



36th Annual Dinner & National Real Estate Awards 2013

NIGHT OF RECOGNITION

5 OCTOBER 2013

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NIGHT OF RECOGNITION

36th Annual Dinner & National Real Estate Awards 2013



Programme

5.30 pm	Arrival of Guests and Cocktail
7.00 pm	Arrival of Guest of Honour
7.30 pm	Welcome Address by Organising Chairman
	Dinner is served
8.15 pm	Speech by MIEA President
	Inauguration of new Councillors
	Introduction of Council of Management 2013/2014
	Induction of Fellows
9.00 pm	Awards presentation
10.00 pm	Speech by Guest Honour
10.30 pm	Formality ends and party continues

Special Promotion for MIEA 2013 Annual Dinner



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 2. KL & PJ Wall (5.5ft x 7ft);
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RM 3,000 ☐

B. South Johor 2013 - 3 items (As at May 2013)

1. Wall Map1 South Johor Overall (3ft x 5ft);
 2. Wall Map2 Nusajaya-JB (3ft x 5ft) & 3. South Johor Roll (17 A1 Maps)
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C. Penang 2013 - 4 items (As at May 2013)

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5) The customer's names are purely to assist your attention.
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Message



I am honoured to be appointed the Organising Chairman for the 36th MIEA Annual Dinner. It is irrefutable that MIEA Annual Dinners have gained popularity and prominence in the real estate arena. Besides being an occasion for all practitioners and friends of the industry to congregate and network, it is the annual 'Night of Recognition' for our outstanding peers.

We are extremely glad to have the President and CEO of Maybank, Datuk Abdul Farid Alias to grace the occasion as our Guest of Honour. We would also like to thank the management of Maybank for believing in MIEA and continuing to be our main sponsor and partner in this and many of our events.

It is my privilege to announce the formation of the MIEA Youth and its maiden appearance tonight. This has added yet another milestone for MIEA and the fraternity.

I take this opportunity to thank my committee for the support and co-operation given to me to make this evening a success. We have endeavoured to touch base with all of you and I am sure you must have been pleasantly surprised to have received a personal call from one of the committee members during the last 3 months. We are indeed privileged to tap into the diverse gifts of these people. Gifts are talents and responsibilities bestowed on us by God, and each has its own place in society. None is better, more important, or less important than the other.

Like all other lucrative trades in the world, the real estate business is fast-paced, challenging and rewarding. It has thrived somewhat evolutionarily orbiting the fundamentals of rules and regulations of the country governing the profession. Hence, it is important that people of the same fraternity come together to collectively form the fibre of unity to support, grow and progress the profession in order to give a deeper meaning to its success. Surely, MIEA's success is your success - United, Relevant, Progressive.

Thank you very much for being with us. Thank you for your sponsorships and your participation in one way or another.

Thank you.

Judith Ng
Organising Chairman



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MIEA Residential Agency Of The Year Award

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NIGHT OF RECOGNITION

36th Annual Dinner & National Real Estate Awards 2013

Message



Dear Estate Agents and Friends,

It is indeed an honour for me to be invited to attend this special event as the Guest of Honour. I bring you warm greetings from my team at Maybank.

It is my understanding that the MIEA Annual Dinner & Real Estate Awards has grown by leaps and bounds in the last four years since the inception of the awards. It is indeed heartening to know that a professional body is so committed to increasing standards amongst its practitioners. The effort by MIEA to promote these awards must be lauded.

Tonight you are all gathered here to celebrate yet another year of success and achievement. The property industry is a major driver of the Malaysian economy. All of you here play a large role in this dynamic movement. You have every right to feel pleased with yourself, as you have made your profession proud.

To the award winners, I congratulate you and wish you even greater success in the coming years.

The relationship between Maybank and MIEA has been nurtured over several years and has now grown into a comfortable partnership. We are pleased to be associated with MIEA and look forward to working with you on many more projects in the coming years.

One of the greatest milestones achieved by this partnership has to be the Malaysian Secondary Property Exhibition (MASPEX). This was a project that both organisations have worked together from its initial inception. Two MASPEX has been successfully concluded and we are excited about future MASPEX events.

I take special pride in congratulating President Siva Shanker and his Council of Management for taking up the mantle of leadership to drive MIEA to the next level. We are confident that with his hard work and dedication, both the Institute as well as the profession, MIEA will soar to greater heights.

To the rest of you, good luck in the coming year and have a wonderful evening celebrating your achievements and success.

Thank you.

Yours sincerely
For Maybank

Datuk Abdul Farid Alias
President & Chief Executive Officer
Maybank





The Council of Management 2013 - 2014



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President



Erick Y.T. Kho
Deputy President



Monica Chuah
Honorary Secretary



Judy Chen
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State Chairman
Johor



Victor Wong
State Chairman
Sabah



Aubrey Chan
State Chairman
Sarawak



NIGHT OF RECOGNITION

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Message



My dear friends,

Its been 5 months now since I have accepted the responsibility of being the President of the Institute. By the time you read this, we would already have completed the successful projects, namely MASPEX Penang and the Annual Dinner & Awards Night. Following the phenomenal success of MASPEX KL, our main sponsor, Maybank, decided that they would like to team up with us again to do another show in Penang. Boy, what a success that was, with close to 20 estate agents participating in the three day exhibition.

Our Annual Dinner & Awards is being organised this year on an even grander scale, befitting an institution that is growing, both in size as well as in stature. The Real Estate Awards saw an unprecedented 19 entries, vying for 23 awards in total. Congratulations to all the winners and may you soar higher.

These awards have began to come of age and is becoming rather iconic. Previous winners have successfully branded themselves in the public domain with these awards, thereby giving it even more prominence.

Our next intake for the Diploma in Estate Agency will be in October, with simultaneous classes being launched in Kuala Lumpur, Penang, Johor Bharu and Kota Kinabalu. This is of course our jewel in the crown and will continue to get much attention from the Council of Management.

The much awaited Registration of Negotiators have been finalised and is about to take flight. This is a massive exercise and we are proud that we have played an active role in the entire process. Look out for the announcements and details soon.

Thank you all for coming to our event. We hope you will have a wonderful time, meeting old friends and making new ones.

Siva Shanker
President 2013/2015
Malaysian Institute of Estate Agents



MIEA Roll of Honour

Past Presidents

- | | |
|----------------------------------|--------------------------------|
| 1. Paul Lee - Founding President | 9. Charlie Chan Tian Inn |
| 2. Ernest Cheong Yong Yin | 10. Thinahara Kumar Nagalingam |
| 3. Tony Lee Yoke Tet (Late) | 11. Raymond Tang King Seng |
| 4. V. Arunasalam (Late) | 12. Stephen Tew Peng Hwee |
| 5. Datuk T. Mahima Singh (Late) | 13. Soma Sundram Krishnaswamy |
| 6. Khatijah Abdullah | 14. Julie Wong |
| 7. Lew Chin Chuan | 15. I.P.P. Nixon Paul |
| 8. Wong Tai Kong (Late) | |

Honorary Members

- | | |
|--|-----------------------------------|
| 1. Y. Bhg Datuk Ravindra Dass | 6. Y. Bhg Dato' Alan Tong Kok Mau |
| 2. Dr. Alyosius B. Marbeck | 7. Y. Bhg Dato' Mani Usilappan |
| 3. Mr S Y Kok | 8. Mr. Paul Lee |
| 4. Mr Harpal Singh Graewal | 9. Mr. Bhag Singh |
| 5. Y. Bhg Datuk Hj Sahari Bin Hj Mahad | 10. David Kok Weng Weng Teck |

Fellows

- | | |
|-----------------------------------|-------------------------------------|
| 1. PP. Liew Chin Chuan | 10. Y.Bhg Dato' Leslie Lee Kim Guan |
| 2. PP. Tony Y.T. Lee (Late) | 11. PP. Paul Lee |
| 3. PP. Khatijah Abdullah | 12. PP. Ernest Cheong Yong Yin |
| 4. Mr John Chan Kim Foh, AMN | 13. PP. Stephen Tew Peng Hwee |
| 5. PP. Charlie Chan Tian Inn | 14. PP. Soma Sundram Krishnaswamy |
| 6. PP. Thinahara Kumar Nagalingam | 15. Kelvin Yip Kwong Wai |
| 7. PP. Raymond Tang King Seng | 16. Jaslyn Sim Miow Choon |
| 8. Mr BehYangToh | 17. PP. Julie Wong Poh Gaik |
| 9. Mr Lim Ah Leck | 18. Danny Ooi Lye Beng |



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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D'REAM is an acronym for "The Real Estate Agents, Malaysia".

