MR DANNY MADRIAGA

FEBRUARY 19 - MR FELIPE CRISTOBAL

FEBRUARY 21 - MS IRENE TIMTIMAN

FEBRUARY 26 - PP JOSEFINA ALAGAO

EDITOR-IN-CHIEF
ZYZYLYN O. SALCEDO

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

CONTRIBUTORS
MARIA THERESA D. GABUAT
CYNTHIA S. MEDINA
XENIA S. ESTRELLA
ZYZYLYN O. SALCEDO
ROSALINDA S. TABIOS
RACHELLE V. CANO
MARIA LUISA R. ALVERSADO
MARIA THERESA A. ESTRADA

PHOTO CONTRIBUTORS
MARITONI A. TRINIDAD
ROSALINDA S. TABIOS
RACHELLE V. CANO
MARIA LUISA R. ALVERSADO
ZYZYLYN O. SALCEDO

SECRETARIAT
MALAIKAH ZAMBRANO

PLAREB LEAD (ESTABLISHED ON FEBRUARY 8,
2008)

IS A MONTHLY NEWSLETTER BY THE
PARAÑAQUE - LAS PIÑAS - ALABANG
REAL ESTATE BOARD, INC.

PROVIDING TIMELY LEAD TO ALL THE
ORGANIZATION'S NEWSWORTHY EVENTS
AND ACTIVITIES AS WELL AS KEEPING
MEMBERS ABREAST WITH INDUSTRY ISSUES
AND COMMUNITY CONCERNS.

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

PLAREB
LEAD

