



' Be Recognized '



20  
19

NREAA Awards Pack



'BE RECOGNIZED'

# NREA 2019

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# NREA 2019 INTRODUCTION



*"THE GREATEST THING ABOUT WINNING AN AWARD IS THAT IT CREATES OPPORTUNITIES"*

**KEVIN BACON** (ACTOR)

The MIEA National Real Estate Awards is an established annual awards Programme to recognize the top achievement of real estate practitioners in Malaysia. Since its inaugural debut in 2009, it has grown to be the nation's highest and most recognized real estate awards, a symbol of achievement, recognition and success.

The award recognizes the contribution of Real Estate Agents, Probationary Estate Agents, Real Estate Negotiators and leaders in real estate for their hard work, dedication, relentless effort and contribution to the advancement of Real estate practice. The award covers every spectrum of the practice from Sales & Rental of Residential, Commercial and Industrial Properties.

National recognition awaits all winners of the awards through extensive press coverage, social media marketing, awards night, magazine write up and profiling on website. The recognition enables positioning of the firm, enables recruitment, inhouse staff moral upliftment, networking and respect among the peers.

This year we anticipate greater participation and stiff competition, some new ideas are being infused i.e. new awards are being introduced, strengthening the judging process and widening the coverage. Being our own awards, we look forward to the support of all practitioners both members and non- members.

BE RECOGNIZED AND BE APPRECIATED  
2019 Organizing Committee

The NREA trophy is a specially designed trophy representing symbol of achievement and recognition.



'U' shaped icon trophy reflects the following;

The free form reflects the agility of real estate practitioners dealing with many types of properties. The round base reflects the world of real estate.

The 'U' shape connotes the unity of the membership in achieving excellence.

The raised icon with a pointed edge shows the limitless possibilities in our achievement and doing our best to serve our clients.



# NREA 2019 GUIDELINES

## A. PARTICIPATION

The award is open to all

- 1) Registered Estate Agents
- 2) Registered Real Estate Firms
- 3) Real Estate Negotiators / Probationary Estate Agents

Both Members and Non Members of MIEA are eligible to participate. However, different submission fees shall be applicable to members and non members as referred to item K under guideline.

## B. PARTICIPATING FIRMS

Participation shall be by an individual Real Estate office or branches as each is an entity by itself and not collectively as an organization.

## C. QUALIFYING PERIOD FOR SALE

Consideration is for sales concluded from **1st January 2018** to **31st December 2018** only.

## D. OPEN AND CLOSING DATE

Entries are open from **30th April, 2019** and should reach the MIEA secretariat by **12:00 noon** on **24th May, 2019**. All documentation should be sent by Registered post/Courier or Hand delivered to the Secretariat

## E. JUDGING CRITERIA

Winners are not judged by sales performance only but on other areas as stated under the awards criteria in each category. Submission of relevant info under each category is important to maximize your score.

## F. SERVICE TAX

To ensure accuracy in sales achievement, the judges will strictly correlate your performance with payment of **service tax** to Royal Customs Department during the qualifying period. All copies of receipts for the year 2018 up to April , 2019 to be attached and all authentications of sales concluded must correspond with receipts of payment of service tax.

## H. FEES

Fees is referred to as monies collected/earned from a sale, rental or lease.

## G. FEES EARNED

For individual awards, the fees earned shall be based on individual performance and not group or team sales including overriding. For co-agency applicants should only add the portion earned by him or her.

## I. JUDGES

The awards will be judged by a panel of experienced independent judges outside of MIEA.



**J. ACCURACY OF INFORMATION PROVIDED**

All participating firms must provide the information with accuracy and truthfulness. If any information presented is found to be false, the Institute reserves the right to disqualify or to withdraw the award at any point of time before or after the awards ceremony.

**K. SUBMISSION FEE**

Please enclose the submission fee together for each category and the fees are not Refundable under any circumstances.

**L. FINALIST**

Awards participants/firms who does not win finalist but meet the minimum judging criteria will receive a finalist certificate.

**M. CONFIDENTIALITY OF INFORMATION**

The award submission(s) received shall be strictly for the use of MIEA. The National awards committee, the Institute and the panel of Judges will undertake to ensure the confidentiality of all information received. All submissions will become the property of MIEA and we reserve the right to use any key information to announce the winners and their achievements.

**N. AWARDS GALA NIGHT**

The Awards Gala Dinner is scheduled to be held on **27th July, 2019** at One World Hotel, Petaling Jaya.

**O. WINNERS COMMITMENT**

All winners to undertake and to support the awards by committing to the 'Awards Charter'.

**P. MILLION DOLLAR PRODUCER CATEGORY (NEW)**

For the above category the REA, PEA & REN will be classified in one group for judging as this is not a competitive award. The judging will be based on performance.

**All correspondence and enquiries are to be made to**

The NREA Awards Committee  
Malaysian Institute of Estate Agents  
C-27-05, Level 5, Block C  
Dataran 3 Dua, No. 2, Jalan 19/1  
46300 Petaling Jaya, Selangor  
Tel: 60 3 7960 2577  
Fax: 60 3 7960 3757  
Email: projects@miea.com.my

**Contact Person : Afina**

# NREA 2019

## A. AWARDS TIMELINE



- |                             |   |                         |
|-----------------------------|---|-------------------------|
| 1. Awards Pack Launch       | - | 30 April 2019 (Tuesday) |
| 2. Submission Closing Date  | - | 24 May 2019 (Friday)    |
| 3. Winners Briefing         | - | 11 June 2019 (Tuesday)  |
| 4. Awards Winners Rehearsal | - | 27 July 2019 (Saturday) |
| 5. Awards Gala Dinner       | - | 27 July 2019 (Saturday) |

## B. DETAILS OF THE AWARDS & GALA DINNER

- |       |   |   |
|-------|---|---|
| VENUE | - | Imperial Ballroom<br>One World Hotel<br>First Avenue,<br>Bandar Utama City Centre,<br>47800 Petaling Jaya, Selangor |
| DATE  | - | 27 <sup>th</sup> July 2019, Saturday  |
| TIME  | - | 6.00 pm   |

# NREA 2019 AWARDS CLASSIFICATION



## REAL ESTATE AGENT CATEGORY

REA Category 1 : Real Estate Agent of the Year

## REAL ESTATE FIRM CATEGORIES

REA Category 2 : Real Estate Firm of the Year

REA Category 3 : Residential Real Estate Firm  
3A. Agency firms or branches with 201 RENs or more (Large)  
3B. Agency firms or branches with 51 - 200 RENs (Medium)  
3C. Agency firms or branches with 50 RENs & less (Small)

REA Category 4 : Commercial Real Estate Firm of the Year

REA Category 5 : Industrial Real Estate Firm of the Year

REA Category 6 : Project Marketing Firm of the Year

REA Category 7 : Most Innovative Marketing Idea

REA Category 8 : Specialized Project

REA Category 9 : Most Tech-Savvy Real Estate Firm

## REAL ESTATE NEGOTIATOR CATEGORIES

REN Category 10 : REN of the Year

REN Category 11 : Rookie REN of the Year

REN Category 12 : Residential REN of the Year

REN Category 13 : Commercial REN of the Year

REN Category 14 : Industrial REN of the Year

## STATE CATEGORIES

STATE Category 15 : State Real Estate Firm of the Year

STATE Category 16 : State REN of the Year

STATE Category 17 : State Residential REN of the Year

STATE Category 18 : State Commercial REN of the Year

STATE Category 19 : State Industrial REN of the Year

## MILLION DOLLAR PRODUCER

MDP Category 20 : Million Dollar Producer (REA/PEA/REN)

**INVITED CATEGORIES** : CEO of the Year (Invited)  
Lifetime Achievement Award



# NREA 2019 SUBMISSION FEE TABLE 2019

AWARD CLASSIFICATION 2019

REAL ESTATE AGENT CATEGORY	Submission Fee(RM)	
	Member	Non Member
1) Real Estate Agent of the Year	2,000	4,000

