



D'REAM

Real Estate Agents Malaysia

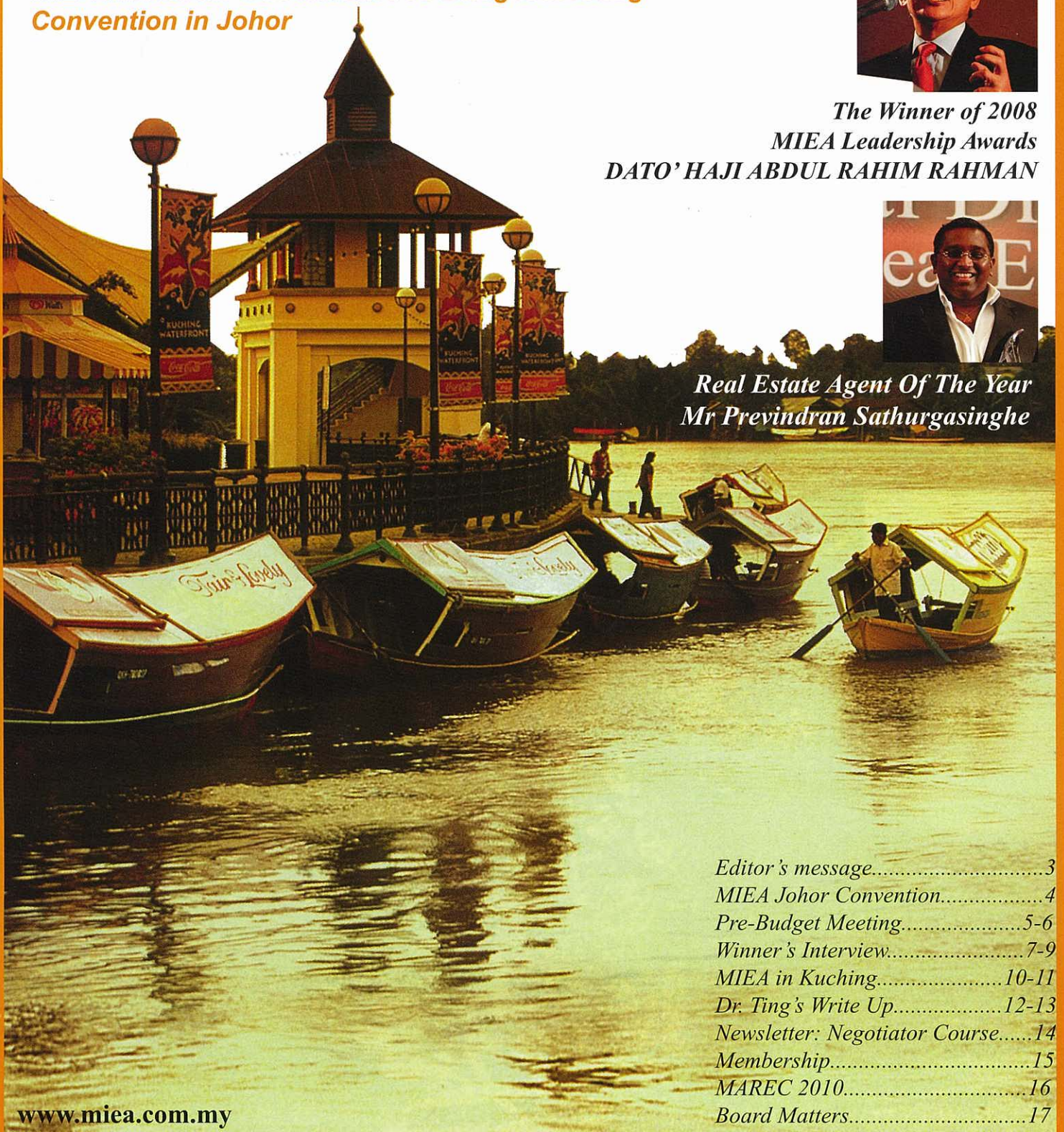
Special features:
MIEA invited for Government Pre-Budget meeting
Convention in Johor



The Winner of 2008
MIEA Leadership Awards
DATO' HAJI ABDUL RAHIM RAHMAN



Real Estate Agent Of The Year
Mr Previndran Sathurgasinghe



<i>Editor's message</i>	3
<i>MIEA Johor Convention</i>	4
<i>Pre-Budget Meeting</i>	5-6
<i>Winner's Interview</i>	7-9
<i>MIEA in Kuching</i>	10-11
<i>Dr. Ting's Write Up</i>	12-13
<i>Newsletter: Negotiator Course</i>	14
<i>Membership</i>	15
<i>MAREC 2010</i>	16
<i>Board Matters</i>	17

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“The Oscars have finally arrived for Real Estate Professionals!”

reported Property Buyer magazine in its July, 2009 issue.

