

# MAREC'15

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6 - 7 March 2015 • Sime Darby Convention Centre

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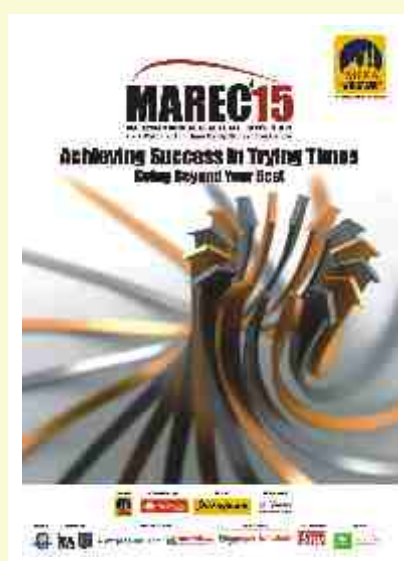
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# MAREC'15

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6 - 7 March 2015 • Sime Darby Convention Centre

## Achieving Success in Trying Times Going Beyond Your Best



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## Welcome Message by Organising Chair

Welcome to MAREC'15!

Over the next two days, the Malaysian Annual Real Estate Convention will see a nationwide congregation of real estate practitioners, covering a wide spectrum from fresh participants to experienced masters. They will be joined by related parties and industry partners such as representatives from property developers and support industries like finance and legal. Here, MAREC'15 delegates will expand capacities, exchange notes and engage experts to continue excelling in this industry.

It is a common perception that the real estate industry is a lucrative profession. What is rarely recognised, though, is the sheer hard work, tenacity and drive required to achieve this status. Show me a successful real estate practitioner and I will show you a determined, never-say-die entrepreneur. Dogged passion and willingness to adapt and learn in line with the times, are absolute necessities to realise the oft quoted dream of wealth.

Today's difficult property market is a true test of the stamina of all industry practitioners. Achieving and maintaining this dream requires the right skillset and mindset. The organising committee has worked hard to curate a programme with relevant topics and speakers that will culminate in each of you **"Achieving Success in Trying Times Going Beyond Your Best"**.

Building further on the foundation laid in MAREC'14, we will learn from industry leaders about effective online marketing channels in our **Rainmaking with Real Estate Portals** session. We are also privileged to be trained on **How to Brand Yourself and Get Rich** to distinguish ourselves in the market and reap handsome rewards. As always, the networking cocktail will be a great opportunity to establish new contacts while strengthening existing relationships. Do make the most of this platform to broaden your horizons.

I would like to record our appreciation to the **Guest of Honour, YB Datuk Chua Tee Yong, Deputy Minister of Finance**, for officiating MAREC'15 and delivering the keynote address. Thank you, also, to our distinguished speakers for your time and willingness to share your expertise. Last but not least, my gratitude to the Organising Committee for your contributions and efforts towards the success of MAREC'15, a Convention for Estate Agents, by Estate Agents. We are confident it will be a fruitful convention and look forward to a memorable time together.

Eric Lim  
MAREC'15 Convention Chair

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**Message from Guest of Honour  
Yang Berhormat Datuk Chua Tee Yong  
Deputy Minister of Finance**

The Government assumes an active role in the Malaysian property sector to ensure equitable distribution to, as well as effective protection for, the rakyat.

In terms of equitable distribution, the Government initiated several measures over the past two years to address concerns of escalating house prices beyond the means of the rakyat. As a result, speculative elements has been minimised and the housing industry is on firmer footing. These measures have been augmented with policies to assist genuine house buyers through schemes such as My First Home Scheme, Youth Housing Scheme and the 1Malaysia People's Housing Scheme (PR1MA). The former two provide financial assistance to house buyers while the latter provides affordably priced homes with a provision for 80,000 such homes in Budget 2015.

As for effective protection, the registration of negotiators is a major initiative to increase the professionalism in the industry. Today, house buyers can be confident of quality services when they engage properly registered negotiators. MIEA played a significant role in realising this initiative and it is bearing positive outcomes.

The Government acknowledges the contributions made by real estate agents, negotiators and related practitioners in housing the nation. It is encouraging to note your enthusiasm and constant thirst for improvements and progress in the industry, led by MIEA. I am confident that **MAREC'15 Achieving Success in Trying Times Going Beyond Your Best** will strongly impact yourselves and the property industry as you learn new tools and implement new ideas. It is my pleasure to officiate MAREC'15 and I wish you a successful convention.

YB Datuk Chua Tee Yong  
Deputy Minister of Finance



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Welcome Message  
President  
Malaysian Institute of Estate Agents

Fellow practitioners, Estate Agents and Negotiators,

By the time you read this, I would have been into my final lap as the President of MIEA. What a ride it has been. I have enjoyed good times, I've had some bad moments, trials and tribulations, joy and laughter and even some scary moments when I wasn't sure if I was doing the right thing. Throughout all these, I still feel that the best part of my experience has been the fellowship and friendship with members of my Council of Management, State Branch Committee Members and you Estate Agents and Negotiators. The friendships I have built in the last two years through my work in MIEA are something I will treasure forever.

We have worked very hard for the past few months to bring you a Convention par excellence. It is getting harder each year to organise the Convention. Many service providers have mushroomed in the market and they offer their conferences and seminars at rock bottom prices with whom we refuse to compete. Our stand has always been that MAREC is not a Convention that sells CPD hours. Ours is THE Convention in the country. Ours is the convention of choice for Real estate practitioners. We are a blue chip convention and our quality cannot be compared with the others. There is a cost associated with quality and it is precisely for this reason that MAREC is priced the way it is.

We have put together a varied profile of speakers which we hope will be of interest to a wide range of people. We have tried to keep our subjects relevant, in line with the theme, **"Achieving Success In Trying Times Going Beyond Your Best"**.

Our profession is being challenged from many directions by all sorts of people who want to encroach into the territory of the Registered Estate Agent. We seem to have little power to stop them. However, we will not give up and will renew our efforts to eradicate illegal brokers in this country.

As usual, we have maintained the Cocktail Networking Session on Day 1 of the Convention. As you are aware, we will only have this cocktail Networking Session if we are able to secure a sponsor for this event. This year, we are pleased to announce that Property Guru has stepped in to sponsor this event. They are also our "Strategic Media Partner" for MAREC.

We hope you have a very enjoyable two days with us and you have our commitment that we will do everything possible to make this a pleasant and learning experience for you.

**Welcome to MAREC 2015.**

Siva Shanker  
President 2013/2015  
Malaysian Institute of Estate Agents



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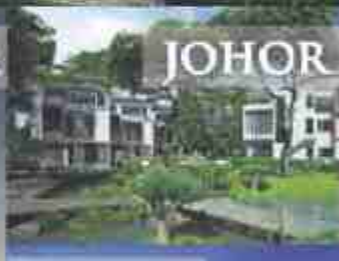
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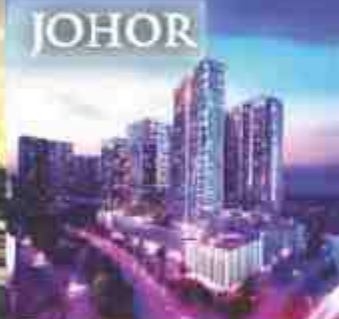
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## Message

President, Board of Valuers, Appraisers  
& Estate Agents, Malaysia

Dear Members,

Warm greetings from the Board of Valuers, Appraisers and Estate Agents, Malaysia.

Thank you for inviting me to pen a few words in the MAREC Edition of the D'ream Magazine.

I am proud of MIEA for having successfully organized MAREC for the past 29 years. I am also happy to note that each year of the convention draws more and more professionals from the different disciplines in the property industry. This is proof of an industry that is progressive and far sighted.

It is also indeed a healthy sign for the profession that MIEA has a pool of credible and capable leaders who are able to successfully steer the profession towards greater heights.

The landscape of how business is being done is changing even as we speak. The rate of change today is faster than ever it has been. If we are not constantly diligent and embracing this change, it will overtake us and we will be left watching helplessly.

Technology continues to make great strides into the future. What is fashionable today has the capacity to become out of style within months. Embracing this ever changing and evolving technology must become part and parcel of our everyday life.

In line with that, this year's MAREC'15 convention is aptly themed "Achieving Success in Trying Times-Going Beyond Your Best".

A convention of this nature offers the perfect platform for practitioners to hone their skills and increase their knowledge. It is my hope that exposure to such convention will not only be beneficial to you, but will also create a wholesome Estate Agent who will be able to tackle the world at large.

Lastly, I must congratulate the Organizing Committee, under the able leadership of President Mr. Siva Shanker and the Convention Chairman Mr. Eric Lim, who must have surely worked hard to organize this event which I am sure will be a resounding success.

On behalf of the Board of Valuers, Appraisers & Estate Agents, Malaysia I wish all participants a pleasant, fruitful and educational experience.

Datuk Hj Abdul Hamid Bin Abu Bakar  
President  
Board of Valuers, Appraisers & Estate Agents, Malaysia





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Worshipers

Worshipers

Worshipers

Worshipers of the future





## The Malaysian Institute of Estate Agents

The Malaysian Institute of Estate Agents (MIEA) is a recognised body representing all Registered Estate Agents in the country.