## REAL ESTATE FIRM CATEGORIES

2) Real Estate Firm of the Year	2,000	4,000
3) Residential Real Estate Firm		
3A. Large (201 RENs or more)	2,000	4,000
3B. Medium (51-200 RENs)	1,500	3,000
3C. Small (50 RENs or less)	1,500	3,000
4) Commercial Real Estate Firm of the Year	1,500	3,000
5) Industrial Real Estate Firm of the Year	1,500	3,000
6) Project Marketing Firm of the Year	1,500	3,000
7) Most Innovative Marketing Idea	1,500	3,000
8) Specialized Project	1,500	3,000
9) Most Tech-Savvy Real Estate Firm*	1,500	3,000

## REAL ESTATE NEGOTIATOR (REN) CATEGORIES

10) REN of the Year	1,000	2,000
11) Rookie REN of the Year	1,000	2,000
12) Residential REN of the Year	1,000	2,000
13) Commercial REN of the Year	1,000	2,000
14) Industrial REN of the Year	1,000	2,000

## STATE CATEGORIES

15) State Real Estate Firm of the Year	1,500	3,000
16) State REN of the Year	1,000	2,000
17) State Residential REN of the Year*	1,000	2,000
18) State Commercial REN of the Year*	1,000	2,000
19) State Industrial REN of the Year*	1,000	2,000

## MILLION DOLLAR PRODUCER

20) Million Dollar Producer (REA/PEA/REN)	1,000	2,000
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## INVITED CATEGORY

20) Lifetime Achievement Award	-	-
21) CEO Of The Year	-	-



# NREA 2019 WINNERS' ENTITLEMENTS



Winners in the respective category will receive the following awards, incentives and recognition :

1. Gold Plated Winners Trophy.



2. An Exclusively Framed Certificate



3. Award winners lapel pin.



4. Press conference and media release in the press.



5. Announcement of recipients in MIEA official "Award Recipient's Handbook".



6. Winners write up in MIEA D'REAM magazine.

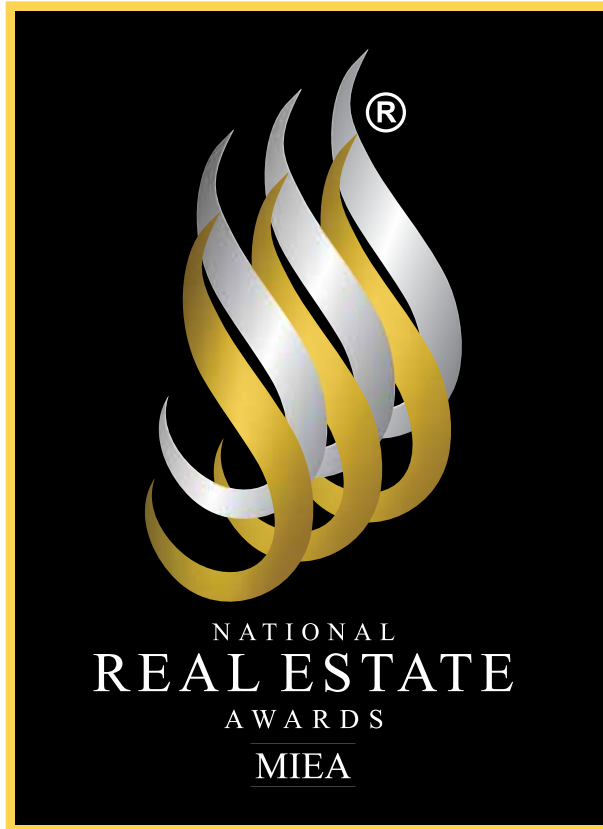


7. Permanent listing of winners on MIEA website.



8. The right to use the approved winner's logo in all publications.





‘BE RECOGNIZED’

**AWARDS SUBMISSION  
‘ENTRY GUIDELINES’**

# NREA 2019

## STEP BY STEP - ENTRY GUIDELINES



### Step 1 – Submission Process

- a) Select the category you wish to submit.
- b) Complete the submission Form and attach with the submissions.
- c) Use one submission form for each category.

### Step 2 – Filling it up

- a) Based on the awards criteria in the respective categories, detail out the requirements section by section.
- b) Highlight reasons why you deserve the award based under executive summary in not more than 200 words.
- c) Marks will be awarded based on the facts you have outlined under the respective sections.

### Step 3 – Evidence

- a) All entries must provide evidence of sales as required i.e. service tax receipts for the fees collected.
- b) Additional evidence like listing agreement, agreement to purchase, agreement to rent or any documents that proves completion of sale and collection of fees is acceptable.
- c) Evidence like picture, EDM, letter of testimonial will help in supporting your write up.

### Step 4 – Attachments

You are required to attach the following :

- i) Logo of the firm.
- ii) A passport size photograph of the individual person who is submitting for the award.
- iii) Attach submission form together with relevant submission fee payable to “Malaysian Institute of Estate Agents”.
- iv) Please attach “Entry Form” on the envelope for each category separately.
- v) The “Declaration Form” is compulsory to be signed by the Registered Estate Agent/ Principal of the firm or the branches.

### Step 5 – Award Submission

It is compulsory to submit the following :

- i) Executive summary covering individual section.
- ii) 7 sets of hardcopy for judges.
- iii) Softcopy in CD or pen drive to preview on powerpoint.

If you have further clarification, please e-mail your queries to the National Real Estate Awards Committee, Afina at [events@miea.com.my](mailto:events@miea.com.my) or call at 03 - 7960 2577.



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**NREA FORMS**

# NREA 2019 MIEA NATIONAL REAL ESTATE AWARDS ENTRY FORM



Please complete this form and attach on the front of the award submission envelope

## AWARD CATEGORY

Name of Firm:	<input type="text"/>	E NO. :	<input type="text"/>
Name of REA:	<input type="text"/>	NO. :	<input type="text"/>
Name of REN: / PEA/ PV	<input type="text"/>	REN NO. :	<input type="text"/>

Member (Membership No: \_\_\_\_\_)     Non Member

Please confirm the following:

- I agree to the conditions of the entry outlined in the Award Pack.
- I have attached my Award Submission with this form.
- I am attaching the softcopy in a pendrive with relevant information as required.

## PAYMENT

Cheque No: \_\_\_\_\_      Amount: \_\_\_\_\_

Note : All cheques must be payable to " Malaysian Institute of Estate Agents"  
Bank : Public Bank Berhad    Account No : 3184-1974-10

ENTRANT'S SIGNATURE

## CONTACT INFORMATION

CONTACT PERSON :	<input type="text"/>		
OFFICE ADDRESS :	<input type="text"/>		
CONTACT NO. (OFF) :	<input type="text"/>	H/P No:	<input type="text"/>

# NREA 2019 MIEA NATIONAL REAL ESTATE AWARDS DECLARATION FORM



(To be enclosed with the Entry Form)

## Part 1

I/We hereby solemnly declare that all information given in this Award's Submission is accurate and true to the best of my knowledge.

I/We understand that if any of the information provided in the submission is found to be untrue, misleading or is a cause for mis-representation, the National Real Estate Awards Committee reserves the right to withdraw the Awards at any point of time and may cause to publish such information in any media. Upon withdrawal of the Award, the trophy and the certificate shall be returned to the Institute.

I/We fully understand and agree that I/We shall not have any right to any legal recourse.

## Part 2

I/We affirm and declare that I/We upon having been selected to be the recipient of this award will abide by the "Award Winner's" charter:

- I. Take up the number of tables allocated for this award;
- II. To accept the advertisement package for the Award Recipients Handbook &
- III. Attend the rehearsal.
- iv. Attend any call to do publicity PR/ recording for the event.