D'REAM is published by The Malaysian Institute of Estate Agents (MIEA), Unit C-27-05, Dataran 3 Dua, No. 2, Jalan 19/1, 46300 Petaling Jaya, Selangor Darul Ehsan. Tel: +603 - 7960 2577 • Fax: +603 - 7960 3757

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EDITOR'S NOTE

By Theresa Augustine
theresa@miea.com.my

What a wonderful and exciting time to be here at MIEA at this time of the year.

Once again, it is the Annual Real Estate awards night and a great pleasure for this bulletin to be distributed and viewed for the first time at this convention hall in Sime Darby. Though we do it every year, the bulletin still provides that element of surprise.

Once again a big thank you to all MIEA supporters, guests, and sponsors and not forgetting our President, Mr. Siva, Organizing Chairman of the NREA, Ms. Judith, and the Annual Real Estate Awards committee who have put this exciting evening together. An evening with old friends and colleagues and as always we continue to make new ones at these events.

For the winners, today we honour your commitment and hard work in this special bulletin and we hope you continue to achieve your goals.

We wish everyone a wonderful evening and hope to see you again next year.

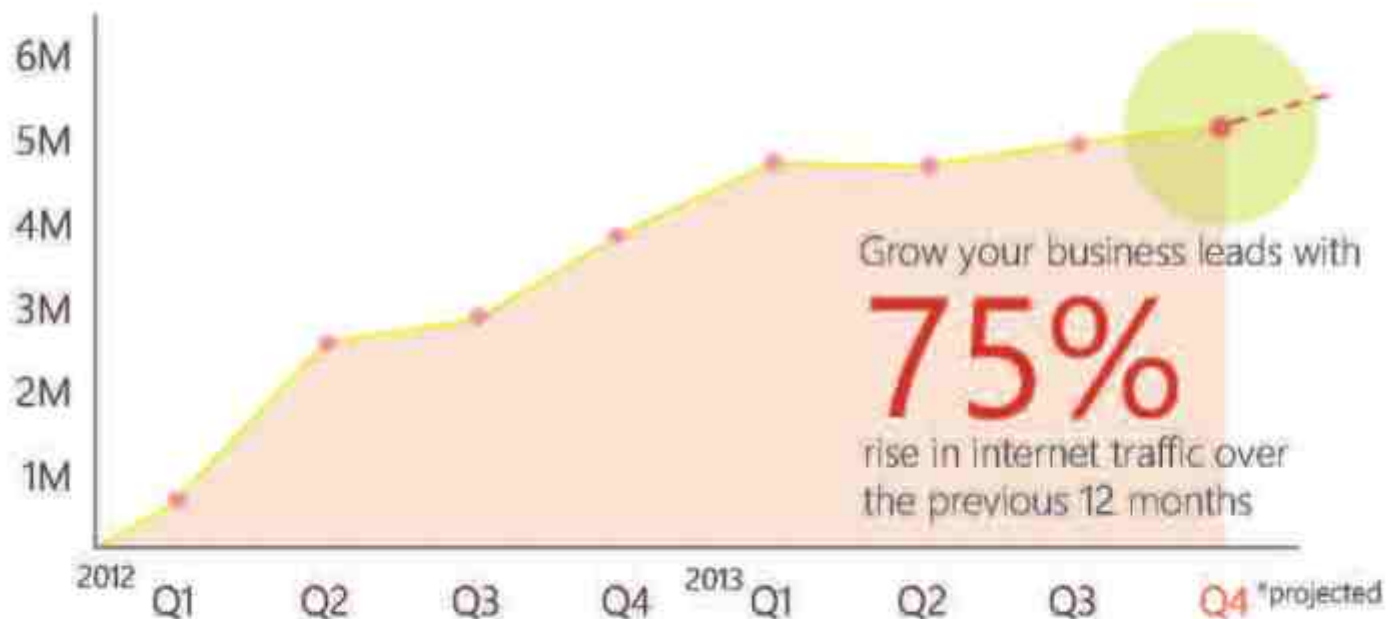
Thank you

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.

2013 Traffic Growth



User Demographics

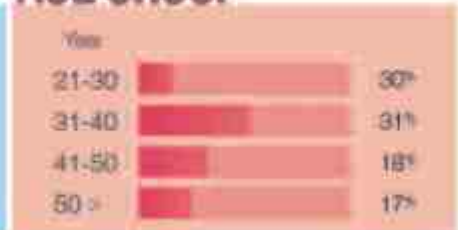
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Organising Chairman



Siva Shanker
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Monica Chuah



Judy Chen



Kayte Teh



Theresa Augustine



Amanda Goh



Alex Gomez



Amelliah Turner



Edwin Khoo



Tan Kian Aun



Raj Nathan



Jenn Chew

MIEA NATIONAL REAL ESTATE AWARDS COMMITTEE



Erick YT Kho
Deputy President &
Awards Chairman



Nixon Paul
Immediate Past President



Soma Sundram
Past President



Ways Instagram Can Boost Your Marketing Plan



Instagram is an online photo-sharing and social networking service that enable its users to take pictures, enhance it digitally and share them on other social networking services like Twitter and Facebook. A very distinctive feature of Instagram, it is similar to a Kodak or Polaroid image and it is very impressive. Initially, support was only available on Iphone, Ipad, and Ipod touch but they have since extended it to Android camera phones. For example, you can take 10 photos of your new listing, add filters with Instagram and then publish a stunning photo home tour.

It's something the Real estate industry can look into to enhance business by way of boosting exposure of your listings. Social media is the new way to go in this new era where most people are online and looking at great deals all the time be it Real estate, restaurants, shopping, or travel deals. From Levi's to the local food shop, businesses of all sizes are flocking to Facebook's free photo-sharing app Instagram, hoping to get noticed by its 100 million over users and expand their reach.

What makes Instagram different from other social media sites such as Facebook, Pinterest or Twitter? It's almost entirely photo-based and available only on Apple iOS and Android mobile phones and devices. Instagram has emerged as an effective marketing tool because companies can quickly build brand recognition and consumer loyalty through an ongoing stream of photos that help personalize their brand. It is the most popular tool used by the younger generation these days.

Some tips on how to use Instagram to take your business to the next level and gain exposure.