The Institute Theme

**“UNITED RELEVANT PROGRESSIVE”**

The Estate Agents' biggest and single most challenge is to be united. Unity is the binding factor that will allow us to have one voice, one common goal and one vision. Estate Agents must take pride and take ownership of the practice by working together for the common goal of the profession. As the old adage says, "Unity is strength, and strength is mighty". The call is for the leadership, the council, the members and the negotiators to work in unison and in unity to tackle the daily issues we face.

The Institute must be relevant to the members by meeting their expectations. The programmes, activities will all be aligned towards this goal. By the same token members must also be relevant to the institute by participating in the committees, programmes and to give ideas & feedback.

When one is united there is peace & harmony, and when there is relevance there is respect. When this is achieved there will be progress. When we progress there is growth, growth leads to betterment of our business and our lives and as a result we achieve recognition, respect and success. Only then can we bring change to the industry and be a dynamic Institute.

## Guide For Contributors

Articles to be considered for publication are required to adhere to the following guidelines.

### Submission of Manuscripts

Manuscripts must be submitted in English. Authors must provide original, unpublished work not under consideration for publication elsewhere. A copy of the manuscript together with original figures and tables must be submitted to the Editorial Board. Manuscripts, figures, tables and disks will not be returned to the author.

All illustrations, figures or tables in the article must be captioned, in clear black and white and ready for reproduction. Illustrations such as maps, pictures, etc must be submitted with a copy of the original photographs and clearly marked and captioned for clear reproduction.

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## EDITOR'S NOTE

By Theresa Augustine  
[theresa@miea.com.my](mailto:theresa@miea.com.my)



Hello and greetings from MIEA

Welcome to 2015 and the first bulletin of the year. It is not too late to wish everyone a Happy and Prosperous Chinese New Year 2015.

I'm surprised we are already into the 1st week of March and MAREC15 which is the main feature of this bulletin.

Inside you will find messages from our President, Mr. Siva Shanker, our Organising Chairman Mr Eric Lim, our Guest of Honour, the deputy Minister of Finance YB Datuk Chua Tee Yong, the President of BOVAEA Datuk Hamid and the profiles of our esteemed speakers for MAREC15.

What a great lineup we have this year.

The bulletin as you know covers all the activities in MIEA. You will find it all in this issue and we have included many pictures to keep it interesting and well informed. Some articles were contributed by the committee and the branch activities by the respective branch chairmen.

Hopefully we will get more members to send in articles of interest to the industry. The key factor is to keep it simple and informative and to provide relevant information to the real estate community at large.

We at MIEA, express our considerable appreciation to everyone involved in the MAREC15 convention. Your generous contribution of your time and effort is priceless. We hope the participants will have a lot of take home value at this convention. A big thank you to all the sponsors in this issue of the bulletin.

Do take home a copy of this bulletin and happy reading!

Theresa Augustine  
Councillor and Editor in Chief

## OBJECTIVES OF THE INSTITUTE

- To unite those engaged in the Estate Agency Practice for the purpose of extending beneficial influence on the profession and related interests.
- To promote and maintain a high standard of conduct amongst members in accordance with the Code of Ethics of the Institute.
- To improve the technical and general knowledge of persons engaged in the profession.
- To develop and foster and maintain relations between members of the institute and to provide a platform for the networking and exchanging of ideas and opinions amongst practitioners.
- To provide for the upholding of the honour, reputation and status of members.
- To provide for the training, education, examination of persons practicing or intending to practice as estate agents, or who are otherwise employed or engaged in the profession.
- To represent members in discussion and dialogues with other trade/industry bodies and Government agencies.
- To safeguard and protect the interest of the general public against fraud by practitioners or illegal agents.
- To elevate and encourage the maintenance of a high level or professionalism amongst practitioners.



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## PROGRAMME

### DAY 1 - 6th MARCH 2015

- 08.00 am Registration and Networking
- 09.00 am Opening Remarks by Emcee
- 09.05 am Welcome Remarks by Mr. Eric Lim,  
Organising Chairman, MAREC15
- 09.15 am Address by Mr Siva Shanker, President of MIEA
- 09.30 am Address by Guest of Honor  
YB DATUK CHUA TEE YONG  
Deputy Finance Minister, Malaysia
- 9.50 am Opening Ceremony
- 10.00 am Tea Break & Press Conference
- 10.30 am **SESSION 1**  
**Achieving Success in Trying Times**  
**- Going Beyond Your Best**  
Speaker : Mr Siva Shanker, President of MIEA
- 11.30 pm **SESSION 2**  
  
Speaker : Dr Chua Yang Liang  
National Director, Head of Research & Consultancy,  
South East Asia, Jones Lang LaSalle
- 12.30 pm Lunch Time
- 02.00 pm **SESSION 3**  
**GST Impact on Real Estate Agents : Practical Issues**  
Speaker : Dave Ananth, Director Ernst & Young
- 03.00 pm **SESSION 4**  
**My Real Estate Journey**  
Speaker : Tan Sri Dato Abdul Rahim  
Executive Chairman, Rahim & Co International Property  
Consultants
- 04.00 pm Tea Break
- 04.30 pm **SESSION 5**  
**Estate Agency Practice Round Table Forum**  
MODERATOR :Mr Soma Sundram  
Past President MIEA  
PANELISTS :Mr Previndran Singhe, Zerin Properties  
Mr Nixon, Carey Real Estate Sdn Bhd  
Ms Amanda Goh, RealProperty.My  
Mr Alex Ting, Kozin Real Estate
- Convention Adjourns  
Networking Cocktail

### DAY 2 - 7th MARCH 2015

- 08.00 am Networking
- 09.00 am **SESSION 6**  
**Today is Tomorrow**  
Speaker : Dr Gerard Kho,  
Country Manager of PropertyGuru  
International (M) Sdn Bhd
- 10.00 am Tea Break
- 10.30am **SESSION 7**  
**The Space Race**  
**- Office Developments In 2015 And Beyond**  
Speaker : Mr Chris Boyd  
Executive Chairman, Savills Malaysia
- 11.30 am **SESSION 8 - (Rainmaking With Real Estate Portals)**  
  
Moderator : Mr Erick Kho, Deputy President of MIEA  
  
**Real Estate digital marketing strategies that work**  
Speaker : Bernard Lee, Mudah.my Sdn Bhd
- Does the Real Estate Industry need more portals**  
Speaker : Ryan Thong, PropertyGuru Malaysia
- The 5 Things All Real Estate Agents Should Know  
About Property Portals**  
Speaker : Timothy Hor, Propwall Sdn Bhd
- 12.45 pm Lunch Time
- 02.00 pm **SESSION 9**  
**REITS - How to Make Money From It**  
Speaker : Mr Stephen Tew  
Non-Independent Non-Exe Director  
of Axis REIT Managers Bhd
- 03.00 pm **SESSION 10**  
**How To Brand Yourself and Get Rich**  
Speaker : Mr Terence Tam, CEO Bookpal
- 04.00 pm Tea Break
- 04.30 pm **SESSION 11**  
**Million Dollar Round Table Forum**  
MODERATOR :Mr Mark Saw, MIEA Penang Chairman  
PANELISTS :Mr Wong Yau Long  
Mr Shawn Adriano Valerio, Carey Real Estate Sdn Bhd  
Ms Sonia Hartono, Hartamas Real Estate (M) Sdn Bhd
- 05.30 pm Closing Ceremony  
Lucky Draw

The organizer reserves the right to make changes to the event program. If necessary, changes may be made to its content during the event, insofar as these changes do not substantially diminish the described benefits of the event for the participant.



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# SPEAKERS SYNOPSIS



## Session 1

### Achieving Success in Trying Times - Going Beyond Your Best

Our profession is being threatened from different directions by unknown forces who seem to be gathering strength year by year. We need to reinvent ourselves in order to compete with these changes. Success is getting harder to achieve and more effort and innovative methods are needed.

This session will attempt to analyse the real estate profession in Malaysia, highlight some of these threats and suggest solutions that estate agents and negotiators can adopt to achieve success in these trying times.

**Speaker : Mr Siva Shanker,**  
CEO, Agency, PPC International Sdn. Bhd; President, Malaysian Institute of Estate Agents

Mr. Siva Shanker is a Registered Estate Agent with the Board of Valuers, Appraisers & Estate Agents Malaysia. He has more than 25 years of experience in the property industry, having worked in both large international property consultancies as well as small local outfits. He started his career in 1982 with Gupta & Co, working as a Valuation Assistant. The 5 years he spent in valuations have given him an in depth grasp of the technical aspects of the industry.

Siva then moved on to do agency work with Knight Frank Baillieu. In 1995, Siva accepted a role as Agency Manager with Azmi & Co. After several senior roles in Jones Lang Wotton and PPC International, Siva formed his own Real Estate firm, Linear Estates. Linear Estates was in operations from 2004 to 2010.

In light of the inevitable liberalization of the service sector, Siva accepted an invitation to join PPC International as Agency Partner. Linear Estates was then officially merged with the bigger entity of PPC International.

Siva has been an active member of Malaysian Institute of Estate Agents and has always been supportive of the Institute. He served as Councillor for several years. He was the Chairman for the Malaysian Annual Real Estate Convention for the year 2008 and again in 2011. In fact, he was the one who first coined the term "MAREC", which has now become a strong brand name for the Annual Convention. Siva then moved on to become the Deputy President of Malaysian Institute of Estate Agents for the term 2010, 2011/2013.