Principal / Real Estate Agent

Negotiator

Date

Co. Chop / Rubber Stamp



‘BE RECOGNIZED’

**REAL ESTATE AGENT  
CATEGORY**

# NREA 2019

## REA CATEGORY 1

### REAL ESTATE AGENT OF THE YEAR



#### INTRODUCTION

The Award is presented to a **Real Estate Agent** who in the corresponding year has shown overall personal leadership in leading the Real Estate Firm. He must have shown his personal ability to organize, plan, execute and lead his firm to achieve the desired result. He should possess good entrepreneurial skills, adopt good agency practice, maintain high ethical values, adhere to the standards of the profession, having the ability to work as a team and being a result oriented individual. He will be a role model to the industry upon winning the award.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	<b>Total Marks Allotted</b>
<p><b>Section 1: Personal Achievements</b></p> <p>Outline your firm's achievement over the qualifying period based on</p> <ol style="list-style-type: none"> <li>1. Plan - What were your plans for develop your firm and the achievements</li> <li>2. Sales - Sales target set and its achievement</li> <li>3. Listing - Targets and achievement</li> <li>4. Recruitment - The targets set vs numbers recruited and the retention plan</li> </ol>	<b>25</b>
<p><b>Section 2 : Firms Business Plan</b></p> <p>State main priorities of your business plan for the year and achievement of the plans.</p>	<b>15</b>
<p><b>Section 3 : Professional Development Plan</b></p> <p>Detail out educational, training &amp; coaching programs carried out to develop sales people in your firm.</p>	<b>15</b>
<p><b>Section 4: Marketing</b></p> <p>What new marketing plans &amp; strategies introduced that played an important role in achieving the result for the year.</p>	<b>15</b>
<p><b>Section 5: Service and Support To Firm And Staff</b></p> <p>Outline your personal role &amp; contribution to the firm's success and how you helped your RENs achieve their success.</p>	<b>15</b>
<p><b>Section 6: Personal Milestone</b></p> <p>List your personal achievement, milestones reached, awards received, recognition that shows your leadership ability to be an exemplary Real Estate Agent.</p>	<b>15</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**





‘BE RECOGNIZED’

# **REAL ESTATE FIRM CATEGORIES**

# NREA 2019

## REA CATEGORY 2

### REAL ESTATE FIRM OF THE YEAR



#### INTRODUCTION

This award recognises a **Real Estate Firm** that has excelled in Malaysia. The merit is to recognize a model real estate firm irrespective of size, volume of transactions or number of negotiators. They must have shown exemplary achievements in acquiring listings, sales, marketing and recruitment. Small, medium or large firms can apply.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	Total Marks Allotted
<p><b>Section 1: Key Achievements of the Firm</b></p> <p>Outline the key achievements of your firm in the year;</p> <ol style="list-style-type: none"> <li>1. Listings acquired or focused for the year.</li> <li>2. Marketing Activities carried out.</li> <li>3. Sales performance achieved</li> <li>4. New branch set up for the year</li> <li>5. Recruitment of RENS - No. of new REN joined the firm.</li> <li>6. New business development plan - Any new plans introduced.</li> <li>7. Any Other areas</li> </ol> <p>Please attach the organising chart of your firm</p>	<b>25</b>
<p><b>Section 2: Business Development Plan</b></p> <p>State the main priorities in your business plan for the year and achievement of those plans.</p>	<b>15</b>
<p><b>Section 3: Professional Development Plan</b></p> <p>Number of negotiators employed by your firm and state what measures the firm has taken to train and develop your staff to achieve their true potential. List programme carried out.</p>	<b>15</b>
<p><b>Section 4: Marketing</b></p> <p>Specify any successful marketing strategies your firm engaged. Drive your marketing plan of action to achieve the desired result. E.g. getting listings. Promoting the sales, positioning the firm etc.</p>	<b>15</b>
<p><b>Section 5: Sales Achievement</b></p> <p>Give extra details on sales achieved in each sector for the year and average sales per negotiator.</p> <p>E.g.    1. Residential                      4. Rental Sales                  2. Industrial                         5. Secondary Sales                  3. Commercial                      6. Project Marketing</p> <p>Under each sector specify income for Rental and Sales</p>	<b>20</b>
<p><b>Section 6: Service to Clients</b></p> <p>Give examples of how your firm has given outstanding service to clients during the year and describe how the service delivery were made which resulted in providing excellent service to clients.</p>	<b>10</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REA CATEGORY 3

### RESIDENTIAL REAL ESTATE FIRM OF THE YEAR



#### INTRODUCTION

This award will be presented to a **Real Estate Firm** who has excelled in Sales / Rentals under Residential Properties. This will include revenues from tenancy, lease, project sales and secondary property sales only. There are three sub categories for which an agency firm can apply.

- 3A. Large sized firm with 201 RENs or more
  - 3B. Medium sized firm with 51 - 200 RENs
  - 3C. Small sized firm with 50 RENs or less (Small)
- \*All RENs must be certified by BOVAEP

Participation for this award shall be by an individual Real Estate offices or branches and not collectively as an organization.

eg. If a firm has 3 branches with a Head office, the application shall be by a branch or by the Head office and not as a group.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

**Total Marks Allotted**

<b>Section 1: Sales Achievements</b>	<b>35</b>
List exact details on sales achieved in the Residential Sector for the corresponding period and provide breakdown on concluded sales and rentals. Eg. Tenancy, Secondary Sales, Project Sales	
<b>Section 2: Business Development Plan</b>	<b>20</b>
State the main priorities in your business plan and include an explanation for choosing these priorities and how it helped your firms success.	
<b>Section 3: New/Innovative Marketing Ideas</b>	<b>25</b>
Outline details of any innovative marketing ideas or strategies that you have introduced and implemented that contributed towards your sales achievement.	
<b>Section 4: Number of Negotiators/Recruitment/Training Programme</b>	<b>10</b>
Indicate the number of negotiators in your firm/branch as at 1st January, 2018 and at the end of the year 31st December, 2018. Also outline details of your firm's recruitment, training and retention programmes.	
<b>Section 5: Service to Clients</b>	<b>10</b>
Give examples of how your firm has given outstanding service to clients during the year and describe how the service delivery were made which resulted in providing excellent service to clients.	
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REA CATEGORY 4

### COMMERCIAL REAL ESTATE FIRM OF THE YEAR



#### INTRODUCTION

It will be presented to a **Real Estate Firms** who have excelled in **Sales / Rentals under Commercial Properties**. This will include revenues from tenancy, lease, project sales and secondary property sales only.  
 Participation for this award shall be for **ONE firm only irrespective of size**.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	Total Marks Allotted
<p><b>Section 1: Sales Achievements</b>            List exact details on sales achieved in the Commercial sector for the corresponding period and provide breakdown on professional fees earned for sales and rentals.</p>	<b>35</b>
<p><b>Section 2: Business Development Plan</b>            State the main priorities in your business plan and include an explanation for choosing these priorities, and how it helped in your firms success.</p>	<b>20</b>
<p><b>Section 3: New/Innovative Marketing Ideas</b>            Outline details of any innovative marketing ideas or strategies that you have implemented that contributed towards your sales achievement.</p>	<b>25</b>
<p><b>Section 4: Number of Negotiators/Recruitment/Training Programme</b>            Indicate the number of negotiators handling commercial properties as at 1st January, 2018 and at the end of the year 31st December, 2018. Also outline details of your firm's recruitment, training and retention programmes.</p>	<b>10</b>
<p><b>Section 5: Service to Clients</b>            Give examples of how your firm has given outstanding service to clients during the year and describe how the service delivery were made which resulted in providing excellent service to clients.</p>	<b>10</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REA CATEGORY 5

### INDUSTRIAL REAL ESTATE FIRM OF THE YEAR



#### INTRODUCTION

It will be presented to a **Real Estate Firms** who have excelled in **Sales / Rentals under Industrial Properties**. This will include revenues from tenancy, lease, project sales and secondary property sales only.  
 Participation for this award shall be for **ONE firm only irrespective of size**.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	Total Marks Allotted
<p><b>Section 1: Sales Achievements</b>                      List exact details on sales achieved in the <b>Industrial sector</b> for the corresponding period and provide breakdown on concluded sales and rentals.</p>	<b>35</b>
<p><b>Section 2: Business Development Plan</b>                      State the main priorities in your business plan and include an explanation for choosing these priorities.</p>	<b>20</b>
<p><b>Section 3: New/Innovative Marketing Ideas</b>                      Outline details of any innovative marketing ideas that you have implemented that contributed towards your sales achievement.</p>	<b>25</b>
<p><b>Section 4: Number of Negotiators/Recruitment/Training Programme</b>                      Indicate the number of negotiators as at 1st January, 2018 and at the end of the year 31st December, 2018. Also outline details of your firm's recruitment, training and retention programmes.</p>	<b>10</b>
<p><b>Section 5: Service to Clients</b>                      Give examples of how your firm has given outstanding service to clients during the year and describe how the service delivery were made which resulted in providing excellent service to clients.</p>	<b>10</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REA CATEGORY 6

### PROJECT MARKETING FIRM OF THE YEAR



#### INTRODUCTION

The Award is to recognize a firm that has excelled and attained a high standard of achievement in the area of project marketing. This could be one or multiple projects and have shown great success in selling the projects through the implementation of their own marketing plan which contributed to the success of the project sales.