“30 years after its official registration in 1977, the independent body representing all Registered Estate Agents in Malaysia (Malaysian Institute of Estate Agents) has finally moved formally to recognize outstanding achievement and contribution of its members in the Real Estate Industry.” Now, that’s a very powerful statement of change that is taking place for an industry that had seen many of our fellow colleagues successfully negotiated multi-million Ringgit Malaysia property deals. It is not just viewing property, it requires a lot of research and gathering of facts and figures cumulative to formal presentation to meet Client’s needs that make such transactions possible.

We would like to thank Dato’ Abdul Rahim Rahman of Rahim & Co (Winner of the MIEA Leadership Award) for granting us an interview and share with us his 40 years of experience in the real estate industry. In this issue, we are very happy to spent sometime to find out how to be a millionaire from Mr Previndran Sathurgasinghe, the MIEA Real Estate Agent of the Year 2008 !

Looking East to Sarawak, we visited Kuching to meet up with Mr Aubrey Chan Yaw Kwong of Borneo Real Estate for an insight into the real estate development there. Interesting to note that the development clock has not stopped during this time of global economic slowdown. For your information, FIABCI 2008 Property Man of the Year winner Datuk Hasmi Hasnan of Naim Cendera Holdings Berhad head office is in Kuching although his business span in many countries worldwide. They are embarking on a “Mid-Valley like” development in Kuching soon.

Moving South to Johor and for the first time in MIEA history the present President, Julie Wong is spearheading the idea of having a convention in Johor and this have been finalise. We are having the team of committee members of MIEA Johor organizing a MIEA Johor Convention to be held on October 31st to November 1st, 2009 A total of 10 CPD points applied. We shall have a look at the Southern Corridor development. Our associates from Institute of Estate Agent, Singapore will be there too.

CREN or Certified Real Estate Negotiator course is undergoing improvement with a new syllabus set to be introduced soon in preparation for the professional services liberalization by the year 2012. We invite all illegal Real Estate Negotiators out there to enroll for this course with MIEA and get registered !

Have you collected your MIEA membership card ? ... don’t leave home without it.

Thank you and Cheers for now.

From the Editor’s desk



Erick Y.T. Kho



Erick Y.T. Kho
Editor



The Institute Theme “**UNITEDREVELANTPROGRESSIVE**”

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 common goal of 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 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 institute by participating in committees, programmes and do 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 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 consideration for publication elsewhere. A copy of manuscript together with original figures, tables and 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 or reproduction. Illustration such as maps, pictures, etc must be submitted with a copy of original photographs and clearly marked and captioned for clear reproduction.

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

D’ream is acronym for
“The Real Estate Agents, Malaysia”.
D’ream is published by The Malaysian
Institute of Estate Agents (MIEA),
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Johor MIEA Convention Oct 31st & Nov 1st' 2009

For the first time in MIEA history, we have decided to hold a Real Estate Convention outside Kuala Lumpur for the benefit of members from various states.

MIEA Johor Convention 2009 shall be held in Johor Bahru with the following:-

Theme : Iskandar Malaysia - The Rise of A New Metropolis

Date : October 31st & November 1st '09

Venue : The Puteri Pacific Johor Bahru Hotel
Permata Ballroom

CPD point : 10 points applied

Fees : RM400.00 MIEA / IEA ordinary member, affiliate members and CREN RM500.00 Non- members.

Organisers : MIEA Johor Branch & Institute of Estate Agents Singapore

Main Sponsor : Iskandar Investment Berhad (IIB)

The Objectives of this convention are as follows:

- A) To work together with the Federal and Johor State Government in promoting Iskandar Malaysia as strong and sustainable metropolis of international standing.
- B) To provide progress updates on the developments taking place in Iskandar Malaysia especially to the target group, ie. Individuals companies and organizations related in real estate industry.
- C) To provide information and platform to clear certain negative perceptions pertaining to Iskandar Malaysia.
- D) To provide opportunity for key players/developers from each of the 5 zones to highlight on their current and future developments.
- E) To provide great business opportunities to all real estate practitioners/investors to get in touch directly with all the key players in Iskandar Malaysia.