Siva is currently the President of the Malaysian Institute of Estate Agents and has been instrumental in some of its high achievements in the last 2 years. Some of his greatest achievements in MIEA include being Convention Chairman for a record second time for MAREC 2011 and also being the Awards Chairman for the MIEA for the National Real Estate Awards consecutively for the years 2011 and 2012. Siva is an accomplished Real Estate Agent who has scaled the pinnacle of success in his chosen field of endeavour. His many years with some of the biggest firms worldwide in real estate have given him the training and exposure needed to successfully conduct the most complicated and demanding tasks.

Siva is also a member of the Rotary family, starting off as a Retractor in 1989. He then moved on to the Rotary Club of Kampung Baharu and was its president in the year 1999. Siva was instrumental in setting up and chartering of the Rotary Club of Central Damansara and was its Charter President in the year 2007. Siva remains a member of this club and is an active Rotarian till today.



## Session 2

### Understanding South East Asia in 30 minutes

South East Asian commercial markets have exhibited strong gains in the recent past year. Low cost environment and favourable demographics are key motivators. Can this trend sustain? What is the outlook of these markets and where does the AEC fit in the larger picture? This presentation will focus on the key drivers of the SEA market and provide a glimpse of what is to come in the next few years.

**Speaker : Dr Chua Yang Liang**  
National Director, Head of Research & Consultancy, South East Asia, Jones Lang LaSalle

Dr Chua Yang Liang is the Head of Research & Consultancy for Singapore, and Head of Research for South East Asia. As a team leader for the firm's local and sub-regional research service, he is responsible for the research and market commentary in Singapore and South East Asia, which includes Malaysia, Thailand, Vietnam, Myanmar, the Philippines and Indonesia. His specific responsibilities include research forecasts and analysis for the local auctions, commercial, industrial, investment, residential and retail sectors, as well as conducting client specific market research. Dr Chua is also JLL's media spokesperson for the Singapore and South East Asia property market. He oversees a team of seven senior research analysts and works closely with the regional Real Estate Intelligence Service (REIS) team based in Singapore.

#### Positions

- Head of Research & Consultancy, Singapore
- Head of Research, South East Asia

#### Education and affiliations

Dr Chua received his PhD and Masters in City Planning from the University of Pennsylvania. He obtained a Bachelor of Science in Estate Management (First Class Honours) from the National University of Singapore.



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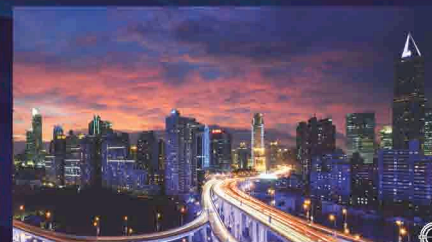
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## SPEAKERS SYNOPSIS



### **Session 3** **GST Impact on Real Estate Agents : Practical Issues**

There are many issues to be addressed concerning the impact of GST on the services rendered by an estate agent. As a go-between for the vendor and purchaser, an agent's services entail the overseeing of transactions; from price negotiations to the actual transfer of the subject property to the new owner. The purpose of this session is to highlight if and when such services rendered by an agent fall within the scope of GST. The potential problems faced may involve questions such as;

*Do I have to register? What are the consequences if I fail to register? What is output and input tax? Do I have to account for and charge GST for my services? What if I am a Director of a few Real Estate Companies? Are Director's fees subject to GST? Who collects GST and pays to Customs? What is TOGC? When do I file my GST returns?*

The lecture will touch briefly on many issues affecting the industry, some solutions, with a tinge of New Zealand experience.

**Speaker : Dave Ananth**  
**Director Ernst & Young**

- Dave possesses a broad range of experience in legal, investigation and commercial sectors in both Malaysia and New Zealand.
- He has extensive experience in preparing for trials of civil and criminal matters and briefing witnesses. He has an in-depth knowledge of administrative procedures, rules of evidence and trial practices in New Zealand and Malaysia.
- In 1991, Dave was appointed as a First Class Magistrate in Malaysia. He was involved in hearing all Civil and Criminal cases, which are within the jurisdictions of the Magistrates court.
- From 2001 through March 2008, Dave was the Managing Partner in Ananth & Partners Solicitors, where he specialized in cases involving Commercial Crime such as forgery, cheating and fraud, and other offences under the Penal Code, Road Transport Act, Environmental Act, Customs and Taxation
- From 2008 through 2013, Dave was appointed Senior Prosecutor at the Inland Revenue Department (IRD), Auckland, New Zealand. He prosecuted cases on GST Fraud and Tax Evasion. He was extensively involved in the preparation of evidential sufficiency for cases under the Crimes Act and Tax Administration Act; preparation of charges/ information; advising internal clients on Revenue Law, court appearances in the local District Courts and the High Court; sentencing submissions and arguing cases primarily within the Criminal/ Civil Jurisdictions in Court; advising investigators regarding investigations and evidence/ intelligence gathering.
- Dave was also an Adjudicator with the IRD, forming technical opinions on GST and general taxation.
- In 2013, Dave became a Barrister Sole specialising in Taxation based in Auckland, New Zealand.
- Dave has recently taken up the position as Director of EY Malaysia, heading the Technical Unit. He gives training and legal opinions on GST law and impact on businesses in Malaysia.



### **Session 4** **My Real Estate Journey**

**Speaker : Tan Sri Dato Abdul Rahim**  
**Executive Chairman, Rahim & Co International Property Consultants**

- Past President, Institution of Surveyors, Malaysia (1986-1987)
- Past President, Association of Valuers, Property Managers, Estate Agents and Property Consultants in the Private Sector, Malaysia (1990-1994)
- Past President, FIABCI Malaysian Chapter (1982-1986)
- Past President, Asia Pacific Real Estate Federation (APREF) (1985-1988)
- Past Deputy World President, International Real Estate Federation (FIABCI) (1990-1992)
- Past President, Malay Chambers of Commerce, Kelantan (1984-1986)
- Board Member, International Real Estate Federation (FIABCI) (2003-2007)
- Board Member, Kemubu Agricultural Development Authority (KADA) (2006-2009)





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# SPEAKERS SYNOPSIS



## **Session 5** **Estate Agency Practice Round Table Forum**

**MODERATOR : Mr Soma Sundram, Past President, Malaysian Institute of Estate Agents (MIEA)**

Mr. Soma has been actively involved in the real estate industry for more than 25 years and has had a successful career with several large Real Estate Agencies in Kuala Lumpur. He now runs Heritage Shield Realty, a boutique real estate agency with its own training facilities. Soma is a renowned speaker and also a trainer for the National Real Estate Negotiators Course. He was the President of the Malaysian Institute of Estate Agents in 2007.



**PANELISTS : Mr Previn Dran Singhe, Zerine Properties**

Previn holds an excellent scholastic record from the University Technology of Malaysia and begun his career in a leading international property consultancy firm in Kuala Lumpur in the early 1990s. Here he was exposed to all facets of the property industry, beginning his career in the Research and Consultancy Department. He then ventured into the Valuation Department and finally his passion for sales and marketing led him to the agency department, where he closed the single biggest residential deal in the history of the said firm. He was then head hunted to another leading property consultancy to head the Residential Agency.

After a short stint with Tenggara Capital Bhd as the Commercial Manager and also Head of Marketing and Sales (Property), Previn was head hunted to start up a brand new Hospitality Management Company, Signforce. His last position in this dynamic company was as the Chief Marketing Officer overlooking the sales and marketing of some of the finest hotels and resorts in the region.

Previn is a Registered Estate Agent with the Board of Valuers, Appraisers and Estate Agents, Malaysia and has been registered since 1995. He is also a Certified Residential Specialist from NAR and is a Registered Valuer and Property Manager.

He has been honoured with a Certified International Property Specialist (CIPS) Designee by the National Association of Realtors (NAR), an association of influencing and shaping the real estate industry. Previn has a strong passion for excellence in Corporate Real Estate and his pet is the Hospitality Sector.



**PANELISTS : Mr Nixon, Carey Real Estate Sdn Bhd**

Nixon Paul started his career in the Real Estate Business in 1982 and currently is the Managing Director of Carey Real Estate Sdn Bhd.

He set up his company in 1983 and since then has expanded his business by setting up offices in Kuala Lumpur, Ampang, Kota Kinabalu and Penang.

Nixon also served as the president of the Malaysian Institute of Estate Agents from 2011 till April 2013.



**PANELISTS : Ms Amanda Goh, RealProperty.My**

Amanda Goh is the founder and principal of RealProperty.My. Under her leadership, the real estate agency has recently won the MIEA Residential Agency of the Year (Small-Sized Agency Category) Award 2014. Being a qualified Chartered Accountant and having graduated with Distinction in Masters of Science in Corporate Real Estate Finance and Strategy in London, United Kingdom, Amanda endeavours to grow the agency by nurturing and motivating her team to align performance with professional values so that best possible results can be delivered to their clients. Amanda also holds the designation of Certified International Property Specialist (CIPS) from the National Association of Realtors, USA and currently, she is the Honorary Treasurer of the Malaysian Institute of Estate Agents (MIEA).