- Promote your goods and services. Post creative snapshots of your listings. Avoid boring stock photos, infographics or text-heavy images.
- Show some flair when you tell your followers -- potential clients, customers and business partners -- who you are and what you do.
- To avoid brand burnout, don't show photos of your listings more than three to four times a day. And avoid posting the same picture twice. Repeat photos are generally a turn-off in the Instagram community, which thrives on fresh, new imagery. To keep followers coming back day after day, launch a photo-of-the-day campaign.
- Don't forget to hashtag your special-offer listing photos with #promocode. Hashtags on Instagram work exactly as they do on Twitter. They're an effective way to attract and track deal seekers.
- Go behind-the-scenes. Show your potential clients what happens at your company by posting candid snapshots of employees collaborating in their cubicles. Post pictures snapped at company parties, charity dinners, launches and industry events, too. Such behind-the-scenes glimpses help personalize your company and can create a sense of camaraderie and trust with your followers, making them more likely to do business with you.
- Make your followers stars. Choose a follower of the day and promote him or her with an @mention. Similar to Facebook and Twitter, an @mention is how Instagram users tag each other in comments. This can fire up powerful word-of-mouth promotion on your listings and deliver more followers and potential customers. Many people -- Instagram photo buffs included -- like to be personally recognized by companies for their loyalty, and they're more than happy to spread the word about their special status within their Instagram network.





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E-mail : davidkok@pd.jaring.my

**“ You were born to win
but to be a winner
you must plan to win,
prepare to win
and expect to win. ”**

Zig zlglar

Congratulations to all winners



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Events & Hapennings

1 July (REPS)

Land Sales and All matters related to Development - Mr Sarkunan Subramaniam (Knight Frank)



4 July (REPS)

Sales and Rental of Retails Spaces by Mr Allan Soo



21 July (REPS)

MIEA Reps Talk on Land Sales in JB



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Estate Management



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Events & Hapennings

25 July (REPS)

Tender Exercises by Mr Siva Shanker



28 July 2013

Cutting Edge Negotiating Skills and The Art of Closing Deals Seminar by Johann Gregory



13 Aug 2013



NAR Rep Ms Yin Bihr visit to MIEA

23 Aug 2013



**Meeting with Bar Council's
Conveyancing Practice Committee**



We are Young, We are Dynamic We can make a Difference WE ARE THE FUTURE

VISION

To form a group within MIEA that provides a platform for young members to meet, interact and network while enabling them to conduct activities that are attractive to them.

ELIGIBILITY

Any member of MIEA (OM & AF) below the age of 40 (inclusive) is eligible to be part of this group - the MIEA Youth.

OBJECTIVES

- 1) To encourage young real estate professionals to join the membership of MIEA.
- 2) To promote professionalism amongst younger members by giving them a common platform to come together and share ideas.
- 3) To encourage and nurture the next generation to serve MIEA with distinction.
- 4) To provide a platform for young members to interact socially and network professionally.
- 5) To enable the easy sharing of industry related information.
- 6) To gain and learn from the particular expertise of members via shared activities and fellowship.
- 7) To provide a structured support system for young professionals within MIEA.
- 8) To promote friendship and foster social cohesion among young professionals.

UNITED RELEVANT PROGRESSIVE

WE ARE RELEVANT

Contact The Secretariat For More Information



On the 6th September 2013, MIEA saw the formation of a new group within the organisation. MIEA Youth was established as the new platform that unites all young real estate agents and negotiators for the betterment of the real estate agency industry.

MIEA Youth hopes to bring together young members to shape the future of the real estate agency profession in order to meet the challenges of an increasingly complex world. Through collaborative learning activities and some fun activities, we look forward to discovering the doors of opportunity that MIEA Youth may open to its members.

As a member of MIEA Youth, one is to benefit from the educational seminars and roundtable discussions that will be organised for members to share their ideas and knowledge for the continuous professional development of the industry.

All work and no play makes real estate agency a dull profession. Hence, social and sport-related activities which will be organised to enable members to network amongst themselves and with other organisations which are associated with the real estate industry.

MIEA Youth aspires to create new leaders. The very first committee members leading MIEA Youth are as follows:-

Councillor Representative	Amanda Goh, RealProperty.My
Chairman	Edwin Khoo, i-Smart
Vice Chairman	Amelia Turner, Tower Realty
Social Director	Melanie Kok, Carey Real Estate Sdn Bhd
Sports Director	Muzaffar Bahir, City Real Properties
Professional Development Director	Ben Lee

WE ARE YOUNG, WE ARE DYNAMIC, WE CAN MAKE A DIFFERENCE AND WE ARE THE FUTURE!!!

If you believe you are cut out to be part of this fun, energetic and forward-looking group, please contact our Membership Department at membership@miea.com.my

With Best *compliments*

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never too
far away

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Sometimes, there's no replacing the house you want

FROM PREVIOUS PAGE

and Property Services Department (JPJ). These sales data will be lower than current prevailing market values in localities with active property markets such as Desa Parkcity, Cheras and Balakong along the proposed MRT line, as well as Puchong.

This is because it takes three to six months for the transaction to be completed and for JPJ to put the data together, which means that data could be six months old by now, adds Malaysia Institute of Estate Agents (MIEA) president Siva Shanker.

"So let's say a property is worth RM600,000 in January, by July it's probably worth RM610,000, by December it's almost RM620,000," he illustrates.

"But in July, the value is still valuing at RM600,000, while in December, its value is RM620,000 when you are trading at RM700,000, he's always behind."

But if valuations cannot catch up with "market prices", how do buyers obtain the loan to push prices up?

"People have a lot of savings, and they pay anyway, I think," adds Siva.

Location, location, location

Indeed, when it comes to secondary property in mature locations, investors there's no replacing the house you want.

"I had a client once, she was prepared to pay RM750,000 with a

If Malaysian banks want to limit their risk and reduce their exposure, they should lower the lending margin.

—DR CHINTE CHONG

agent then, agreed property sales to provide independent market research reports to ensure the pricing of our properties are within market norms," agrees property developer Vignesh Naidu of T3 Capital Sdn Bhd.

"These values are not necessarily relied upon when it comes to pricing our launch though. The loans are obtained most often several months before the properties are launched, hence the prices may be revised higher than as cited in the report. Usually, we look at the response when we first preview, and if the response is good, we will revise the price upwards."

"Developers do not refer to valuers when devising the sales price but instead they rely on comparative prices of other projects, market studies and owner gut instincts," agrees another developer who prefers to remain unnamed.

"Much also depends on the pre-



IN THE NEWS

Ang's "brand confusion,"

and rising costs.

Secondary property market transaction value to go up

PETALING JAYA: The Malaysian Institute of Estate Agents (MIEA) is targeting the transaction value of the secondary property market to increase by between 5% and 8% this year.

MIEA president Nixon Paul says: "Historically, the transaction value would increase at about that range every year."

Speaking at a press conference on the Malaysian Secondary Property Exhibition (MSPEx) 2013, Paul said for this year, the market would see a dramatic increase in residential properties priced from RM300,000 to RM700,000.

MIEA will be organising the inaugural MSPEx 2013, featuring 32 real estate agencies from April 12 to April 14 at the Tropicana City Mall.



Upbeat sentiment: (from left) Siva, Paul and MIEA vice-president Erick K.T. Siva, Paul says the market will see a dramatic increase in residential properties priced from RM300,000 to RM700,000.

ties," he added, noting that the secondary property market guaranteed a mature location, with all conven-

Also present was MIEA deputy president Siva Shanker, who said

over-represented, in terms of advertisements, exposure as well as exhibitors," he observed.

MIEA: threat of property bubble

Estate agents also see 10% growth in property value this year



Siva: "We are expecting a nice steady growth of 10% maybe 12% or 13% if we are lucky."

KUALA LUMPUR: The local property sector is expected to register a steady 10% growth in value this year and there is no threat of a property bubble, according to Malaysian Institute of Estate Agents (MIEA) president Siva Shanker.

"We are expecting a nice steady growth of 10% maybe 12% or 13% if we are lucky. The growth won't echo the phenomenal growth of about 30% like we did previously," Siva said in a Property Market Outlook: Post GE13 briefing yesterday.