(For this category exception has been given in that proof of service tax is not compulsory for concluded sales but have not receive the fees of the date but a letter from the developer confirming the sales concluded (SPA) signed and amount of fees due)

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	Total Marks Allotted
<b>Section 1: Project Brief</b>	<b>30</b>
State the number of projects undertaken in the corresponding period.	
1. Brief of the development & Gross development value.	
2. Type of agency appointment, period of appointment.	
3. What role you have played prior to your appointment i.e sales launch planning, consultancy, etc..	
4. Number of units allotted for sale.	
5. Percentage Fees payable by developer.	
<b>Section 2: Sales Achievement of the firm</b>	<b>20</b>
i. State the number of units sold whether individually or bulk sales and the sales value achieved.	
ii. What was the total professional fees earned less other agents fees paid if applicable.	
<b>Section 3: Marketing</b>	<b>20</b>
i. What were the marketing plans & strategies employed that stands out in achieving the result for the project sales.	
ii. What were the activities carried out.	
<b>Section 4: Negotiators Involvement</b>	<b>15</b>
State the number of Negotiators employed to sell and whether you appointed other agents to sell for you and their contribution to sales.	
<b>Section 5: Service Delivery</b>	<b>15</b>
Give examples on what were the service delivery programs carried out that resulted in repeat sales or referrals towards the project sales. Also include how they created client satisfaction and attach testimonies received.	
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REA CATEGORY 7

### MOST INNOVATIVE MARKETING IDEA



#### INTRODUCTION

This award recognises innovative services, products and ideas developed and introduced by a firm in the year to help in marketing / sales/ service delivery that is unique, different and exemplary.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	Total Marks Allotted
<b>Section 1: Innovation</b> Describe the essential elements of the innovation made in your business and its contribution to the success of your business in the award period. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to increase sales / presence in the market / unique service to the client etc.	35
<b>Section 2: Collaterals</b> Show proof of use of this innovative marketing ideas	20
<b>Section 3: Innovative Process</b> Describe the process undertaken to recognise, develop and implement the innovation. Include work undertaken internally by your staff and any work conducted by external service providers.	25
<b>Section 4: Benefit to Industry</b> Describe any potential benefits of the innovations you have introduced to benefit the profession or the practitioners.	10
<b>Section 5: Benefit to Consumers</b> Describe how your current and potential clients or staff will benefit from the innovations you have introduced.	10
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REA CATEGORY 8

### SPECIALIZED PROJECT



#### INTRODUCTION

This award recognises excellence by a firm or an Estate Agent who has undertaken a project or sales, which can be considered unique or special. It must be different from a normal real estate transaction e.g. selling an island, reviving an abandoned housing project, contributing to Real Estate education & training, sales of hotel / building, using a specific tool to increase productivity etc. The judges may consider giving more than one award under this category if the submissions are uniquely different, however it must be real estate related. Please specify the name of the "special project" under which you are bidding for e.g. "Category 8 Specialized projects - **Selling an Island**"

\*Award can be given to more than one person/firm but under different projects categories.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	Total Marks Allotted
<b>Section 1: What Specialized Project &amp; Key Achievements</b> - The conceptualization in why you undertake the project - Name the specialized project undertaken - The uniqueness of the transactions & how it has impacted the firm - Key Achievements of the projects	<b>25</b>
<b>Section 2: Benefits</b> Name how this specialized work benefitted the client or the community at large.	<b>20</b>
<b>Section 3: Significant Sales</b> Give details how you and your firm benefitted out of this specialized project.	<b>20</b>
<b>Section 4: Why the recognition?</b> Please write in not more than 200 words why you think this specialized project needs to be recognized.	<b>25</b>
<b>Section 5: Other contributory factors</b> State your personal contribution towards the success of this specialized project.	<b>10</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**



# NREA 2019

## REA CATEGORY 9

### **MOST TECH SAVVY REAL ESTATE FIRM**



#### INTRODUCTION

This award is given to a firm that is technologically well informed about or proficient in the use of modern technology and use them to effectively help the firm and the employees to effectively use technology to grow sales, to be productive and to be efficient in their daily work.

#### JUDGING CRITERIA

- 1. Nominees shall focus on describing one(1) tech solution they have developed or adopted and is currently in use to enhance or improve their customers' experience or their property business in not less than 200 words**
- 2. All nominees will need to submit a 10mins video that demonstrates the described proptech solution to judges.**

	Total Marks Allotted
<b>Section 1: Complexity Of Issue Tackled</b> Describe why was a tech solution developed/adopted for your business/REN (What problem did it solve?)	<b>25</b>
<b>Section 2: Innovativeness And Authenticity Of Solution</b> Describe the tech solution you have developed/adopted to solve the problem	<b>25</b>
<b>Section 3: Clarity Of Objective/Goal</b> What are the measurement of success to your implementation? (May be quantitative and/or qualitative)	<b>10</b>
<b>Section 4: Effectiveness of solution</b> Provide evidence and data points on how the tech solution has effectively met your business objective	<b>30</b>
<b>Section 5: Compellingness of Story</b> Tell us why you should win	<b>10</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**



‘BE RECOGNIZED’

# **REAL ESTATE NEGOTIATOR CATEGORIES**

# NREA 2019

## REN CATEGORY 10

### REAL ESTATE NEGOTIATOR OF THE YEAR



#### INTRODUCTION

The Award is presented to a **Real Estate Negotiator/ Probationary Estate Agent** who in the corresponding year has shown overall personal leadership in being an exemplary REN. He must have shown his personal ability to organize, plan, execute the business plan to attain the desired personal sales. He should possess good personal organizational skills, adopt good agency practice, maintain high ethical values, adhere to the standards of the profession, having the ability to work as a team and being a result oriented individual. He will be a role model to the industry upon winning the award .