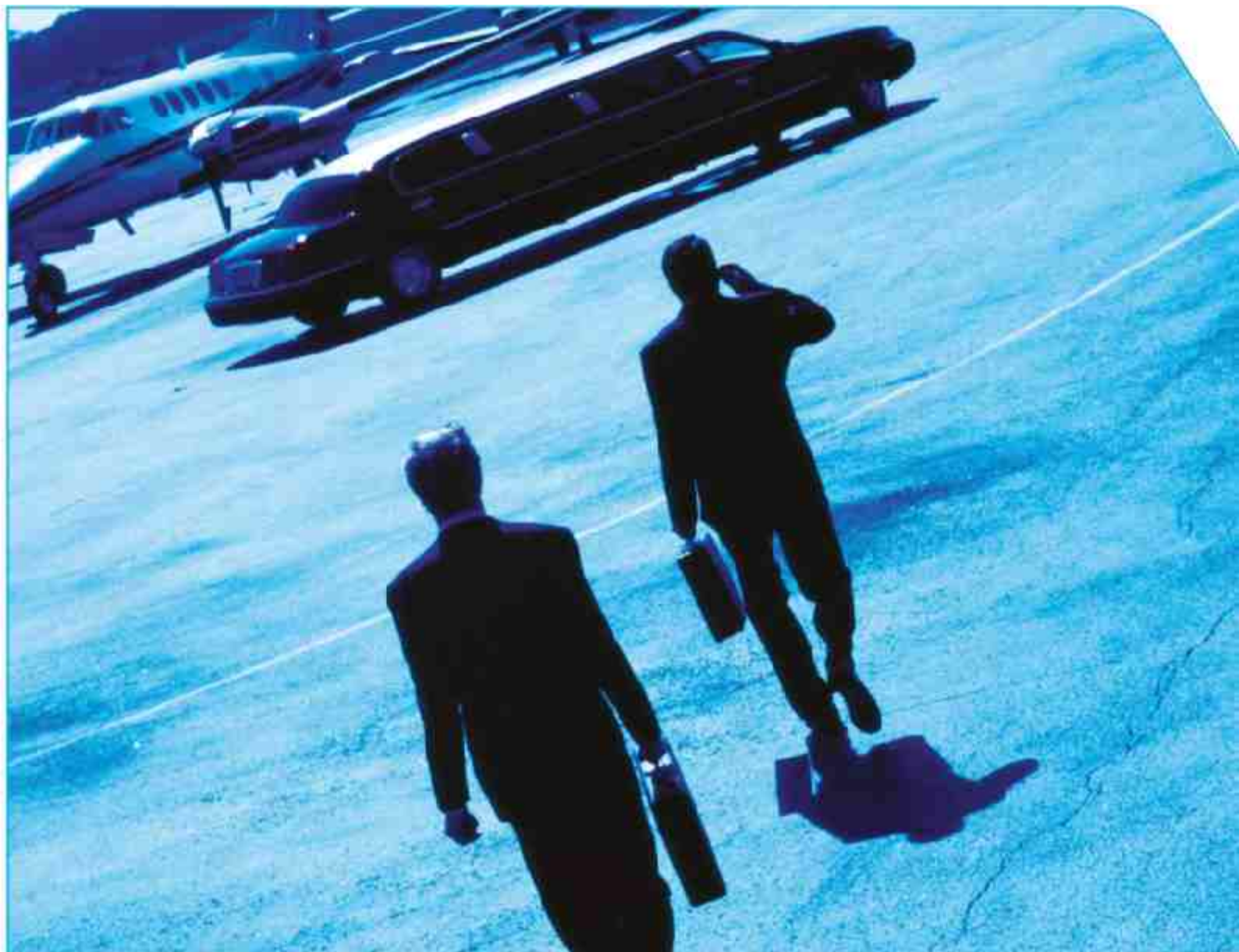
**PANELISTS : Mr Alex Ting, Kozin Real Estate**

I graduated from University of Canterbury (NZ) in Civil Engineering in 1970 and passed the Royal Institution of Chartered Surveyors (Final) in 1979. I am very excited and passionate about the real estate industry, having been in the field for over 40 years.

I believe there are endless opportunities in the Malaysian Real Estate and I want to encourage more young people to join this industry.

Professionalism and high ethics are the hallmark of my approach to business.

I take great pride in my work and have been constantly sharing my knowledge and experiences with both young and old.



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## SPEAKERS SYNOPSIS



### Session 6 Today is Tomorrow

Due to the recent market sentiment and also the current trend, there have been many uncertainties in the world where it can be out of our control that may affect the real estate industry and also our lives as an individual. Eg. What will happen after GST implementation? State imposing local ruling etc. Hiring, keep hiring to keep up with the market trend? How long this will last? 1997? The effect of XXX7 coming back?

Stop worrying but start to dream how you want it or how will it be in the next 5 years? 10 years? 15 years? Every step you commit to make right now will determine the destiny you set forth. Dare to change when everything else fail. Knowing the right time and direction to change when you understand what are the problems and opportunities before you. Learning about the future trends of real estate market. Are you align with it and how should you be ready to face it.

**Speaker : Dr Gerard Kho**  
**Country Manager of PropertyGuru International (M) Sdn Bhd**

Dr. Kho brings a wealth of experience and vast industry knowledge with 14 years of experience under his belt in real estate markets such as Australia, Singapore and Malaysia. Formerly Chief Executive Officer at Reapfield, Malaysia's largest real estate agency, he was responsible for successfully growing its revenue base within 4 years by 90% and garnered a slew of property-related awards such as the MIEA Real Estate Agency of the Year for 4 consecutive years (2009-2012) and in the Specialised Category for Education in 2012.

Kho obtained double degree in Law and Medical Science from University of Sydney. Upon the completion of his studies, he underwent Masters of Commerce (Accounting) in University of Sydney. To broaden his understanding, he further studied Doctorate in Strategic Leadership in Regent University, United States.



### Session 7 The Space Race - Office Developments In 2015 And Beyond

**Speaker : Mr Chris Boyd, Executive Chairman, Savills Malaysia**

Christopher Boyd is the Executive Chairman of Savills Malaysia. He is a registered valuer in Malaysia. He has over 43 years' experience in the country and a further 12 years' in the UK, Australia and Singapore. Mr. Boyd's professional career in Malaysia started as a partner in Jones Lang Wootton. He went on to become Managing Partner of Knight Frank Baillieu Malaysia and joined CBRE after 6 years as Managing Director of a listed development company. CBRE Malaysia has recently re-branded as Savills Malaysia.

#### Professional Qualifications And Memberships

- Fellow, Royal Institution of Chartered Surveyors
- Fellow, Institution of Surveyors Malaysia
- Registered Valuer and Registered Estate Agent in Malaysia
- Member, Singapore Institute of Surveyors and Valuers
- Associate, Australian Property Institute



### Session 8 Rainmaking With Real Estate Portals

**Moderator : Mr Erick Kho, Deputy President of MIEA**

- Bachelor of Commerce (Hon. Business Administration)  
Double Major in Economics and Marketing  
University of Windsor, Windsor, Ontario, Canada
- Registered Real Estate Agent with Board of Valuers, Appraisers & Real Estate Agents, Malaysia (BOVAEA)
- Principal, Maple Realty
- Deputy President, MIEA  
Portfolio Undertaken:  
Business Development  
MAREC 2011  
MASPEX 2013

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## SPEAKERS SYNOPSIS



### Session 8 (I) - Real Estate digital marketing strategies that work

There was a time when ads in leading newspapers, commercials during popular TV shows, and strategically placed billboards did the job. Now, with every passing day, getting noticed by your audience or prospects is becoming more and more difficult. The existences of the internet/web have changed everything. It changed the way consumers consume media & content and the way we communicate at large. With today's technology your prospects are now very mobile, always connected and on the move. They are also now more information and tech savvy, as they know how, where and when to consume media or information that are relevant to them.

Real estate agencies and companies need to make their presence in the internet and digital landscape to have the advantage. They need to evolve and leverage on technology to produce effective digital marketing strategies for further business growth and sustainability.

Today, there are numerous digital platforms and channels one can reach its targeted audiences. Real estate companies need to identify these channels to reach the right target audience with the relevant content. Digital media is the most cost effective platform to push content to the relevant targeted audience and is a measurable ROI platform.

**Speaker : Bernard Lee, Mudah.my Sdn Bhd**

His current portfolio as the Head of Classified Sales in Mudah.my, the largest on-line marketplace in Malaysia has allowed him to further gain invaluable experience and exposure in the digital commerce and the internet business landscape. Being a member of the monetization team, this role has allowed him to learn new disciplines, technologies and tools to continue to make Mudah.my the number one internet company in Malaysia. He currently heads and manages the classifieds sales team covering all monetized verticals.

Bernard's hard work, dedication, commitment and leadership skills are evident with the Classified Sales team achieving significant and record sales revenue growth for two consecutive financial year (FY13 & FY14). He was also responsible in growing the team sales workforce within a short period of time and a member of the management team tasked in implementation monetization projects for several products in the classified verticals during the same financial year.

Apart from managing his vibrant and diversified sales team in mudah.my, he also engages the business community and entrepreneurs via his speaking engagements within the region. He is currently part of the speakers team involved in the on-going National Certification Course for Real Estate Agents organized by the Malaysian Institute of Estate Agents (MIEA) delivering his topic of 'Leveraging Digital Technology & New Media for Your Business Today'.

His recognition goes beyond the organization and industry as he was invited to be one of the guest speaker at the iRetail World Asia Conference in Singapore on October 2013, a conference event organized by Clariden Global. The event featured comprehensive end-to-end ecommerce strategies and solutions featuring Asia's 30+ thought leaders and speakers.