He explained that the property sector was relatively slow in the first few months of the year due to the uncertainty of the General Election.

"As soon as the election was over, there was a frenzy of activities in the sector. There were pent up demand in the first few months," Siva said, add-

ing that the market is "playing catch up now".

In addition, he said there were no indication that prices would trend downwards. Siva said there were also a changing trend whereby multifunctional property where one can work, play and live in the same area is in demand now.

"Gated and guarded property is the in thing now and it will be a hard sell for developer if they don't provide this," he added.

Knight Frank Malaysia managing director Sankaran Subramaniam noted that the Bank Negara has adopted proactive measures to ensure there is no property bubble in the country. He said the measures were put in place by the central bank to cool things down.

Meanwhile, MIEA immediate past

president Paul Nixon said smaller and newer investors investing in commercial properties, are generally pooling their resources for collective purchases.

He said investments in properties, are generally conservative in comparison to residential. Paul noted that no investments tend to take three before commercial activity reaches optimum.

Knight Frank's Sankaran City (71%) accounts for office market supply while 29% comes from KL. In 2015, office supply in K fringe is expected to grow 13.7% and 33% respectively added that as at mid-2011.1 million sq ft office space absorbed.



High achievers: (from left) Chemical Company of Malaysia Bhd (CCM) chairman Tan Sri U-reward: U Mobile Sdn Bhd CEO Jaffa Sany Ariffin (left) and MIEA vice-president Erick K.T. Siva, Paul says the market will see a dramatic increase in residential properties priced from RM300,000 to RM700,000.



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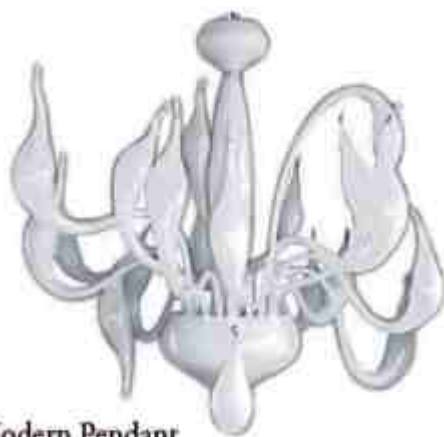
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NIGHT OF RECOGNITION

5 OCTOBER 2013

SIME DARBY CONVENTION CENTRE

The Malaysian Institute of Estate Agents (MIEA) is proud to present the MIEA National Real Estate Awards 2013. These awards are presented annually to Real Estate Agents, Real Estate Agencies, Real Estate Negotiators and those who have contributed to the Industry and fraternity. The winners of these awards will be recognised throughout the country as leaders for their pursuit towards excellence in their respective fields. These awards bring national recognition, honour and a sense of achievement to the recipients.



NIGHT OF RECOGNITION

5 OCTOBER 2013

SIME DARBY CONVENTION CENTRE

The Trophy

The MIEA National Real Estate Award is a specially designed trophy.

The shape is a free form U icon that depicts the following:

- The free form reflects the versatility of Estate Agents in dealing with many types of properties.
- The round base reflects the world.
- The U shape connotes the unity of the membership in achieving excellence.
- The raised icon and the pointed edge reflects that the sky is the limit in what we do and that we need to do our best and be focused in our services to clients.

Recipients of MIEA's National Real Estate Awards 2013

REAL ESTATE LEADERSHIP AWARD

K. SOMA SUNDRAM

LARGE RESIDENTIAL AGENCY OF THE YEAR

Reapfield Properties Sdn Bhd (Head Office)

MEDIUM SIZED RESIDENTIAL AGENCY OF THE YEAR

Property Hub Sdn Bhd

COMMERCIAL REAL ESTATE AGENCY OF THE YEAR

HARTAMAS REAL ESTATE (MALAYSIA) SDN BHD

REAL ESTATE NEGOTIATOR OF THE YEAR - RESIDENTIAL

Bernice Chee Siew Lan (CBD Properties Sdn Bhd)

SPECIALIZED AWARD

Knight Frank Malaysia Sdn Bhd

REAL ESTATE AGENT OF THE YEAR

Govindasamy Balaguru (GDS Properties)

REAL ESTATE AGENCY OF THE YEAR

Hartamas Real Estate (Malaysia) Sdn Bhd

STATE REAL ESTATE AGENCY OF THE YEAR

Reapfield Properties (Penang) Sdn Bhd

MILLION DOLLAR REAL ESTATE "ROOF TOP" ACHIEVER

Govindasamy Balaguru (GDS Properties)

MILLION DOLLAR REAL ESTATE "ROOF TOP" ACHIEVER

Wong Yau Long (Reapfield Properties Sdn Bhd)

Participant for mention

SMALL RESIDENTIAL AGENCY OF THE YEAR

Reapfield Properties (Klang) Sdn Bhd

Message



Erick YT Kho
Deputy President
Awards Chairman

Welcome to the 36th National Real Estate Awards (NREA) Night. Tonight was only made possible because of you. You, the members, supporters and well wishers form the backbone of the institute and have made this event possible. For the 5th year running, the NREA have been held to recognize fellow colleagues in the real estate fraternity for their outstanding performance.

We are happy to record that all the Recipients of past year awards are doing well in their businesses and are again participating this year. Their continuous outstanding performance as well as good results dictate their qualification to compete for the top prizes again this year.

A new category of award appropriately named "Million Dollar Real Estate Roof top Achievers" was introduced this year in recognition of sales achievements, for both Estate Agents and Negotiators, who have collected professional fees in excess of RM 1.0 Million during the corresponding period. I am glad to announce that there are two winners for this category this year. I would like to congratulate all the Winners who have continued to have done well despite a slowdown in the secondary property market last year. For those of you who have submitted for an award but did not win this time, you must consider yourself a winner nevertheless because you have managed to come out amongst the top achievers in the industry. Congratulations to all of you!

During the judging session, our Chief Judge Datuk Seri Michael Yam, said "We are looking for real estate practitioners who have done well in their sales as well as being innovative and unique in their services provided. We are looking for people who are different from the rest of the pack." It is not only the quantitative results but the qualitative methods that they are looking for, that will bring our professional services to the next level.

MIEA would like to thank the independent judges who, despite their busy schedules, spent hours going through the submissions and awarding the most qualified recipient. The panel of judges are as follows :

1. **Datuk Seri Michael Yam Kong Choy – Chief Judge**
President , Real Estate and Housing Developers' Association, Malaysia (REHDA)
2. **Ar Chang Seong Aun – Judge**
President, Pertubuhan Akitek Malaysia (PAM)
3. **Calvin Kan King Seong – Judge**
Group Business Director/COO Print Star Publications (M) Bhd

We would like to encourage more estate agents to participate by submitting your applications for the next NREA. It does not matter if you run a small or large agency. The different categories and judging criteria, levels the playing field thus making the challenge more even and fair. We guarantee that every application, regardless of size, stand an equal chance to win.

Erick YT Kho
Deputy President
Awards Chairman



NIGHT OF RECOGNITION

5 OCTOBER 2013

SIME DARBY CONVENTION CENTRE



Awards Chairman Deputy President Erick Kho thanking
Chief Judge Datuk Seri Michael Yam of REDHA after the judging meeting.

Message



Datuk Seri Michael KC Yam, *SMW, DSNS*
Chief Judge, MIEA Real Estate Award 2012/2013
President, REHDA Malaysia

The MIEA National Real Estate Awards which is now in its fifth year has provided an excellent platform to recognize and honour outstanding real estate agents, real estate agencies, negotiators and the like who have contributed in raising the standard of real estate agency practice in the country. I am truly honoured to be associated with these awards and to be the Chief Judge of the MIEA National Real Estate Awards 2012/2013.