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	<b>Total Marks Allotted</b>
<p><b>Section 1: Personal Achievement</b> Outline your personal goals &amp; achievement in the following areas over the qualifying period based on</p> <ol style="list-style-type: none"> <li>1. Plan - What were your plans to develop your personal sales and what were your achievements.</li> <li>2. Sales - Sales target set and its achievement.</li> <li>3. Listing - Targets and achievement.</li> </ol>	<b>25</b>
<p><b>Section 2: Business Plan &amp; its Achievement</b> State main priorities of your personal business plan for the year and achievement of the plans and outline your personal role &amp; contribution to the firm's success.</p>	<b>15</b>
<p><b>Section 3: Professional Development Plan</b> Detail out educational, training &amp; personal development programs attended.</p>	<b>15</b>
<p><b>Section 4: Marketing</b> What were the new marketing plans &amp; strategies introduced that played an important role in achieving the sales result for the year.</p>	<b>15</b>
<p><b>Section 5: Commitment to Quality Client Service</b> Give examples on what were the service delivery programs carried out by you in providing outstanding Service delivery to your clients and how you have created client satisfaction and testimonies received.</p>	<b>15</b>
<p><b>Section 6: Personal Milestone and Career Goals</b> List your personal achievement &amp; milestones reached, awards or recognition received, explain how you have personally gained and how it will help you to propel further resulting in you being an exemplary Real Estate Negotiator.</p>	<b>15</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REN CATEGORY 11

### ROOKIE REAL ESTATE NEGOTIATOR OF THE YEAR



#### INTRODUCTION

The Award is presented to a **Real Estate Negotiator/ Probationary Estate Agent** who been in the practice for not more than two (2) years preceding the year of application. The REN should have shown overall progress in being a productive REN leading to high personal sales, adopt good agency practice, maintain high ethical values, adhere to the standards of the profession and being a result oriented individual. He will be a role model to the new RENs upon winning the award

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	<b>Total Marks Allotted</b>
<p><b>Section 1: Personal Achievement</b></p> <p>Outline your personal goals &amp; achievement in the following areas over the qualifying period based on</p> <ol style="list-style-type: none"> <li>1. Plan - What were your plans to achieve your personal sales</li> <li>2. Sales - Sales target set and its achievement.</li> <li>3. Listing - Targets and achievement.</li> </ol>	<b>25</b>
<p><b>Section 2: Business Plan &amp; its Achievement</b></p> <p>State main priorities of your personal business plan for the year and achievement of the plans and outline your personal role &amp; contribution to the firm's success.</p>	<b>15</b>
<p><b>Section 3: Professional Development Plan</b></p> <p>Detail out educational, training &amp; personal development programs attended &amp; State the main challenges faced in the last two years and how you overcame it.</p>	<b>15</b>
<p><b>Section 4: Marketing</b></p> <p>What were the new marketing plans &amp; strategies introduced that played an important role in achieving the sales result for the year.</p>	<b>15</b>
<p><b>Section 5: Commitment to Quality Client Service</b></p> <p>Give examples on what were the service delivery programs carried out by you in providing outstanding Service delivery to your clients and how you have created client satisfaction and testimonies received.</p>	<b>15</b>
<p><b>Section 6: Personal Milestone</b></p> <p>List your personal achievement &amp; milestones reached, awards or recognition received, explain how you have personally gained and how it will help you to propel further resulting in you being an exemplary Real Estate Negotiator.</p>	<b>15</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REN CATEGORY 12

### RESIDENTIAL REAL ESTATE NEGOTIATOR OF THE YEAR



#### INTRODUCTION

The Award is presented to a **Real Estate Negotiator/ Probationary Estate Agent** who have excelled in the sales & Rental in the **Residential Sector** and the fees earned shall cover sales, tenancies, leases in the secondary market and residential project sales only. The REN should have shown overall progress in being a productive REN leading to high personal sales in the residential sector, adopt good agency practice, maintain high ethical values, adhere to the standards of the profession and being a result oriented individual. He will be a role model as a top residential salesperson upon winning the award

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

**Total Marks Allotted**

#### **Section 1: Personal Achievement** **25**

Outline your personal goals & achievement in the following areas over the qualifying period based on the sales in the Residential sector only

1. Plan - What were your plans to achieve your personal sales
2. Sales - Sales target set and its achievement
3. Listing - Targets and achievement

#### **Section 2: Business Plan & its Achievement** **15**

Outline sales in the following areas

- i. Sales concluded in Secondary market sales, rentals & leases
- ii. Sales concluded in project marketing in Residential properties

State main priorities of your personal business plan for the year and achievement of the plans and outline your personal role & contribution to the firm's success

#### **Section 3: Professional Development Plan & overcoming challenges** **15**

Detail out educational, training & personal development programs attended & State the main challenges faced and how you overcame it.

#### **Section 4: Marketing** **15**

What were the marketing plans & strategies introduced that played an important role in achieving the result for the year.

#### **Section 5: Commitment to Quality Client Service** **15**

Give examples on what were the service delivery programs carried out by you in providing outstanding Service delivery to your clients and how you have created client satisfaction and testimonies received.

#### **Section 6: Personal Milestone** **15**

List your personal achievement & milestones reached, awards or recognition received, explain how you have personally gained and how it will help you to propel further resulting in you being an exemplary Real Estate Negotiator.

**Total** **100**

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REN CATEGORY 13

### COMMERCIAL REAL ESTATE NEGOTIATOR OF THE YEAR



#### INTRODUCTION

The Award is presented to a **Real Estate Negotiator/ Probationary Estate Agent** who have excelled in the sales & Rental in the Commercial Sector and the fees earned shall cover sales, tenancies, leases in the commercial market and project sales only. The REN should have shown overall progress in being a productive REN leading to high personal sales in the commercial sector, adopt good agency practice, maintain high ethical values, adhere to the standards of the profession and being a result oriented individual. He will be a role model as a top residential salesperson upon winning the award.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	<b>Total Marks Allotted</b>
<p><b>Section 1: Personal Achievement</b></p> <p>Outline your personal goals &amp; achievement in the following areas over the qualifying period based on the sales in the Commercial sector only</p> <ol style="list-style-type: none"> <li>1. Plan - What were your plans to achieve your personal sales</li> <li>2. Sales - Sales target set and its achievement</li> <li>3. Listing - Targets and achievement</li> </ol>	<b>25</b>
<p><b>Section 2: Business Plan &amp; its Achievement</b></p> <p>Outline sales in the following areas</p> <ol style="list-style-type: none"> <li>i. Sales concluded in Commercial sales, rentals/leases</li> <li>ii. Sales concluded in project marketing in Commercial properties</li> </ol> <p>State main priorities of your personal business plan for the year and achievement of the plans and outline your personal role &amp; contribution to the firm's success</p>	<b>15</b>
<p><b>Section 3: Professional Development Plan &amp; overcoming challenges</b></p> <p>Detail out educational, training &amp; personal development programs attended &amp; State the main challenges faced and how you overcame it.</p>	<b>15</b>
<p><b>Section 4: Marketing</b></p> <p>What were the marketing plans &amp; strategies introduced that played an important role in achieving the result for the year.</p>	<b>15</b>
<p><b>Section 5: Commitment to Quality Client Service</b></p> <p>Give examples on what were the service delivery programs carried out by you in providing outstanding Service delivery to your clients and how you have created client satisfaction and testimonies received.</p>	<b>15</b>
<p><b>Section 6: Personal Milestone</b></p> <p>List your personal achievement &amp; milestones reached, awards or recognition received, explain how you have personally gained and how it will help you to propel further resulting in you being an exemplary Real Estate Negotiator.</p>	<b>15</b>
<b>Total</b>	<b>100</b>

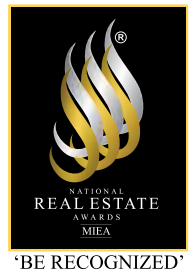
**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REN CATEGORY 14