### Session 8(II) - Does the Real Estate Industry need more portals

**Speaker : Ryan Thong, Head of Agency Sales, PropertyGuru Malaysia**

Ryan is the newly appointed Head of Agency Sales for PropertyGuru Malaysia. He is tasked to oversee the Agent business in Malaysia by driving recruitment of real estate agents to use PropertyGuru portal to market their listings and also helping agents to gain leads.

He is a Singaporean who previously served in PropertyGuru Singapore as the Head of Business Development, leading the Agency Sales team by developing sales strategies, marketing, product developments and sales operations.

Ryan's team served the largest agency accounts in Singapore such as ERA, Huttons and Dennis Wee Realty. The diverse portfolio of these agencies has enabled him to worked closely with many top agents in their agencies to help grow their businesses by developing their marketing strategies. His team also helped aspiring agents to gain a foothold in a very competitive Singapore property market by maximising the potential of the PropertyGuru advertising portal.

The business in Singapore grew by triple annual sales volume within three years, growing sales from SGD1.5 million in 2011 to SGD5 million in 2013.



### Session 8 (III) - 5 secrets property portals will NEVER tell you

**Speaker : Timothy Hor, Propwall Sdn Bhd**

With more than 20 years of experience in the internet and technology business in Asia, my Passion is in Leading People, Driving Change, and Making A Difference by adding value to Others.

I started my career in the US as a technical communications-information engineering consultant. I have an undergraduate degree in computer science from the University of Louisiana and a master in technical and scientific communication from Miami University. From marketing at Cap Gemini Asia, leading & raising venture funding for Asia's first Rich Thin Client startup, competing with Jobstreet to growing iProperty to its dominant position in Malaysia, I humbly believe that the authentic desire to serve is the key to building a long term sustainable business.

Specialties: Leadership, General Management, Marketing, Digital Recruitment, Online Property Marketing, Authentic Communications, Business Development, Strategy, P&L Accountability.

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## LIVING

A promise of an ultimate lifestyle and beyond. It is where desire for an ideal life and reality of an ordinary life coalesce; the wholesome pleasures of living in a state of the art integrated township. It has never been more convenient and complete, Pulau Indah and its surroundings offer more than you would expect. From credible golf course to high-end shopping establishments, higher education centre of international standards and all-inclusive amusement, recreation and entertainment. The island's surrounding has it all for you, your family and friends, business partners and investors alike. Pulau Indah opens its doors to you! Welcoming you to explore the endless dreams of island living, presenting to you and your family a choice of living a life beyond. Pulau Indah fulfills the desire for a truly gratified life.

## BUSINESS

Pulau Indah has been developed with a business community in mind. With access to numerous readily available trading facilities, businesses have prospered through full capitalisation of the island's offerings. The strategic geographical location of Pulau Indah has created abundance of value for businesses. The sea ports are perfect for export and import trading activities that the island is renowned for. Various high-profile and established industry players have rooted their footings in Pulau Indah. Business networking has never been easier as new businesses thrive in one of the most developed and successful industrial areas in the country.

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## SPEAKERS SYNOPSIS



### **Session 9** **REITS - How to Make Money From It**

The Real Estate Investment Trust (REIT) industry in Malaysia took off in 2005 with the listing of Malaysia's 1st REIT Axis Reit on the KL Stock Exchange. Since then another 15 REITS have been listed and today collectively command a market capitalization of about RM37.0 billion.

The Malaysian Government is desirous of promoting REITs as an attractive investment product for Malaysians and has endowed on the REIT Industry many attractive incentives so that the industry can excel and present itself as an alternative attractive investment product aside from putting one's money with EPF.

With property prices having reached 'red hot' in the recent past few years, it has become harder and harder for one to invest directly in property 'safely'. REITs with its good yields and dividend payment presents itself as an attractive option in these challenging times, providing not just a yield often better than direct investment into real estate but also capital gain.

The REIT Industry has grown a lot in the past 10 years and is expected to carry-on growing steadily in years to come. There is a lot to learn of how to gain from it as estate agents, property manager, investor etc. Learn and be part of its exciting growth.

**Speaker : Mr Stephen Tew**  
**Non-Independent Non-Exe Director, Axis REIT Managers Bhd**

Stephen is a registered estate agent with a career in real estate spanning 30 years. He was the President of MIEA in 2001 and Board Member of the Board of Valuers, Appraisers and Estate Agents from 1998 - 2004. He is presently the Managing Partner of the estate agency firm Hectares & Stratas.

Stephen began his property investment career taking up equity positions in large size real estate investments commencing 1988 culminating in him and his partners listing Malaysia's first Real Estate Investment Trust, Axis-Reit on the KL Stock Exchange in 2005. Axis Reit is today the world's first Syariah Compliant Industrial Reit with a market capitalization of close to RM2.0 billion. Stephen sits as an Exco Board Member of Axis Reit and is a substantial shareholder of it.

Stephen's focus on the real estate market revolves around investing in the Commercial and Industrial market and therefore is a regular speaker on these areas of the market. He is also a sought after speaker on the subject of "Achieving Success As A Real Estate Agent".



### **Session 10** **How To Brand Yourself and Get Rich**

We all know the importance and benefits of having a powerful brand for a company- you can charge premium prices, increase customer loyalty and have bigger profits.

But did you know because of the advent of social media, you can now brand yourself on a personal level and enjoy all the benefit of a strong brand?

This session will enlighten you about how to create a personal brand, so that you can elevate your business to the next level beyond mere sales and marketing.

**Speaker : Mr Terence Tam, CEO Bookpal**

Terence is an entrepreneur. He is also a branding and marketing consultant.

After graduating with 3 business degrees, Terence spent 6 years as a lecturer and researcher in several universities in Australia, while having some internet businesses on the side. Terence is a global citizen even though he's spent most of his life in Australia. He is currently based in Asia and enjoys the variety of different cultures here. Terence is passionate about books, marketing and entrepreneurship. My three self published works: Publishing in Australia, Why Your Business Needs a Book and The Branding Difference: Why Your Business and Marketing is Not Working, centre around these passions.

Terence believes the force of entrepreneurship has the power to transform our world for the better. That's why he's made it his life's mission to help business owners transform their own business through branding and subsequently, transform society as a whole for the better. Terence believes in books and education, because that is the way to empower the impoverished to become self sufficient.



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# SPEAKERS SYNOPSIS



## Session 11 Million Dollar Round Table Forum

**MODERATOR : Mr Mark Saw, MIEA Penang Chairman**

Mr Mark Saw, Executive Director of PPC International (Penang) Sdn Bhd holds a Bachelor of Science (Honours) Degree in Estate Management from University of Greenwich, UK and a Diploma in Rural Estate Management from The Royal Agricultural University. He is a Registered Valuer & Estate Agent with the Board of Valuers, Appraisers & Estate Agents Malaysia. Fellow of the Royal Institution of Chartered Surveyors and Royal Institution of Surveyors Malaysia, Member of the Institute of Estate Agents, Malaysian Institute of Professional Property Managers (MIPPM), and Association of Valuers, Property Managers Estate Agents and Property Consultants in the Private Sector, Malaysia (PEPS).

Mark is currently the Chairman of the Malaysian Institute of Estate Agents for Penang Branch.



**PANELISTS : Mr Wong Yau Long**

In the last 9 years, he has grown from a negotiator to a team leader of more than 20 members, specialising in high net-worth properties with a wide array of clients.

"My first year in the industry was challenging. I was struggling to make ends meet and wasn't closing deals quick enough. Although I was known to be a hardworking person, I realise that it is not the only ingredient to sustain success and maintain profits in the business." Wong shared.

Wong knew he had to change the way he approached the business; to see it in a holistic way, seeing the big picture. From the marketing strategies, client knowledge, understanding the market sentiments to delivering successful marketing campaigns, all these are aspects that contribute to a successful real estate business. When he shifted his paradigm and applied it to his projects and team management, he grew leaps and bounds in all areas of his life.

Today, he is still constantly looking for new ways of doing things better. Always looking ahead, always progressing.



**PANELISTS : Mr Shawn Adriano Valerio, Carey Real Estate Sdn Bhd**

Shawn Valerio hold a degree in Mechanical Engineering from University of Western Virginia, USA. He was a banker, specializing in the consumer banking sales, before venturing into the real estate industry. He made the decision to leave the 'security' of a banking career upon the realization that his pay cheque was determined by the competitiveness of his employer and not by his own hard work. His 6 years experience in the consumer banking sales motivated him to take the plunge to join the real estate industry.

Although the going was tough initially, he quickly learnt the tricks of the trade and it has been 4 years since joining Carey Real Estate.

He is professional and creative in his approach towards engaging with clients. He also believes in leveraging on teamwork and working with each others strength.

Shawn's niche is in the commercial real estate sector particularly focused on investment driven assets. He enjoys engaging with clients to consult and help them to achieve their investment goals. He enjoys educating and convincing clients to be active investors.



**PANELISTS : Ms Sonia Hartono, Hartamas Real Estate (M) Sdn Bhd**

Sonia Hartono holds a Bachelor of Science in Business Administration (BSBA) degree from Hawaii Pacific University, Honolulu majoring in Travel Industry Management. Career Background

Upon graduation Sonia joined The Ritz Carlton Hotel in Bali for 7 years since the opening of the hotel in 1996. At the Ritz Carlton Hotel here she operated in the position of Guest Relations / Retail Manager.