In view of the above mentioned objectives, the programmed have been arranged as such:

First Day: October 31st, 2009 (Saturday)

Topics/Issues to be discussed: For the first time in history, speakers representing all the key player in Iskandar according to the 5 highlighted zones from Zones A to E in Iskandar Malaysia to give talks on the progress updates, current and future plans in their respective field.

Prominent speakers/representives from:

- Iskandar Regional Development Authority
- Iskandar Investment Berhad
- Uem Land
- Danga Bay Sdn Bhd
- Johor Corporation
- Port of Tanjung Pelepas Authority
- Senai Airport Authority

Second Day: November 1st'2009 (Sunday)

- “Johor State Investment Trend and Environment”
Johor State Investment Centre
- “Johor Investment Opportunities in Johor”-
Mr Ho Chin Soon
- “Integrated Resort (IR) in Singapore and how both IR and IM compliment each other”-
Representing from IEA
- “Dare to Sell”
-Billie Lim (Founder of Dare to Fail)
- “MM2H”
- “Foreigner Land Ownership in Johor State”
Mr Andrew Wong, solicitor & advocate
- “Marketing Malaysia Internationally”
Mr Previndran Sathurgasinghe

Lim Boon Ping
MIEA Johor Chairman

New president upbeat on spin-off conventions

By EUGENE MAHALINGAM
eugenec@thestar.com.my

PETALING JAYA: Malaysia Institute of Estate Agents (MIEA) president Julie Wong may be new in her post but she has kept busy from day one of her appointment on Apr 25, scheduling courses and conventions to help raise the standard of real estate agents in the country.

Wong said she wanted smaller versions of MIEA's annual Malaysian Annual Real Estate Convention (MAREC) to attract a wider audience and help bring in additional revenue for the institute.

"We will be organising this spin-off convention from Oct 31 to Nov 1 in Johor. When we organise MAREC, the participants are mostly from the Klang Valley.

"By having an event like this further south, we can attract participants from the south of Malaysia and even Singapore," she told StarBiz.

The Johor convention, themed Iskandar - Rise of the Metropolis, would focus on the prospects of Iskandar Malaysia and was targeted to attract up to 300 participants, she said.

Wong also plans to organise a



Julie Wong - "we want to organise a Sunday Property Mart" one-day convention in Penang in March and mini courses for negotiators later this month and early September. She held her first negotiators' course in May.

She also hopes to organise bi-monthly luncheons in cafes or restaurants that would be open to members of the institute and even the public.

Wong also wants to assist developers that are having problems "clearing their inventories".

"A lot of developers have small pockets of property that are not

sold and it is usually a waste of time to hire marketing experts to sell off these units. So we want to organise a "Sunday Property Mart" where buyers can preview these unsold units on weekends. At the same time, we will try and push sales for the developers."

Wong said the event could be held in a multi-purpose hall or an outdoor tent.

"It's still in the planning stage but we hope to have our first property mart by December," she said.

To enhance the image of real estate agents, Wong said the MIEA also intended to collaborate with Malaysia Property Inc (MPI) to help educate and train potential realtors.

"We hope to collaborate with the MPI and market courses such as CIPS (Certified International Property Specialist) and CRS (Certified Residential Specialist)," she said.

The MPI, a joint public-private sector initiative, was recently set up to attract foreign investments to the real estate sector over the next 10 years.

"This is a good profession to make money. If one is focused and determined, one can be successful in this line," said Wong, who has

over two decades of experience in selling residential, commercial and industrial properties and leasing of land.

She said estate agents should "think outside the box" to be resilient, especially with the current global economic downturn.

"They should do things differently, and if they have the finance, they should try to venture outside Malaysia and sell overseas."

Under Wong, the MIEA also organised its inaugural National Real Estate Awards in June. She said it was a great achievement for the institute and that the awards would make a great benchmark for successful realtors.

"It's our first award and we feel that we can improve on it and attract more participants in the future. For the winners, it's a great recognition when they want to market themselves."

Wong also said a rebound could already be seen in the local property sector.

"People are already starting to buy properties. This is especially for units worth RM600,000 and above."

"High-end developers, especially, should not be afraid of selling now," she said.