Awards are not merely for recognition of achievements, but more importantly it is also a tool to inculcate best practices in the real estate agency profession. The MIEA National Real Estate Awards provide the industry with benchmarks which the real estate professionals should strive towards and in this respect, I congratulate MIEA for this commendable initiative towards instilling greater professionalism in the real estate agency practice of Malaysia. Real estate agency practice has had its fair share of challenges over the years. Recognition of member agencies through these awards will provide the much needed distinction for real estate professionals from their peers. Hopefully, the exemplary practices of the award winners will inspire the rest of the industry players to take the step to new frontiers towards greater professionalism in the real estate sector.

The judging process is not an enviable task as the judges go to great detail in scrutinizing the shortlisted entries before identifying award recipients of the various categories. We were very encouraged by the commitment demonstrated by the participants who have adopted creative and customer centric approaches to elevate the standard of their professionalism in offering pleasant and great services to meet their client's expectations and satisfaction. I look forward to more participation from real estate agents and real estate agencies in the future to take the industry to greater heights. May the awards continue to be the catalyst that will motivate players of the industry to strive towards greater excellence.

I would like to take this opportunity of congratulating all winners of the MIEA National Real Estate Awards 2012/2013 and wish MIEA all the very best on the occasion of their 36th Annual Dinner.

With Best Regards

Datuk Seri Michael KC Yam, *SMW, DSNS*
Chief Judge, MIEA Real Estate Award 2012/2013
President, REHDA Malaysia

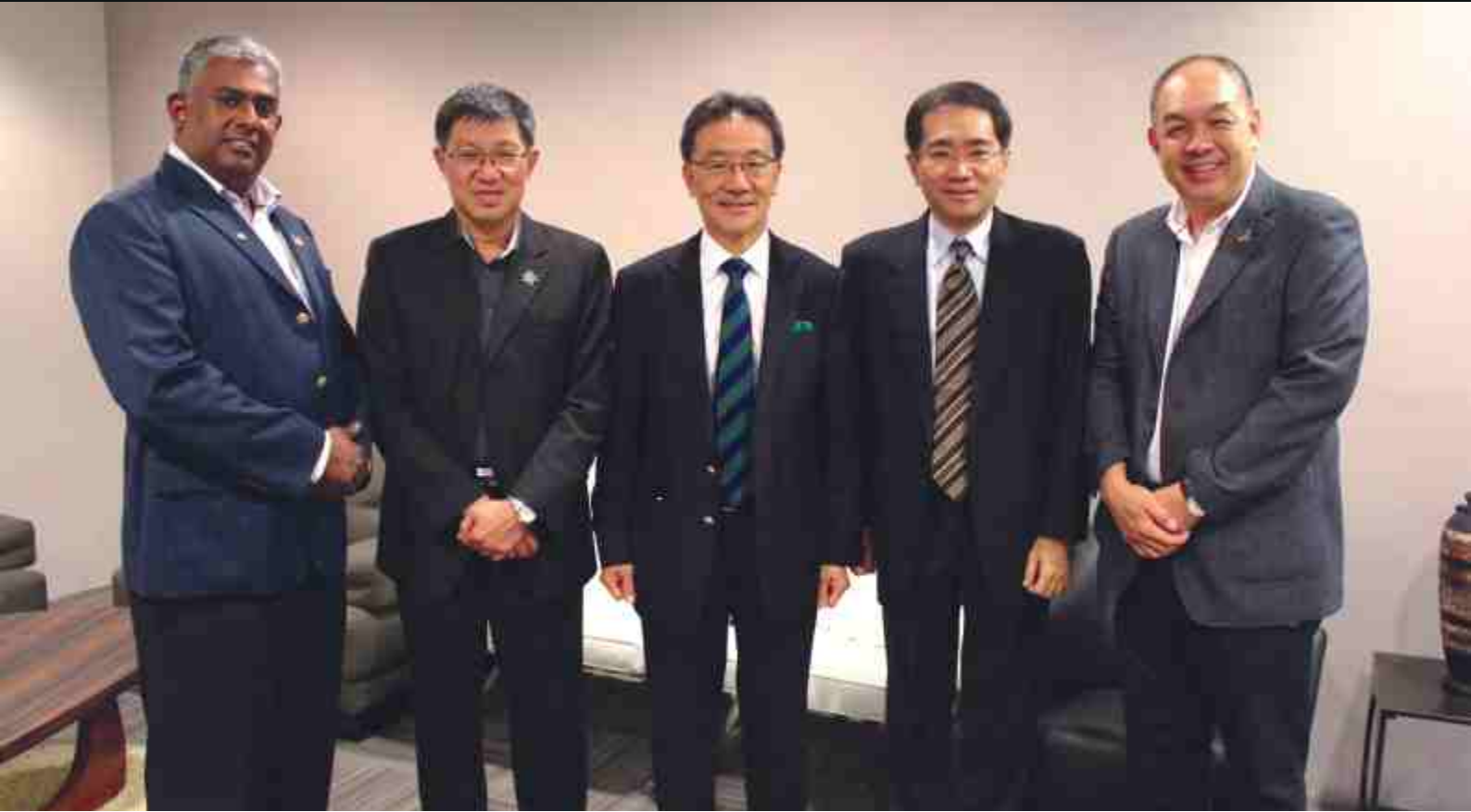


NIGHT OF RECOGNITION

5 OCTOBER 2013

SIME DARBY CONVENTION CENTRE

THE HONOURABLE JUDGES



(L-R) : Mr Siva Shanker, AR Chang Seong Aun, Datuk Seri Michael K.C Yam, Mr Calvin Kan and Mr Erick YT Kho

Datuk Seri Michael KC Yam, *SMW, DSNS*
Ar Chang Seong Aun
Mr Calvin Kan

Terima Kasih



NIGHT OF RECOGNITION

5 OCTOBER 2013

SIME DARBY CONVENTION CENTRE

REAL ESTATE LEADERSHIP AWARD

K. Soma Sundram

Soma as he is popularly known hails from Kuala Krai, Kelantan and is the eldest of two children to Krishnaswamy & Devi. His primary education was in Kelantan and secondary education in Penang and Kuala Lumpur.

The early years of Soma were full of holding responsibilities in associations and clubs. This resulted in his hands on experience in running organizations. As early as in 1973 he was active in his school Interact club and founded two clubs and later became the Charter President of the Rotaract club of Kota Bharu & Kuala Terengganu in 1980 & 1982 respectively. Later in 1985 he went on to be elected as the head of Rotaract clubs in Malaysia & Singapore. It was here the foundation of leadership and service attributes was imbued in his life. Due to his active role Soma was selected in 1987 to represent Malaysia on the Ship for South East Asian youth programme and has the distinction of being elected as the first non-Malay youth leader in 15 years. He was selected to go on a Rotary Group study exchange program in 1989 to Louisiana, USA and was attached with a few large real estate firms there. He later went on to become the President of the Rotary club of Bukit Kiara Sunrise and served the Rotary district in many capacities.

In 1987 he was invited by Mr. Charlie Chan, CEO of SK Brothers Realty to spearhead the "New Properties Division" a division responsible to market new projects during the recession period in 1987. Since then he rose from the rank of Supervisor to General Manager of Sales & Marketing. Pioneered Project marketing in 1987 & as to date has marketed over 70 projects. In 1997 Soma also set up his own firm Soma Sun Realtors. In 2008 he joined Reapfield Properties Sdn Bhd and is now Director and Head of Project Marketing at Reapfield Properties Sdn Bhd

In 1992 he became an affiliate member of Malaysian Association of Real Estate Agents and a full member of MIEA after having registered as an estate agent in 1997. He then went on to become a council member in 1998, deputy president and then President from 2003 - 2005. Apart from having organized many seminars and programs, he notably organized the Millennium Conference in 1999 and the first Asia Pacific Regional Real Estate Convention and Exposition in 2000 in collaboration with the National Association of Realtors, USA. This convention went on to change the financial future of MIEA when MIEA went into the black with a profit of nearly RM80,000 and they have not looked back ever since. Soma is a Past Vice President of FIABCI and a past director of MPI. He was one of the two first Malaysians to



attend the National Association of Realtors convention in Las Vegas & Miami in the early 1990's.