### INDUSTRIAL REAL ESTATE NEGOTIATOR

### OF THE YEAR



#### INTRODUCTION

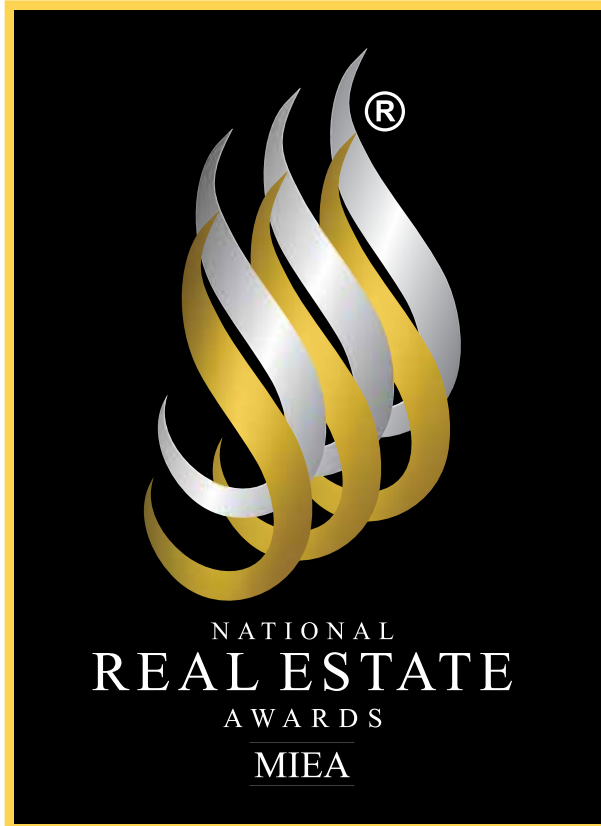
The Award is presented to a **Real Estate Negotiator/ Probationary Estate Agent** who have excelled in the sales & Rental in the Industrial Sector and the fees earned shall cover sales, tenancies, leases in the Industrial market and project sales only. The REN should have shown overall progress in being a productive REN leading to high personal sales in the Industrial sector, adopt good agency practice, maintain high ethical values, adhere to the standards of the profession and being a result oriented individual. He will be a role model as a top residential salesperson upon winning the award.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	<b>Total Marks Allotted</b>
<p><b>Section 1: Personal Achievement</b></p> <p>Outline your personal goals &amp; achievement in the following areas over the qualifying period based on the sales in the Industrial sector only</p> <ol style="list-style-type: none"> <li>1. Plan - What were your plans to achieve your personal sales</li> <li>2. Sales - Sales target set and its achievement</li> <li>3. Listing - Targets and achievement</li> </ol>	<b>25</b>
<p><b>Section 2: Business Plan &amp; its Achievement</b></p> <p>Outline sales in the following areas</p> <ol style="list-style-type: none"> <li>i. Sales concluded in Industrial sales, rentals/leases</li> <li>ii. Sales concluded in project marketing Industrial properties</li> </ol> <p>State main priorities of your personal business plan for the year and achievement of the plans and outline your personal role &amp; contribution to the firm's success</p>	<b>15</b>
<p><b>Section 3: Professional Development Plan &amp; overcoming challenges</b></p> <p>Detail out educational, training &amp; personal development programs attended &amp; State the main challenges faced and how you overcame it.</p>	<b>15</b>
<p><b>Section 4: Marketing</b></p> <p>What were the marketing plans &amp; strategies introduced that played an important role in achieving the result for the year.</p>	<b>15</b>
<p><b>Section 5: Commitment to Quality Client Service</b></p> <p>Give examples on what were the service delivery programs carried out by you in providing outstanding Service delivery to your clients and how you have created client satisfaction and testimonies received.</p>	<b>15</b>
<p><b>Section 6: Personal Milestone</b></p> <p>List your personal achievement &amp; milestones reached, awards or recognition received, explain how you have personally gained and how it will help you to propel further resulting in you being an exemplary Real Estate Negotiator.</p>	<b>15</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**



‘BE RECOGNIZED’

**STATE CATEGORIES**



# NREA 2019

## REA CATEGORY 15

### STATE REAL ESTATE FIRM OF THE YEAR



#### INTRODUCTION

One award for each state will be presented in this category. This award recognises a **Real Estate Firm** that has excelled in the respective state. The merit is to recognize a model Real Estate Firm irrespective of size, volume of transactions or number of negotiators. They must have shown exemplary achievements in listings, sales, marketing and recruitment. Small, medium or large firms can apply.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

Total Marks Allotted

#### **Section 1: Key Achievements of the Firm** **25**

Outline the key achievements of your firm in the year;

1. Listings acquired or focused for the year.
2. Marketing Activities carried out.
3. Sales performance achieved
4. New branch set up for the year
5. Recruitment of RENS - No. of new REN joined the firm.
6. New business development plan - Any new plans introduced.
7. Any Other areas

Please attach the organising chart of your firm

#### **Section 2: Business Development Plan** **15**

State the main priorities in your business plan for the year and achievement of those plans.

#### **Section 3: Professional Development Plan** **15**

Number of negotiators employed by your firm and state what measures the firm has taken to train and develop your staff to achieve their true potential. List programme carried out.

#### **Section 4: Marketing** **15**

Specify any successful marketing strategies your firm engaged. Drive your marketing plan of action to achieve the desired result. E.g. getting listings. Promoting the sales, positioning the firm etc.

#### **Section 5: Sales Achievement** **20**

Give extra details on sales achieved in each sector for the year and average sales per negotiator.

- E.g.
- |                |                      |
|----------------|----------------------|
| 1. Residential | 4. Rental Sales      |
| 2. Industrial  | 5. Secondary Sales   |
| 3. Commercial  | 6. Project Marketing |

Under each sector specify income for Rental and Sales

#### **Section 6: Service to Clients** **10**

Give examples of how your firm has given outstanding service to clients during the year and describe how the service delivery were made which resulted in providing excellent service to clients.

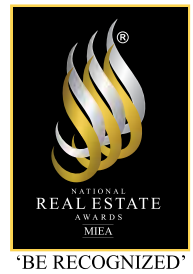
**Total** **100**

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REN CATEGORY 16

### STATE REN OF THE YEAR



#### INTRODUCTION

One award for each state will be presented in this category. This award recognises a **Real Estate Negotiator** or **Probationary Estate Agents** who has excelled in the respective state. He/she must have shown exemplary leadership, promoting good agencies practice and adhering to the standards of the industry. They must have shown high achievements in listings, sales, marketing and after sales.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	Total Marks Allotted
<p><b>Section 1: Personal Achievement</b> Outline your personal goals &amp; achievement in the following areas over the qualifying period based on</p> <ol style="list-style-type: none"> <li>1. Plan - What were your plans to develop your personal sales and what were your achievements.</li> <li>2. Sales - Sales target set and its achievement.</li> <li>3. Listing - Targets and achievement.</li> </ol>	<b>25</b>
<p><b>Section 2: Business Plan &amp; its Achievement</b> State main priorities of your personal business plan for the year and achievement of the plans and outline your personal role &amp; contribution to the firm's success.</p>	<b>15</b>
<p><b>Section 3: Professional Development Plan</b> Detail out educational, training &amp; personal development programs attended.</p>	<b>15</b>
<p><b>Section 4: Marketing</b> What were the new marketing plans &amp; strategies introduced that played an important role in achieving the sales result for the year.</p>	<b>15</b>
<p><b>Section 5: Commitment to Quality Client Service</b> Give examples on what were the service delivery programs carried out by you in providing outstanding Service delivery to your clients and how you have created client satisfaction and testimonies received.</p>	<b>15</b>
<p><b>Section 6: Personal Milestone and Career Goals</b> List your personal achievement &amp; milestones reached, awards or recognition received, explain how you have personally gained and how it will help you to propel further resulting in you being an exemplary Real Estate Negotiator.</p>	<b>15</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REN CATEGORY 17

### STATE RESIDENTIAL REN OF THE YEAR



#### INTRODUCTION

This award will be presented to a **Real Estate Negotiator** or **Probationary Estate Agents** who have excelled in Sales / Rentals under **Residential Properties** and will include fees earned from tenancy, leasing, project sales and secondary properties sales only. Participation for this award shall be by an individual Real Estate Negotiator.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	<b>Total Marks Allotted</b>
<p><b>Section 1: Personal Achievement</b></p> <p>Outline your personal goals &amp; achievement in the following areas over the qualifying period based on the sales in the Residential sector only</p> <ol style="list-style-type: none"> <li>1. Plan - What were your plans to achieve your personal sales</li> <li>2. Sales - Sales target set and its achievement</li> <li>3. Listing - Targets and achievement</li> </ol>	<b>25</b>
<p><b>Section 2: Business Plan &amp; its Achievement</b></p> <p>Outline sales in the following areas</p> <ol style="list-style-type: none"> <li>i. Sales concluded in Secondary market sales, rentals &amp; leases</li> <li>ii. Sales concluded in project marketing in Residential properties</li> </ol> <p>State main priorities of your personal business plan for the year and achievement of the plans and outline your personal role &amp; contribution to the firm's success</p>	<b>15</b>
<p><b>Section 3: Professional Development Plan &amp; overcoming challenges</b></p> <p>Detail out educational, training &amp; personal development programs attended &amp; State the main challenges faced and how you overcame it.</p>	<b>15</b>
<p><b>Section 4: Marketing</b></p> <p>What were the marketing plans &amp; strategies introduced that played an important role in achieving the result for the year.</p>	<b>15</b>
<p><b>Section 5: Commitment to Quality Client Service</b></p> <p>Give examples on what were the service delivery programs carried out by you in providing outstanding Service delivery to your clients and how you have created client satisfaction and testimonies received.</p>	<b>15</b>
<p><b>Section 6: Personal Milestone</b></p> <p>List your personal achievement &amp; milestones reached, awards or recognition received, explain how you have personally gained and how it will help you to propel further resulting in you being an exemplary Real Estate Negotiator.</p>	<b>15</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REN CATEGORY 18