Sonia moved to Kuala Lumpur from Bali in 2004 and has been successfully working in the real estate industry for almost 7 years. She is currently working as a Property Advisor with Hartamas Real Estate (Malaysia) Sdn Bhd. Her local real estate specialism is the Mont Kiara area in Kuala Lumpur. She has also recently expanding her specialty in covering London property with Malaysian and overseas clients. Sonia's success in dealing in London property has been down to a sound product knowledge and thorough understanding of London real estate terms and regulations when investing in the UK. Her experience in the London property market has seen her involved in over 100 schemes in the past 5 years and having visited nearly every one of these properties Sonia has acquired and acute familiarity with most locations in London

With her hospitality background, she is enjoying her work in the real estate industry particularly with the many people she meets day to day. Her goals are providing a high quality service to her clients in targeting suitable properties to both live in and for investments.

Sonia has consistently achieved the company's annual target since the first year with Hartamas Real Estate. She has been awarded one of the "Top Sales Performance" awards at Hartamas Real Estate for the year of 2010 till 2014.

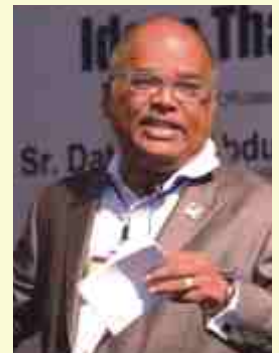
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- 1996 11th Real Estate Conference
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Agency Practice
- 1994 Towards Service and Teamwork
- 1993 Image of Excellence
- 1992 Image of Excellence  
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- 1981 Strive towards Knowledge  
and Excellence
- 1990 Estate Agency in Malaysia  
- Towards the 21st Century
- 1989 4th Real Estate Conference
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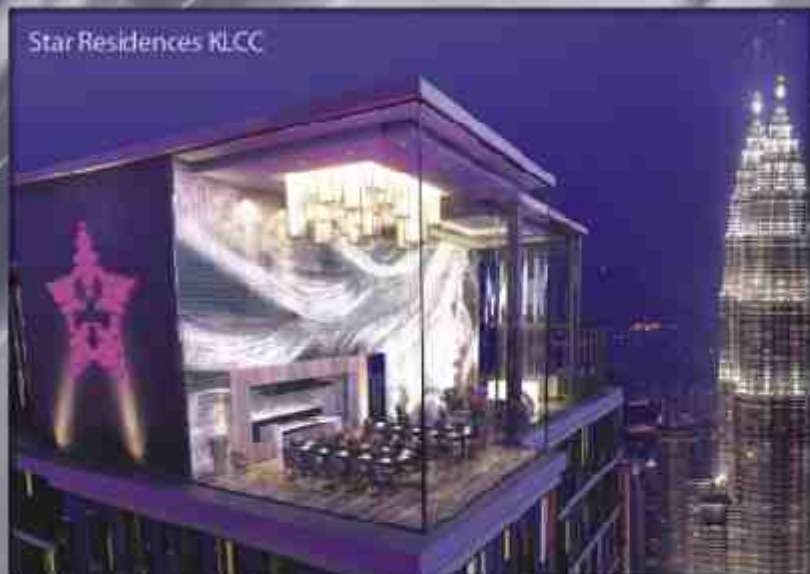
Raj Nathan



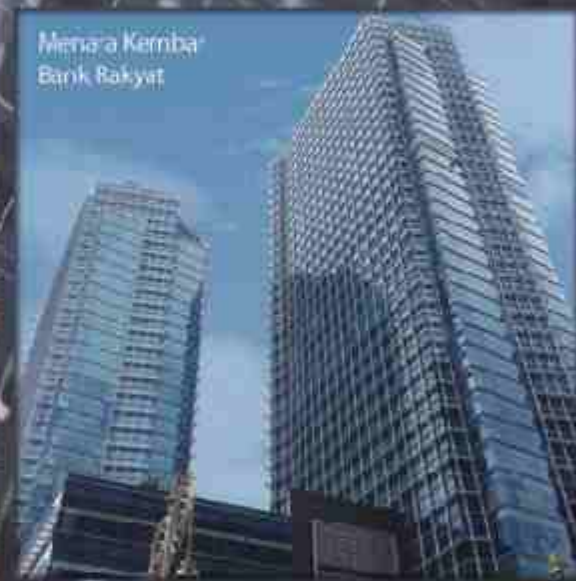
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# PROFESSIONAL PRACTICE COMMITTEE AGAINST ILLEGAL AGENTS

MIEA Professional Practice Committee (PPC) is of the view that the recent mandatory registration of negotiators and introduction of BOV tags implemented by the Board of Valuers, Appraisals and Estate Agents (BOVEA) in collaboration with MIEA, PEPS and RISM has brought about much needed changes to the industry. Congratulations to the BOARD for making this astute decision. We can now distinguish the difference between a legally registered agent from an illegal agent easily through the wearing of the BOV tags at all times.

Previously, the PPC handled cases of complaints that included dishonest agents and negotiators holding back earnest deposits for various reasons; unprofessional behavior, empty promises, illegal agents, illegal banners and many other various offenses.

We are glad to inform you that we are working closely with various groups to communicate that it is mandatory for all negotiators and estate agents to be registered. We are happy to be working towards the following:-

- members of the public to only deal with negotiators who are registered and who wear the BOV tags.
- Joint Management Body (JMB) of apartments, condominiums and gated and guarded properties to insist on production of BOV tags or refuse entry to their premises.
- print media to insist on production of their REN (Registered Estate Negotiator) Number, failing which they will NOT be allowed to advertise in their media.
- internet portals to refuse advertisements without the REN Number.
- various Government bodies and municipalities to take down illegal agents banners.

MIEA alone has conducted seminars for a whopping 14,000 Negotiators out of the total of 23,000 Negotiators or commanding a 61% share of the market. We would like to congratulate President Siva Shanker, Chief Trainer PP Soma Sundram and all the trainers involved in this exercise for a great job of training and registering these negotiators.

There appears to be a self-regulatory impact happening in this industry. MIEA's Professional Practice Committee seeks your cooperation to only deal with a registered person .....

**NOTAG NO TALK!**



## 6 Key Features

- 1 COLOR BAR:** The REN colour denotes that the bearer of the tag is a Real Estate Negotiator or a Preliminary Estate Agent. While ALL REN colour tags identify the tag bearer as a Registered Estate Agent.
- 2 QR CODE:** This is to enable the general public to use their mobile devices to scan and verify that the negotiator is registered with the BOVEA.
- 3 PHOTO:** Shows of agency or firm that the negotiator is registered with. (Card will be replaced when the negotiator joins a new agency or firm.)
- 4 REN NUMBER:** There are 7000 numbers printed on the card. The larger print were in the "personal" zone used by the negotiator in contacting business while the smaller print were in the full block zone in accordance to the individual's MISC.
- 5 REN VERIFIABLE:** Each Real Estate Negotiator is assigned a unique REN number. The REN number is required to be displayed in all forms of advertisement & marketing materials. The general public can verify whether the REN is authentic through the BOVEA website.
- 6 POLY-COLOUR:** A state-of-the-art hologram image of the BOVEA logo has been included to distinguish it from non-licensed non-authorized tags.

Unethical representation by brokers can result in a conviction with a

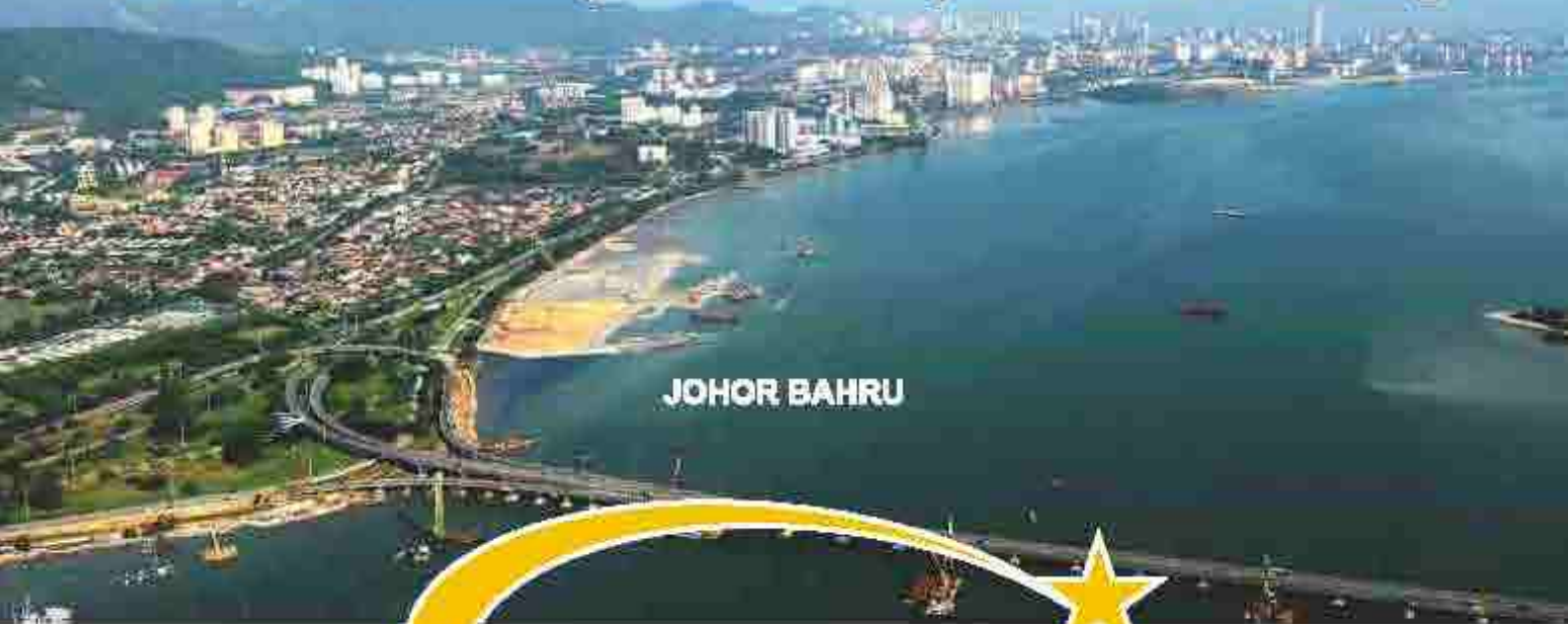
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## CPD Talk on GST - 7th January 2015