During his Presidency he was responsible in having purchased the MIEA premise cash for RM795,000 including renovation at 3 two square. An amount of RM218,992 was raised during his term. The 2,213sqft strata corner office proudly stands as a symbol of the strength of the fraternity and the dignity of the practice. The National Real Estate Awards was also introduced by Soma during his term and today it is recognized as the only National awards for real estate practitioners.

Soma's passion for the industry has resulted in him voicing his concerns on fighting illegal estate agents, registration of Negotiators, representation of Estate Agents in the Board, setting up of a Real Estate Academy and also for the setting up of the Estate Agents Board. His calls may not have been popular to some but relevant to what MIEA stands for. He understands the members and their needs and this resulted in him playing a key role in the referendum on the contract with negotiators. Soma was also responsible in making the clarion call that negotiators are an important part of the industry and introduced the negotiators program at the Marec convention. He has always voiced his disagreement on many issues and stands up to fight what is wrong and this has earned him a reputation of some sort. As a past President he continues to play an active and key role as advisor and continues to champion many of Estate Agents causes and always available to lend a hand. He is now a member of the Estate Agent Practice subcommittee and is playing an important role in the process of the registration of negotiators. He was given the highest recognition in MIEA as a 'Fellow' in 2011. He was for many years a technical specialist (Real Estate) for SIRIM ISO certification.

Soma's passion includes training and has trained sales people since 1987 at all levels. He is also a pioneer trainer for MIEA since the inception of the negotiators course. He has also completed the acclaimed Certified Residential Specialist (CRS) course USA.

He is married to Esther Umarani with 3 Children 1 girl & 2 boys. His daughter Dayalini Soma Sundram is a 4th final year pharmaceutical student at Institute Technology Bandung in Indonesia. His second child Anand Raj Sundram is a first year Multimedia student at Lim Kong Weng University and Sanjiv Raj Sundram is about to sit for his PMR exam in a few days' time

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RESIDENTIAL AGENCY OF THE YEAR

(MEDIUM SIZED AGENCY CATEGORY)



Property Hub is where Passion, Professionalism and Properties converge. Started in 2010, we continue to brand ourselves as an agency servicing high-end residential properties in and around Kuala Lumpur. Over the years we have managed and continue to serve a pool of satisfied clients that consist of mainly high net worth individuals from both corporate and professional fields that demands high degree of professionalism and integrity.

To maintain the high level of professionalism and integrity in the real estate industry, we believe it starts from within us. In Property Hub, we have formulated a very systematically structured programme to continuously educate our negotiators of different level of competence. Our negotiators undergo multiple education programmes and frequent dedicated-mentoring sessions. We groom them toward the utmost professionalism in servicing our clients.

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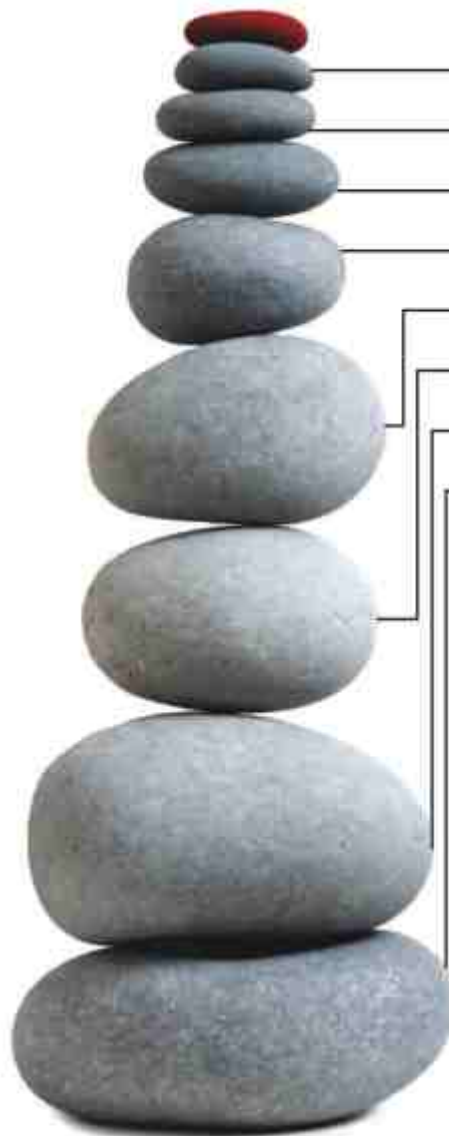
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COMMERCIAL
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YEAR 2012
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INDUSTRIAL
SALESPERSON
OF THE YEAR 2012



RESIDENTIAL
SALESPERSON
OF THE YEAR 2012



RESIDENTIAL
SALESPERSON
OF THE YEAR 2011



REAL ESTATE
AGENT OF THE
YEAR 2011

REAL ESTATE NEGOTIATOR OF THE YEAR

(RESIDENTIAL)

Bernice Chee Siew Lan



I have this entrepreneur spirit in me from a very young age. I experienced with all kinds of business including F&B, insurance, multi-level marketing and was earning quite a bit of money but sadly I did not know how to do financial planning then and when my multi-level marketing business failed. I was left with nothing.

When looking for a job I came across CBD's recruitment exercise and decided to go for an interview in August 2009, just 4 years ago. The interview stirred and awakened my passion for the industry. I learned that honesty, sincerity and diligence is the way to success.

With constant encouragement and guidance from my principal, I managed to overcome the difficult times in the beginning. My underlying philosophy of doing the very best I can with every situation, treating all people with total sincerity, consideration and honesty are the foundations for my success in life and in real estate.

I began to earn the trust and confidence of many clients and soon I started to help my clients to plan and make their next move in real estate. I always provide the best service to my clients, co-broking agents, and negotiators in buying, selling and rentals.

I have received the Top Agent Awards for 2010, 2011 and 2012 in CBD PROPERTIES SDN BHD.

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	1015	1013	Landed	TG	581	Hanoi
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	1015	1031	Landed	FD	3721	Hanoi
	1025	1031	Landed	VN	831	Hong Kong
	1025	1040	Landed	OX	2513	Moscow
	1030	1017	Landed	NWS	2425	Surgut
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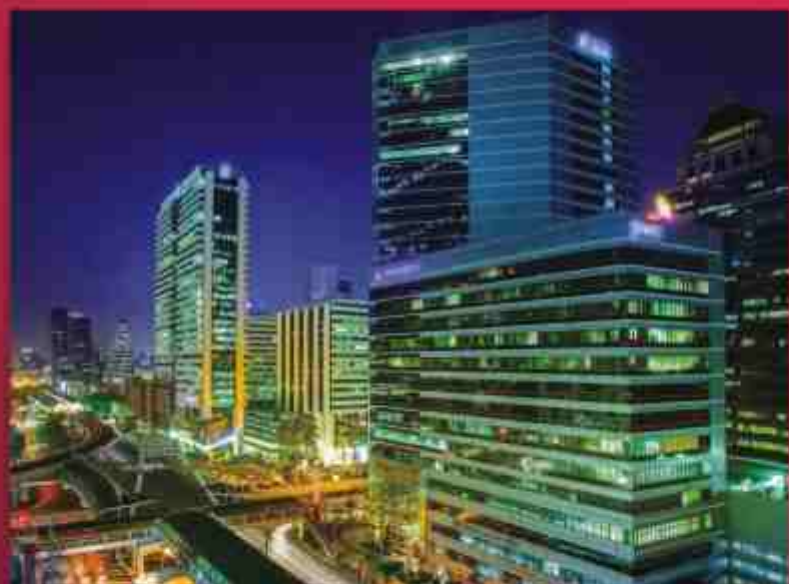
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Knight Frank Malaysia Sdn Bhd



Sarkunan Subramaniam
Managing Director

Sarkunan, or Sarky, commenced his career 26 years ago in Melbourne, Australia and has been in private practice property consultancy since his return to Malaysia in 1989. His core competencies are in agency, investment sales development consultancy, research and valuations.