### STATE COMMERCIAL REN OF THE YEAR



#### INTRODUCTION

This award will be presented to a **Real Estate Negotiator** or **Probationary Estate Agents** who have excelled in Sales / Rentals under **Commercial Properties** and will include fees earned from tenancy, leasing, project sales and secondary properties sales only. Participation for this award shall be by an individual Real Estate Negotiator.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

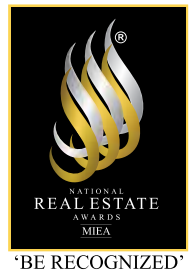
	Total Marks Allotted
<p><b>Section 1: Personal Achievement</b></p> <p>Outline your personal goals &amp; achievement in the following areas over the qualifying period based on the sales in the Commercial sector only</p> <ol style="list-style-type: none"> <li>1. Plan - What were your plans to achieve your personal sales</li> <li>2. Sales - Sales target set and its achievement</li> <li>3. Listing - Targets and achievement</li> </ol>	<b>25</b>
<p><b>Section 2: Business Plan &amp; its Achievement</b></p> <p>Outline sales in the following areas</p> <ol style="list-style-type: none"> <li>i. Sales concluded in Commercial sales, rentals/leases</li> <li>ii. Sales concluded in project marketing in Commercial properties</li> </ol> <p>State main priorities of your personal business plan for the year and achievement of the plans and outline your personal role &amp; contribution to the firm's success</p>	<b>15</b>
<p><b>Section 3: Professional Development Plan &amp; overcoming challenges</b></p> <p>Detail out educational, training &amp; personal development programs attended &amp; State the main challenges faced and how you overcame it.</p>	<b>15</b>
<p><b>Section 4: Marketing</b></p> <p>What were the marketing plans &amp; strategies introduced that played an important role in achieving the result for the year.</p>	<b>15</b>
<p><b>Section 5: Commitment to Quality Client Service</b></p> <p>Give examples on what were the service delivery programs carried out by you in providing outstanding Service delivery to your clients and how you have created client satisfaction and testimonies received.</p>	<b>15</b>
<p><b>Section 6: Personal Milestone</b></p> <p>List your personal achievement &amp; milestones reached, awards or recognition received, explain how you have personally gained and how it will help you to propel further resulting in you being an exemplary Real Estate Negotiator.</p>	<b>15</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**

# NREA 2019

## REN CATEGORY 19

### STATE INDUSTRIAL REN OF THE YEAR



#### INTRODUCTION

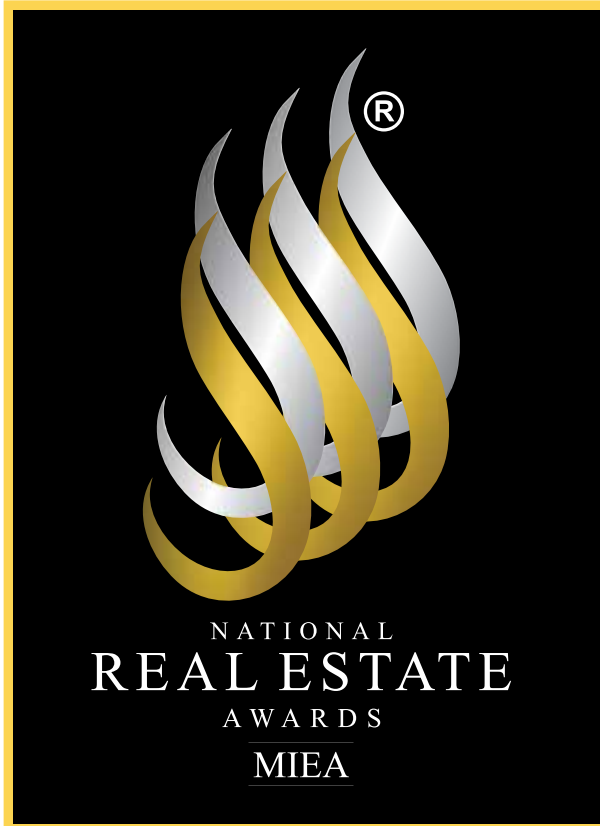
This award will be presented to a **Real Estate Negotiator** or **Probationary Estate Agents** who have excelled in Sales / Rentals under **Industrial Properties** and will include fees earned from tenancy, leasing, project sales and secondary properties only. Participation for this award shall be by an individual Real Estate Negotiator.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

	Total Marks Allotted
<p><b>Section 1: Personal Achievement</b></p> <p>Outline your personal goals &amp; achievement in the following areas over the qualifying period based on the sales in the Industrial sector only</p> <ol style="list-style-type: none"> <li>1. Plan - What were your plans to achieve your personal sales</li> <li>2. Sales - Sales target set and its achievement</li> <li>3. Listing - Targets and achievement</li> </ol>	<b>25</b>
<p><b>Section 2: Business Plan &amp; its Achievement</b></p> <p>Outline sales in the following areas</p> <ol style="list-style-type: none"> <li>i. Sales concluded in Industrial sales, rentals/leases</li> <li>ii. Sales concluded in project marketing Industrial properties</li> </ol> <p>State main priorities of your personal business plan for the year and achievement of the plans and outline your personal role &amp; contribution to the firm's success</p>	<b>15</b>
<p><b>Section 3: Professional Development Plan &amp; overcoming challenges</b></p> <p>Detail out educational, training &amp; personal development programs attended &amp; State the main challenges faced and how you overcame it.</p>	<b>15</b>
<p><b>Section 4: Marketing</b></p> <p>What were the marketing plans &amp; strategies introduced that played an important role in achieving the result for the year.</p>	<b>15</b>
<p><b>Section 5: Commitment to Quality Client Service</b></p> <p>Give examples on what were the service delivery programs carried out by you in providing outstanding Service delivery to your clients and how you have created client satisfaction and testimonies received.</p>	<b>15</b>
<p><b>Section 6: Personal Milestone</b></p> <p>List your personal achievement &amp; milestones reached, awards or recognition received, explain how you have personally gained and how it will help you to propel further resulting in you being an exemplary Real Estate Negotiator.</p>	<b>15</b>
<b>Total</b>	<b>100</b>

**\* Each Submission must provide info for each section of the judging criteria.**



‘BE RECOGNIZED’

**MILLION DOLLAR  
PRODUCERS**

# NREA 2019

## CATEGORY 20

### MILLION DOLLAR PRODUCER (REA,PEA,REN)



#### INTRODUCTION

This Award is a non-competitive award presented to any **Estate Agents, Probationary Estate Agents and Real Estate Negotiators** who have closed in their personal capacity deals on properties and collected a minimum of RM 1,000,000 (One Million Ringgit) in professional fees for the corresponding year. The revenue can be based on either a single or a combination of Residential, Commercial or Industrial sales and rentals. This must be personal sales or part of the co-Agency sales and not team or any part of any other sales.