## Johor Members Dialog Session with Maybank

28th January 2015

MIEA Johor Members Dialog Session with Maybank Southern Region Directors, Branch Managers & Bank officers. Discussed on collaboration between real estate agencies and maybank for mutual benefit. Event was held on 28th January 2015



74 participated in Johor's NCC on 29 & 30 January 2015



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**Rose Lai Lan Fong,  
Committee Member**



**Richard Chin Yau Fu,  
Committee Member**



**Praveen G.D. Rajaratnam,  
Committee Member**



**Sharon Lim Yew Ting,  
Committee Member**





Opening address by BOVAEA President

## Seminar - Update of Board's issues 13th Nov 2014 • SGCC, Kota Kinabalu

One Day Seminar on; update of Board's issues, TPC Guidelines, GST & Personal Protection Act was successfully held on 13th Nov 2014 at the SGCC in Kota Kinabalu; this Seminar was jointly organized by MIEA (Sabah) and RISM (Sabah) with 124 participants comprising 50 valuers and 74 real estate agents and negotiators.

The BOVAEA President, Datuk Hj. Hamid and the Registrar Ms. Mahaleetchumi were present to speak on the Board's Latest issues and New TPC Guidelines respectively.



Crowd at the seminar



Welcome address by RISM (Sabah) Chairman



Guest of Honour and other VIPs



Group photo of MIEA Council & Branch committee Members & GOH



President of MIEA (Sabah) Youth



Crowd at the Dinner

## MIEA (Sabah) 14th Annual Dinner

13th DEC 2014 • Kinsabina Complex

MIEA (Sabah) 14th Annual Dinner was held at Kinsabina Complex on 13th DEC 2014 with the Guest of Honour being Datuk Francis Goh, President of SHAREQA. Also presence at our dinner was our MIEA President Siva Shanker and many of our National Council Members.

This dinner also witnessed the formation of MIEA Youth (Sabah) officiated by President Siva Shanker.



Council Members light ceremonial



Presentation of Memento to President Siva Shanker and GOH Datuk Francis Goh





### Formation of Sabah MIEA Youth

Inspired by the formation of MIEA Youth KL with its objective and activities, a group of young Real Estate Negotiators from Sabah also got together to form a team of youth MIEA Sabah to spread along the objectives set up by MIEA Youth KL. With guidance of Amanda and Rathan from MIEA Youth KL, in December 2014 the following committee is formed:

#### MIEA YOUTH SABAH

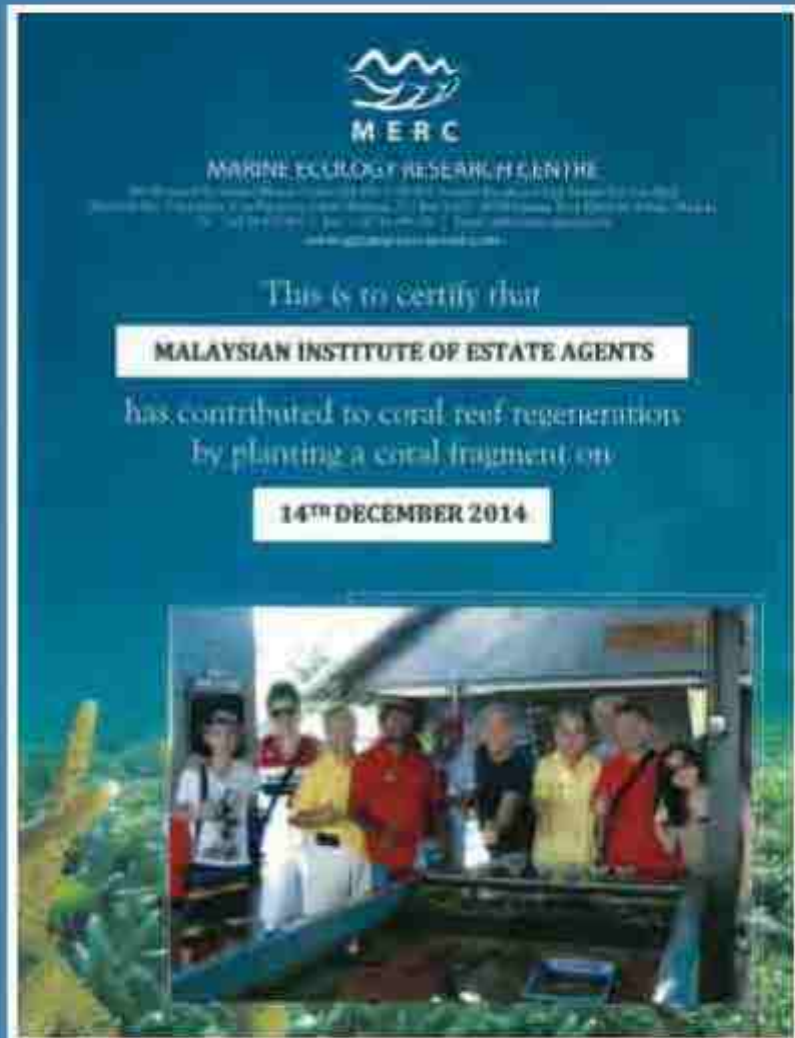
Head	- Donald Dunatan Wong
Deputy Head	- Winnie Ngo
Secretary	- Richard Chong
Treasurer	- TJ Wong
Sports Director	- Francisca
Social Director	- Dolly Peter
Professional	- Bryan Chong
Development Director	

With the team's enthusiasm & enthusiasm, the committee had started the 1st gathering of REN all over KK by organizing Sabah 1st MIEA audition competition on the 31st January 2015.

The team is determine to further more activities to encourage more members to gather and network among Agents and negotiators.



PP Stephen Tew speaking to the crowd



### MIEA Corporate Social Responsibility

Sunday 14th Dec 2014

Marine Ecology Research Centre (MERC)



After the December Council Meeting held in KK, MIEA Councilors in KK visited the Marine Ecology Research Centre (MERC) situated in Pulau Gaya, KK on Sunday 14th Dec 2014.



During the visit MIEA 'adopted' a coral, as part of a small contribution to the ecology. At the same time an idea was born - that this will be a small first step in MIEA's Corporate Social Responsibility (CSR) program.

### Seminar on REIT

28th Jan 2015 • SGCC Kota Kinabalu

A Seminar on REIT was organized on 28th Jan 2015 at SGCC Kota Kinabalu from 1pm to 1pm. About 45 participants attended the Seminar with our MIEA Past President Mr. Stephen Tew as our Main Speaker.



Participants at the REIT Seminar



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**SARAWAK**

## State MIEA Sarawak Committee Members 2013 - 2015



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Chairman

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**Pam Lini Siew Hong**  
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11 December 2014  
Bukit Kiara Equestrian and Country Resort



Hear that sound? It's not just crashing pins! It's windmill high-fives, newly-minted nicknames, and memories that even time won't be able to fade. The MIEA 2nd Inter-Agency Bowling Tournament 2014 and Christmas Party Dinner was held at Bukit Kiara Equestrian & Country Resort, on 11 December 2014.

From casual bowlers and weekend enthusiasts to bowling buddies and seasoned leaguers alike, bowling is made for everyone. Everyone was prepared for a great time. It was a time to reconnect over a night of friendly frames, all to the sound of falling pins, cheerful shouts, and congratulatory pats on the back. The event was very well-received with at least more than a hundred real estate practitioners with each agency participating in the bowling game.

The winners are:

**Champion**

- CBD Properties Sdn Bhd

**1st Runner Up**

- Property Hub Sdn Bhd

**2nd Runner Up**

- Three Acres Real Estate Sdn Bhd

The dinner party was hosted at the same venue, with a lucky prize draw was given out, and shortly after a beer drinking contest. With this, the event had managed to recruit a handful of new members into the MIEA Youth Wing.





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## PERAK INTEREST MEETING 17th January 2015

Since the cessation of Perak branch as mandated by the members during the AGM in 2013, the Council of Management has kept in touch with its existing members and realised that there were many registered estate agents and real estate negotiators who have been kept in the dark of the recent events organised by MIEA. Thus the passion to continue our communications with them and to bring MIEA events to Perak was a priority to us.

On 17th January 2015 an interest meeting was held with a very good attendance. The Council had a good interaction with members present and a unanimous decision was made to appoint the following members to the Committee of Perak Branch.