In estate agency, Sarky has concluded sales of investment grade buildings (in Malaysia and abroad), agricultural estates, industrial lands and high end residential accommodation. Of recent, Sarky was instrumental in the sale of three prominent office buildings of which two, forms part of the KanAm Portfolio amounting to £850 million to Permodalan Nasional Berhad (PNB) in collaboration with Knight Frank UK. Earlier in 2010, a medium rise Office Tower (Wisma Time) was sealed on behalf of Khazanah. Sarky was also directly involved in the recent land sales transactions of Sale by private treaty of a prime commercial land off Jalan Raja Laut, Kuala Lumpur for IJM Land.

He has conducted numerous research studies comprising site/property analysis, market and feasibility studies and cash flow financial analysis for various commercial, residential, leisure and industrial projects throughout Malaysia. His forte in valuations is in specialized assets, statutory valuations for compulsory land acquisition and attendance in court as an expert witness.

Sarky has been directly involved with the office search for a large Multinational petroleum company and have secured their principal office space at about 340,000 sq ft in Kuala Lumpur and their shared services centre in Cyberjaya for 320,000 sq.ft. These two deals represent significant leasing deals for 2009 in the entire region.

Sarky is a Registered Valuer and Estate Agent with the Board of Valuers, Appraisers & Estate Agents, Malaysia. He has delivered several talks and conducted workshops on market feasibility studies, property investment strategies, market outlook, compulsory land acquisition and effects of globalization on property. His involvement in professional organizations include the following:-

- Fellow of the Australian Property Institute (API)
- Council Member of The Royal Institution of Surveyors, Malaysia (RISM)
Member of the Malaysian Institute of Estate Agents (MIEA)
- Member of the Association of Valuers and Property Consultants in Private Practice (PEPS)
- Member of the Royal Institution of Chartered Surveyors (RICS)
- Member of the Malaysian Institute of Professional Property Managers (MIPPM)

"Size Does Not Matter"



While it could be a dream for every Estate Agency to grow big we had managed to prove big in various categories despite being small for 3 consecutive years.

Since the bulk of the registered Real Estate Agents are small, I am obliged to share my success for the benefit of my fellow small practitioners:

My success traits:

- 1) Identify your strength - Create your niche
- 2) Focus on your positive - Correct your negatives
- 3) Harness your passion - Love what you do
- 4) Stay persistent - Never give up till its sold and re-sold
- 5) Give greater emphasis "Use Value verses Cash Value"
- 6) Knowledge and skills acquired multiply when you share

Finally enrich clients and enrich yourself by getting involved in the process of investing in Real Estate to free ourself from the routine **"Wild Goose Chase"**.

Invest in Real Estate to be financially free.

"No Yeild or No Deal"

Should be the criteria of investment.

When you apply this on others it will require least effort to apply on ourselves.



Registered Real Estate Agency
Ejen Hartanah
E 30344

GDS PROPERTIES
39-1st Floor, Jalan Haji Salleh
Sentul, 51100 Kuala Lumpur
Tel: 03- 4042 6141
Fax: 03- 4042 5034
Email: inquiry@gdsproperties.com.my
Website: www.gdsproperties.com.my

"Good Deals Specialist"

REAL ESTATE AGENT OF THE YEAR

Govindasamy Balaguru



Govindasamy Balaguru
Principal of GDS Properties)



One day at around midnight and I was already asleep, a dear friend and a passionate teacher who taught my children and has bought and sold a few properties through me called. He asked "if you were given another chance in life, what business would you have liked to be in, and without a thought and in a daze, I replied 'real estate'. Then he said" Passion, that is why you are what you are in Real estate.

Passion keeps a person rejuvenated in any business one aspires and leads you to perform at a state of unconscious excellence.

Our Focus

Guide clients to realize their hearts desire through" **Good Deal or No Deal**" philosophy.

Serve clients to make money, when they buy rather than when they sell.

Serve to give greater **USE VALUE** than we receive in **CASH VALUE**.

Serve unto others as you would want others to serve unto you.

When we began to **Focus on Service** the by- product creates perpetual streams of Income (Money).

Our "Good Deal Specialist" Creed

- 1) Having courage to be different - To stand out
- 2) Having boldness within the Real Estate industry - To take challenge
- 3) Creating value that has never been created- To enhance
- 4) Being strikingly creative - To extrapolate hidden potential of any properties
- 5) Always getting better and dreaming bigger - Review goals periodically
- 6) To know what separates us from anyone else - If we don't know what makes our Real Estate Agency special, how could we tell everyone else.

Our way forward

We aspire to be the first "**GO GREEN Real Estate Agency**" by exploring the possibility of Harvesting Solar Power from the abundant supply of factory roof tops in the country thus reducing carbon emission and dependency on fossil fuel.

REALISING

Hartamas Group provides a comprehensive range of real estate services. Formed in 1996, we offer:

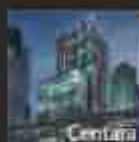
- Agency
- Project Marketing
- Corporate Services
- International Properties
- Academy & Training
- Valuation and Asset Management



Real Estate Agency of
the Year 2011 & 2012

Commercial Agency of
the Year 2011 & 2012

(Medium Size Agency)



YOUR DREAMS

Our people come from diverse backgrounds including corporate, finance, international marketing, legal, sales and others, but are united in a passion for real estate. Besides a professional work ethic, we believe in a good work-life balance and offer break-out rooms, free sports facilities, office gymnasium, karaoke room, events, annual trips and more.

Hartamas is expanding and invites like-minded people to join us. Contact us at +603-7839 5555 or career@hartamas.com



HQ

HARTAMAS REAL ESTATE (M) SDN BHD(568877-M)

Level 13, Block A, Menara Prima, Jalan PJU1/37, Dataran Prima, 47301 Petaling Jaya, Selangor, Malaysia

Tel: +603-7839 5555 Fax: +603-7839 5566 Website: www.hartamas.com e-mail: marketing@hartamas.com

Branches

Kota Damansara
OUG

Tel: +603-6143 3555
Tel: +603-7785 8888

e-mail: kd@hartamas.com
e-mail: oug@hartamas.com



REAL ESTATE AGENCY OF THE YEAR

Hartamas®

Hartamas Real Estate (Malaysia) Sdn Bhd



Hartamas Group provides a comprehensive range of real estate services. Established in 1996, we began with estate agency services including general agency services, project marketing and corporate real estate. Understanding the needs and requirements of our clientele and tapping into the opportunities arising from the liberalization of the service industry, we subsequently expanded our services.

Hartamas Group enjoys an unsurpassed reputation for long-term client relationships built on integrity and professionalism. Because of this reputation, strategic alliances have been formed with major development companies. Further, we enjoy strong relationships with other local, national and international companies and investors including government ministries and agencies.