MIEA
In the
NEWS

... first
property
mart by
December '09
Julie Wong

MIEA REPRESENTED FOR THE FIRST TIME AT THE PRE BUDGET CONSULTATIVE MEETING WITH MINISTRY OF FINANCE

On 13th of August 2009 MIEA was represented through MPI to discuss issues pending to the Pre budget issues faced by our Industry. The meeting was chaired by the Deputy Minister of Finance YB Dato' Wira Chor Chee Heung. I represented Malaysia Property Incorporated (MPI) and MIEA and presented the following views for the consideration of the Finance Minister.

"The Real Estate Sector contributed RM88 billion to the economy in 1998 and approximately 60 % or 52 billion of the value was contributed by Estate Agents in the country. We have never been invited for any pre budget meetings in the past and we appreciate the fact that we were invited this year. We would like to urge the MOF to include the Malaysian Institute of Estate Agents (MIEA) which is the only organization that represents Estate Agents in the country in future dialogues both under the services sector and the construction sector.

The challenges we face are as follows and would like the Minister to consider the following;

1. SERVICE TAX

- There are about 1,525 registered estate agents in the country and more than 80% face problems in the collection of the service tax. Firstly the home owners are not aware that they have to pay service

tax on the fees and secondly the onus of collection is in the hands of the Estate Agents. Most of the time the Estate Agents will pay out the service tax from their fees which have already been reduced since 2000. This is grossly unfair to estate agents. The customs department should review the collection and find new mechanisms in collection.

PROPOSAL

We propose that the government find an effective way to ensure that all property owners pay the service tax through the lawyers just like in the collection of property gains tax. This will be more effective and practical. The customs department should also educate the public at large on this matter.

2. ILLEGAL ESTATE AGENTS

This is a serious issue and this matter has been brought up to the Minister and all members of Parliament. The menace of illegal estate agents is serious and the government is losing millions in tax and service tax revenue. Please find a press release on this issue attached for your understanding.

PROPOSAL

The government should emphasis on the menace illegal's estate agents and damage they are doing and that the government will take action as per the Act. This will help the public understand the

problems and they can be protected from being cheated.

3. THE PROFESSIONAL FEES

For sale of property prior to 2000 the Estate Agents was collecting a fee of 3% on the first RM500, 000 and 2% on the residue. After 2000 the fees was reduced to 2.75% on the first RM500, 000 and 2% on the residue with an allowable discount of not more than 30%. MIEA has made various representations to the Board of Valuers, Appraisers and Estate Agents and we have been promised that the amendment to the act will be made soon. We would probably be the only professional body where the fee has been reduced while the cost of living has been going up by the year.

PROPOSAL

Since the act is pending for an amendment we would like to urge that the government to fast track the increase in the fees at this budget and this will add revenue in service tax collection and help develop boost the profession. It is important to note that our fees are one of the lowest in the region

4. STAMP DUTY WAIVER

Currently the government is only giving benefits to purchasers of new developments. It would be an interesting idea to look at how we can boost secondary market sales

PROPOSAL

To boost secondary property market sales we propose that the government look at waiving stamp duty for purchase of the first completed unit (secondary market)

5. NAPIC INFORMATION

Currently a Real Estate Agent need to pay RM2,500 to RM3, 500 per month to purchase transaction records either in Selangor or Federal Territory. It is important to note that 95% of Estate Agents do not purchase this information due to the high cost.

PROPOSAL

It is our proposal that that Napic information be MADE readily available for the stake holders and as such the prices must be affordable. It is our suggestion that the price per transaction be reduced from RM0.50 to RM0.25 for estate agents and valuers so as to enable us to perform our work more effectively and to present correct values to home owners.

6. MM2H

The law requires all estate agents to be qualified and to be registered with the Board of Valuers, Appraisers and Estate Agents and to renew our authority to practise every year. We are trained and authorized by the government to sell real estate. However the MM2H ruling states that to be an MM2H agent one has to set up a new company with a paid up capital of RM100, 000 with a separate office even for an estate Agent. This rule can be applied for others but not for an Estate Agent as it is conflicting our role.

PROPOSAL

That this rule is withdrawn and that any Estate Agents can be appointed on other conditions except not having to set up a new company with a paid capital of RM100, 000 and to use their current office. This will augur well for the building industry as estate

agents will be able to play a more positive role in promoting MM2H

7. REGISTRATION OF NEGOTIATORS

Currently the real estate fraternity employs over 25,000 real estate salespeople called negotiators throughout the country. They are the ones who represent the 1,525 estate agents to sell and rent the various properties in the country. Anyone can become a Negotiator and are now not controlled and are acting on a free for all basis. In all other parts of the world they have to sit for and exam i.e. is qualified before going into the market. This has affected the professionalism of the industry and the level of service that is being given to the public at large. This is now totally left to the practitioners to help upgrade the standard.