#### JUDGING CRITERIA

**\*Please write an executive summary in not more than 200 words on why you deserve the award.**

**Total Marks Allotted**

<b>Section 1: Significant Sales Achievement</b>	<b>85</b>
Give full breakdown on all sales achieved during the qualifying period and professional fees earned for each transaction.	
<b>Section 2: Professional Development Plan</b>	<b>5</b>
State what measures you have taken to train and develop yourself to achieve your true potential. Give examples of those plans.	
<b>Section 3: Marketing</b>	<b>5</b>
List your goals and all marketing strategies which you have adopted that contributed towards the achievement of your sales.	
<b>Section 4: Other Contributory Factors</b>	<b>5</b>
Name any other contributory factors that resulted in your achievement.	
<b>Total</b>	<b>100</b>

**\* Though not competitive, we would like to understand your success model as an example to other RENS.**

**\* Each Submission must provide info for each section of the judging criteria.**



NATIONAL  
REAL ESTATE  
AWARDS  

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MIEA

## **NATIONAL REAL ESTATE AWARDS** Award & Logo Usage Guidelines

The National Real Estate Awards logo is a Registered Trademark of the Malaysian Institute of Estate Agents and as such the use of this logo constitutes your agreement to follow these rules and to be bound by them.





## Award & Logo Usage Guidelines

### NATIONAL REAL ESTATE AWARDS (NREA)

General Terms and Conditions specify the correct use of the Logo



#### About the National Real Estate Awards (NREA) Logo

The prestigious NREA Awards Logo is awarded by Malaysian Institute of Estate Agents (MIEA) in order to drive excellence and raise the profile of Real Estate Practitioners in Malaysia.

The Logo recognises NREA recipient for their pursuit towards excellence in their respective fields. These awards are presented annually to Real Estate Agents, Probationary Real Estate Agents, Real Estate Agencies, Real Estate Negotiator and those who have contributed to the industry and fraternity.

The NREA Awards have been the ultimate emblem of achievement in Real Estate Industry. These awards bring national recognition, honour and a sense of achievement to the recipients. While invaluable benefits may be derived from the NREA Awards such use must be strictly limited to ensure compliance to uphold the integrity of the fraternity.

The following rules were designed to sustain the reputation of NREA and MIEA by:

- 1 Safeguarding the rights of NREA recipients,
- 2 Never misleading the public through implications that an award or nomination was received when, in fact, this is not so, and protecting the owner of NREA trademark and other rights.
- 3 The NREA Logo, which commemorates receipt of a NREA Award is copyrighted and the trademark of MIEA. You may not use logo, reproductions, drawings, photographs or other copies of the logo except in accordance with these rules.

## Using the Logo

When using our logo, please keep in mind that our logo is a central element of our visual communication. It is our signature which communicates values of good Real Estate practices, standards, integrity to the industry. Our logo consists of two parts, a textual element and a graphic image element. We provide several different logo options and for each options we would like to communicate the guidelines as clearly as possible. When using the logo, you should remember not to skew, distort or alter it any way. You should use the original vector based source for our logo, you should not use a photograph, scanned version or you should not trace or redraw it whenever possible.



# Logo Colors

Symbol: The Award logo incorporates two distinct gradient-fill colours - Gold and Silver.

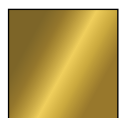
**FULL COLOR**



**BLACK & WHITE**



**Gold**

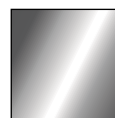


C58 M45 Y100 K32



C0 M19 Y100 K0

**Silver**



C58 M45 Y100 K32

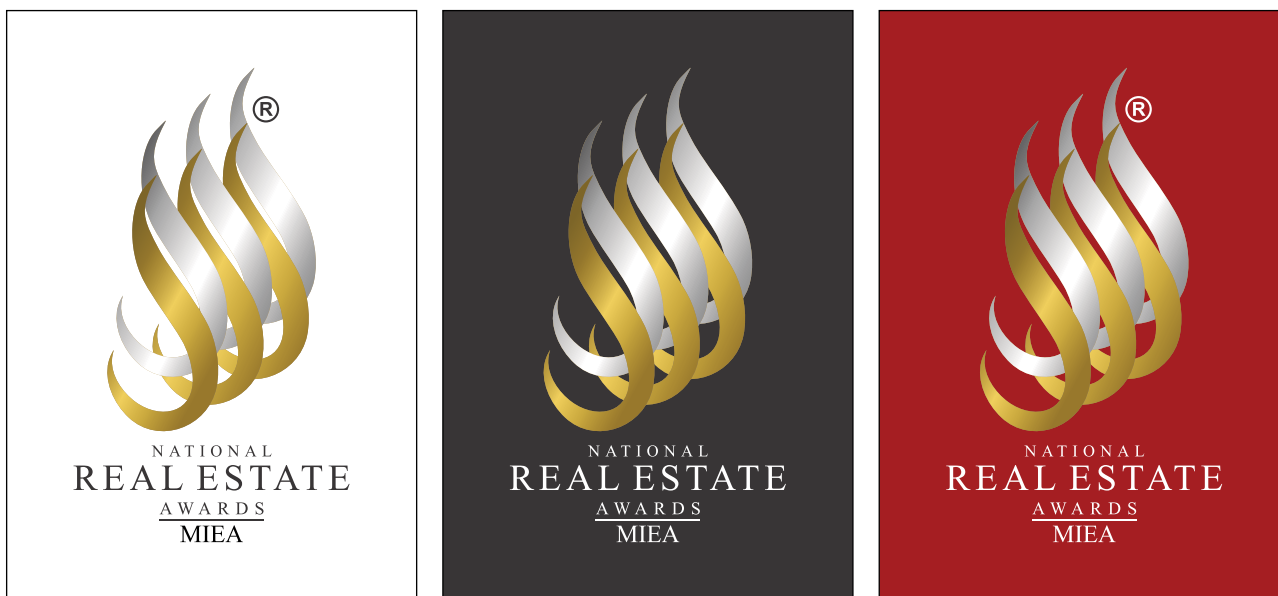


C0 M19 Y100 K0



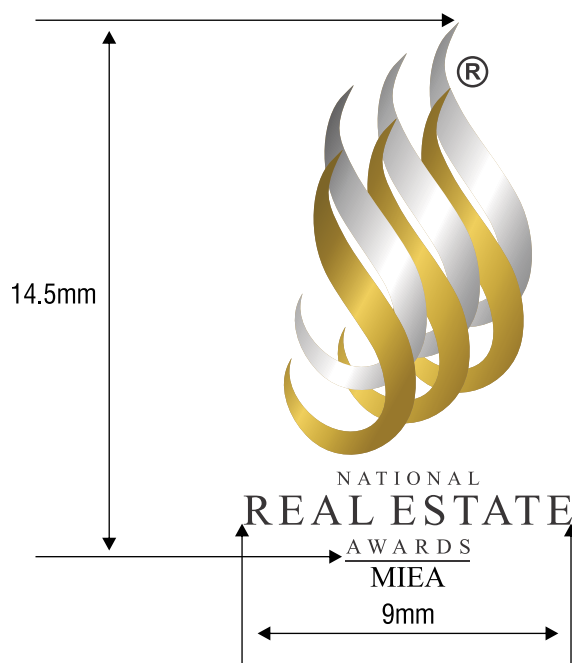
## Logo Colour Usage

It is required to place logos on white or dark plain background especially when using the original colour scheme. It is also possible to apply the logo on a light value solid natural background or slightly gradient but highly light whitish background. The colourful logo shall not be placed on other multi-color or saturated colours. The Textual elements must be in white for dark background.



## MINIMUM ACCEPTABLE SIZE

Width : 9mm  
Height : 15mm



# ACCEPTABLE USAGE

Using the Grid as a guide.

## Business Cards

### Category Specification

You can indicate the accomplishments for which as well as the year in which the award was received in all advertising

An example of acceptable use:

media and promotional materials.



Real Estate Firm of the Year 2017



Real Estate Firm of the Year 2017



Design Stage

Printed Sample



## Listing Boards



# ACCEPTABLE USAGE

Using the Grid as a guide.

## Listing Advertisements

Design Stage

Printed Sample