Our Residential Project Marketing team is well regarded and respected particularly in the marketing of luxurious condominiums. We have successfully marketed entire residential developments resulting in an admirable track record that speaks volumes of our abilities.

Hartamas Group provides a comprehensive range of real estate services covering all facets of the real estate industry that includes:

- **Corporate real estate**
- **Project marketing**
- **International properties**
- **Residential, commercial and Industrial sales and leasing**
- **Investment sales**
- **Corporate residential services**
- **Research and market intelligence studies**
- **Property and facilities management**
- **Property valuation.**

STATE REAL ESTATE AGENCY OF THE YEAR

Reapfield Properties (Penang) Sdn Bhd was incorporated in 2008 to cater to the needs of the community and those seeking properties in Penang Island and mainland also known as Seberang Perai.

With a sales force of more than 20, the office focuses on sales and rentals in residential properties, we deal with bungalows, semi-detached houses, link houses, townhouses, condominiums and apartments. The industrial team deals with shophouses, factories, warehouses, industrial complexes and land. Reapfield Penang also has a department specializing in project marketing catering to the needs of the Developers.

REAPfield®

Reapfield Properties (Penang) Sdn Bhd



MILLION DOLLAR REAL ESTATE “ROOF TOP” ACHIVERS

Govindasamy Balaguru



Govindasamy Balaguru
Principal of GDS Properties)



Our Success Attributes

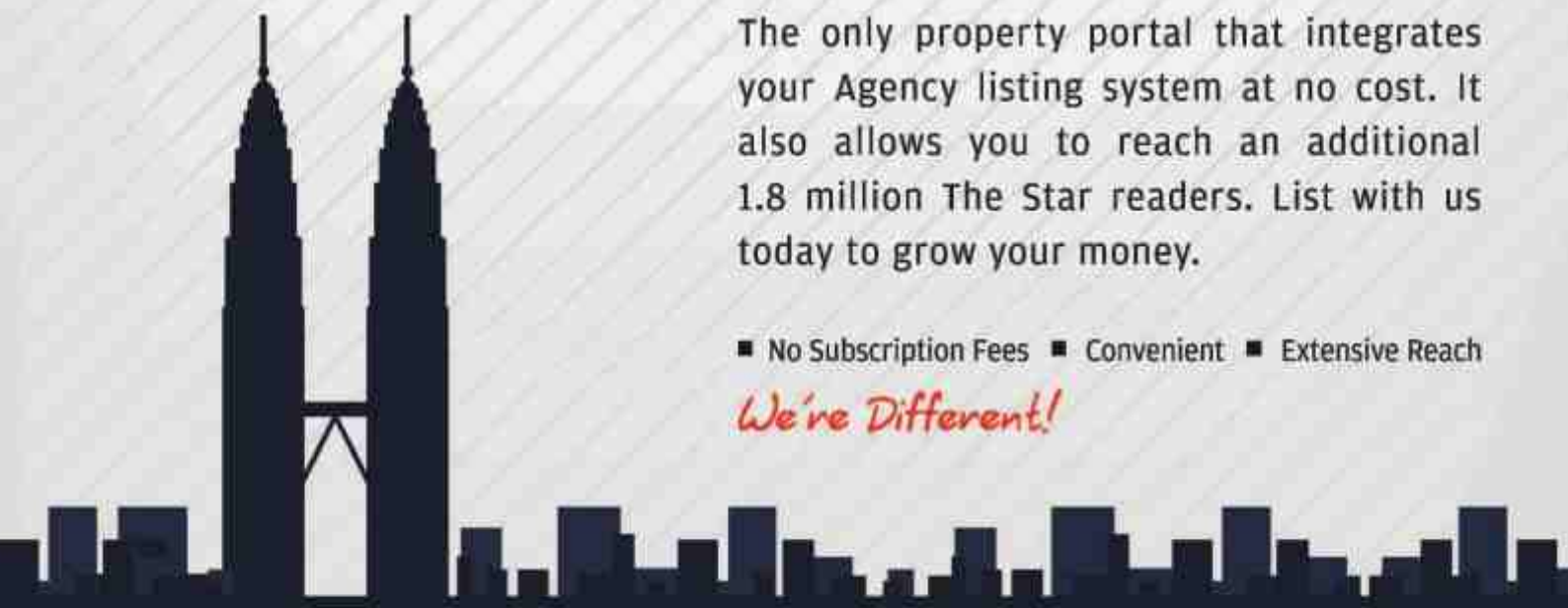
- Our speciality is to be consistently on the look out to identify high ticket distressed properties available through Liquidators, Receivers, and Auctions from our source of listings.
- Assisting Financial Institutions in the disposal of hard core properties from Non-Performing Loan accounts such as Prokhas and Official Assignee.
- Our listing feature, themed “**Give us what you can’t sell**” has enabled us to position as a niche Agent.
- Identifying “**Black Gold listings**” by extrapolating hidden potentials and values for emerging passive and active investors enable them to make quantum leaps or enhance property value for leveraging purposes.
- Guiding people to realize their heart’s desire through “**No Yeild or No Deal**” philosophy. A good majority of our investors “**Make Money when they Buy rather than when they Sell**”.
- We do not compete but we only compliment, practicing buyer & seller agencies enlarges market share. Respective agencies get to collect their full fees from their respective clients, thus optimizing professional fee collection.
- **Activity, Activity, Activity is our mantra**, we believe that a success foundation must be built on multiple pillars; we equate every pillar to a new activity. The more pillars we have to support our business, the higher the probability to succeed. These activities work to perpetually support and uphold revenue.
- One other key personal achievement worth mentioning is we have been consistently reviewing our past performances by measuring, analyzing, comparing and improving against our very own past result. Identifying shortcomings and weaknesses have enabled us to rectify and improve performance.
- We adopt the creative approach which enables quantum leap, receiving rewards beyond-proven by our contented buyers and sellers who are willing to reward far more than due fees or shares.
- We practice Buyer & Seller agencies to minimize competition and encourage co-agency where respective agencies get to collect full fees from their respective clients wherever possible, paving its way for improved networking.
- Niche marketing- continuously identifying a void in the market place paving its way to unique selling proposition.
- Sharing our knowledge and success stories to our Associates and fellow Estate Agents bring greater co-operation than the competition.
- We had successfully worked in tandem with our mission statement.
- To identify “black gold properties by exploring distinct potentials of investment and income generating properties for our friends and clients, and to be a specialist in the disposal of distressed properties for Financial Institutions, Liquidators, Receivers and Managers & Official Receivers.

Size does not matter

- To rank small and make a difference in the fraternity.
- We have been able to make inroads into this niche market segment due to our focus in providing professional Real Estate services mainly to Distressed Property selling, where we get the opportunity to work on unresolved property transactions.

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MILLION DOLLAR REAL ESTATE “ROOF TOP” ACHIVERS

Wong Yau Long commenced his career in real estate eight (8) years ago. Through the years, he has proven himself successfully in the residential sector and has since become a specialist in Desa Park City. He continues to work hard and has also ventured into the primary market. Now he has taken on the leadership role and responsibilities in leading a young and dynamic team of negotiators.

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**ALBERT TAN
PING PROPERTIES**



Calendar of Events

"In the business world, everyone is paid in two coins: cash and experience. Take the experience

~Harold Geneen

OCTOBER	5th (Sat)	36th Annual Dinner / Awards Night
	26th & 27th (Sat & Sun)	Negotiators' Training Programme
NOVEMBER	23rd & 24th (Sat & Sun)	Negotiators' Training Programme
DECEMBER	14th & 15th (Sat & Sun)	Negotiators' Training Programme

Dates are subjected to change. Please contact the secretariat to confirm.



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



NIGHT OF RECOGNITION

5 OCTOBER 2013

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