Chairman

Alex Wong Choon Heong (OM967)

Secretary

Henry Arther a/l Devasagayam (OM980)

Treasurer

Noorzamani Bin Nooradin (OM 1023)

Committee members

Ranganathan a/l R. A. Parthan (OM995)

Magdalene Tan Miu Leng (OM989)

President Siva Shanker thanked Mr Alex Wong for organising the meeting and congratulated the newly appointed Committee and urged members to be proactive and get involved in the many activities that will be organised for the branch including the Diploma Courses and NRS courses so that they do not have to travel too far to attend it.

Besides the interest meeting, the NRS was conducted for the first time in Ipoh with a good attendance of 40 people on the following day.







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# MIEA'S NEW BRANCH OFFICES & TRAINING CENTRE

We are proud to announce due to our remarkable growth, MIEA now own 2 new branch offices and 1 training centre. With this new expansion, we hope to serve you better and to carry out more activities for members of the industry.

## JOHOR

Our Johor branch is located at 33-02 & 35-02, Jaalan Putra 1, Taman Putra, 81200 Joho Bahru.



## SARAWAK

Our Kuching branch is located at 18-S, Lot 2995, 1st Floor, Wisma Keretapi, Jalan Tun Ahmad Zaidi Adruce 14, 93200 Kuching, Sarawak.



## SELANGOR

Our new training centre is located on the 7th Floor of the present Secretariat office - address The training centre can accommodate 80 people and we have already run 5 NCC classes.





# Real Estate Agent Sales Challenge

Maybank has launched a referral program targeted especially for estate agents and negotiators. It is called the "Real Estate Agent Sales Challenge" campaign.. Refer your sales leads to Maybank and you stand a chance to win exciting prizes.

Also, as an ongoing effort to get to know estate agencies better, Maybank mortgage officers will be making visits to your office and presenting to your their Sales Challenge campaign and to get to know you and your sales people better.



## Refer and Win! Great Rewards Awaits Top Estate Agents

Win exciting prizes simply by introducing your customers to take up a home or shop house financing with Maybank from 1 January till 31 December 2015.

Just refer **minimum RM1 million new loans** acceptance **per month** over the next **12 months** (or total RM12 million over campaign period). The loan application for financing must be referred, approved and accepted by customers between **January and December 2015**.

### The Rewards:

Prizes Categories	Reward	Retail Value (RM)	No. of Winners
1st Prize	Travel Voucher	20,000	1
2nd Prize	Trip for 2 to watch Manchester United live at Old Trafford	16,000	1
Consolation Prize	Montblanc Pen	1,450	51

Note: Winners will be selected based on the highest rank in terms of total loan amount referred and accepted.

### Eligibility Criteria:

- Negotiators of Real Estate Agencies who are registered with the Board of Valuers, Appraisers and Estate Agents (BOVAEA) with a valid Real Estate Negotiator (REN) ID Tag and employed under the Bank's panel of registered agencies.
- Negotiators are to refer potential customers to Maybank home financing or shop house financing facilities (under the Conventional/Islamic scheme) subject to the following terms:
  - Properties that are completed under residential and/or shop house from secondary market/sub-sale or completed from developer.
  - Financing referred must be originated, approved and accepted between 1 January and 31 December 2015.
  - Properties that are located in prime and stable locations as determined by Maybank.

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# MIEA CSR PROGRAMME

Bantuan Banjir Rotary Malaysia (BBRM) Flood Relief Fund  
via the Rotary Club of Central Damansara

## Contributions from Malaysia Institute of Estate Agents (M.I.E.A.)



When the flood situation in Kelantan and the other parts of Malaysia were at their worst in December 2014, MIEA stepped forward to help the flood victims. Short in manpower and network in the flood affect-ed areas, MIEA sought out NGOs who were already at the forefront of the flood relief operations. A decision was made to partner with Rota-ry International District 3300.

MIEA made a monetary contribution of RM10,000 to the Bantuan Banjir Rotary Malaysia (BBRM) Flood Relief Fund. This contribution was channeled via the Rotary Club of central Damansara



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Propwall  
QBE

Quantum Real Estate  
RealProperty.My  
Reapfield Properties  
Tiram Realty  
Toong Heng Electronic  
Wondelist  
Zerin Properties





UNITED RELEVANT PROGRESSIVE

# PREPARATION FOR PROFESSIONAL DIPLOMA IN ESTATE AGENCY

The Professional Choice



## The MIEA Programme Key Features & Benefits

- Taught by professionals and practitioners from the Real Estate industry
- Past year exam questions trend analysis
- Discount given to participants who are MIEA members
- Classes on weekends or evenings
- Revision classes will be provided
- Entitled for MIEA Membership
- Assignments and exams for each module to prepare participants for the Estate Agents Exams

## Entry Qualification

- Minimum of MCE/SPM with 3 credits and 2 passes.
- One of the credits must be in either Mathematics, Science, Accounts or Commerce.
- Pass in Bahasa Malaysia at SPM level or equivalent.
- Minimum age of 17 years old to sit for the Estate Agents examination conducted by the BOVAEA.

## Who should enrol for this course?

- School leavers who are considering a career in Real Estate
- Real Estate Negotiators
- Financial Planners & Wealth Managers
- Bankers and Mortgage Officers
- Property investors/developers' sales personnel
- Lawyers/ Insurance Agents/Auctioneers
- Retirees and those considering a career in Real Estate



## Course Fee

- Registration Fee = RM200
- Part 1 - RM5,000 + RM300 (GST) = RM5,300
- Part 2 - RM5,000 + RM300 (GST) = RM5,300
- Per Module RM1,000.00 + RM60 (GST) = RM1,060 (only for those who have attempted Part 1 of BOVAEA's exam)

(Programme Fee does not include examination and registration fees payable to BOVAEA.)

1. Module notes in perfect binding will be distributed to students for all modules. Please note that the module notes are specially written for this programme by qualified professors and lecturers.
2. Past year exam questions in soft copy will be provided via email to students during the course.
3. Assignments and exams will be given for each module internal exam (OUM). This will enable students to have some practice in answering the exam questions given by BOVAEA.
4. Revision classes will be provided before BOVAEA's Exam.
5. Upon successful completion, students will receive the Professional Diploma in Estate Agency jointly awarded by the Institute of Professional Development, Open University Malaysia (IPD OUM) and MIEA. They will also be invited to attend the Awards Ceremony held by IPD-OUM (Terms and Conditions apply).
6. Discount of 5% given to MIEA member. If you are not a member, you are strongly encouraged to join as one.



## Venues

### PETALING JAYA

Unit C-27-05, Dataran 3 Dua, No.2 Jalan 19/1, 46300 Petaling Jaya, Selangor, Malaysia

### KOTA KINABALU

KCC (Kinabalu College)

### KUCHING

Borneo Real Estate (Taman Timberland)

### PENANG

Secretariate Office (Axis Complex)

### JOHOR BAHRU

No 1, Jalan Padi Emas, 3/2, Bandar Baru Uda, 812200 Johor Bahru (beside Angsana Shopping Mall)

For more information, login to [www.miea.com.my](http://www.miea.com.my)

# Calendar of Events



## Negotiators Certification Course

We are taking Estate Agency to a new level of Professionalism

Register Online@  
[www.miea.com.my](http://www.miea.com.my)

Dates are tentative.  
Please check website  
nearer the date.



<b>MARCH</b>	12 & 13th (Thur & Fri)	Negotiators' Certification Course
	12th (Thur)	Real Estate Professional Seminars
	14 & 15th (Sat & Sun)	Negotiators' Certification Course
	28 & 29th (Sat & Sun)	Negotiators' Certification Course
	31st (Tue)	Real Estate Professional Seminars
<b>APRIL</b>	26th (Sun)	Annual General Meeting
<b>JUNE</b>	1st (Mon)	Next Intake for Diploma in Estate Agency
	5 - 7th (Fri - Sun)	MASPEX - Johor
<b>AUGUST</b>	13 - 16th (Thu - Sun)	MASPEX - Penang
<b>OCTOBER</b>	TBC	MIEA Annual Dinner & Awards



## 2015 Advertising Rate Card

Full color	Back Page	RM5,000
Full color	Back Inside and Front Inside	RM3,000
Full color	Full Page (ROP) (21 x 29.7cm)	RM1,000
Full color	Half Page Display (21 x 14.5cm)	RM600
Full color	Quarter Page Display (10 x 14.5cm)	RM300

For more information, please contact secretariat, Tel: 603 - 7960 2577 or email: [secretariat@miea.com.my](mailto:secretariat@miea.com.my)





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for your customers

A dream vacation  
for you

Refer your customers to us

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### 1st Prize

**RM20,000  
Travel Voucher**

### 2nd Prize

**Trip for 2 to watch  
Man United live at Old Trafford**

### 51X Consolation Prize

**Montblanc Pen  
worth RM1,450**

#### Pathway to your dream holiday:



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Submit your referral forms  
to Mortgage Sales Personnel



Earn your entries and wait to win

**Eligibility:** To qualify, a total minimum loan amount of RM12 million must be referred throughout the contest period.  
Contest Period: 1 January - 31 December 2015

Contact your Mortgage Sales Personnel or log on to [www.maybank.com.my/reachallenge2015](http://www.maybank.com.my/reachallenge2015) for more details, terms and conditions.

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