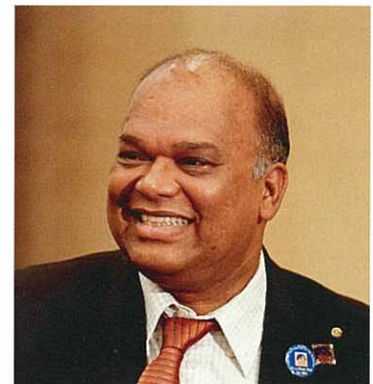
PROPOSAL

MIEA has over the many years registered over 2,500 certified real estate negotiators after they have undergone a course and an oral interview; however this has not been mandatory. We would like the government to make it mandatory for all real estate sales people to undergo a 30 to 40 hour course and to pass an exam before they are allowed to join a real estate firm and to sell properties as practised in many other developed countries. This will help improve the standards of practice and to alleviate the professionalism of the industry. It is also important that by doing so the public at large will be better represented and their interest will be taken care of. The Board of valuers, Appraisers an Estate Agents has no objection towards this registration exercise and we have done a working paper to this effect which has been well received by them. However, there would not be any bite if the government does not endorse this

idea. We propose that the government will make it compulsory for all real estate sales people who before being employed by a firm pass an exam and that they renew their certificates every year. This responsibility is given to MIEA as they are stakeholders of Negotiators.

These are the ideas that was shared and presented to the Deputy Minister and all representatives from the various government departments. I am happy to say that we have asked the ministry of finance that we be included in future meetings of this nature.

Thank You



K. Soma Sundram
Director MPI &
Immediate Past President MIEA

MIEA Leadership Award Winner

Dato' Haji Abdul Rahim Rahman

Founder of Rahim & Co.

On July 27th 2009, my colleague Ms Kayte Teh and I went to Rahim & Co's head office at Menara Uni.Asia, No. 1008 Jalan Sultan Ismail, Kuala Lumpur. We arrived there 10 minutes before the 11am appointment because this Company has a professional service accredited with ISO 9001:2000. Dato' Hj Abdul Rahim Rahman was there to welcome us with a warm handshake and an offer to show us around the office that occupied the whole 17th floor. Already impressed with the reception, we were shown various departments in valuation, real estate negotiator, administration, his two secretaries and finally his office.

Well, Dato' is actually an easy going man with a kind heart too. As the interview was going on, his Accountant came in to inform that one of the staff's husband passed away that morning and they are all going to visit her. He immediately asks to pass the hat around and offer to top it up to RM1,000.00. This is a good boss to work with!

Here are the texts of interview that we would like to share with you.

Q. The panel of judges picked their choice and the decision is unanimous, Dato' Rahim, you are the winner. How do you feel having been given this recognition by MIEA?

A. *I felt honoured to be given the award especially since it is the inaugural award by MIEA. At the same time, I also felt humbled, as I am sure that there are many other people who deserve the award.*

Q. As the Founder of Rahim & Co, one of the largest Real Estate Consultancy firms in Malaysia with 16 offices in Malaysia and through association with Savills Plc with 200 offices worldwide, it seems to us that Dato' has covered every shore there is to do business.

Can you tell us a bit about yourself and Rahim & Co's history?

A. *After completing my sixth form in Penang Free School, I had the opportunity to continue my studies on a Government scholarship in the UK in 1962.*

After completing my studies, I worked as a Valuation Officer at London Borough of Hounslow which was the beginning of my exposure to the real estate industry.

When I came back in 1968, I served the Government for 5 years, first as a Valuation Officer in the Valuation Division of the Treasury (now JPPH) and later seconded to the Malayan Railways as Properties Manager. I left the Government service in 1973 and joined Bank Bumiputra Malaysia Berhad as its Properties Manager.

On 1st December 1976, I founded Rahim & Co – with a capital of RM10,000 from savings and an overdraft of RM30,000 from Bank Bumiputra.

When I started the business, there were no rules and regulations governing the real estate industry except those established by the Institution of Surveyors Malaysia. There was no licensing requirement and everybody could become an estate agent – therefore we had to compete against a lot of "coffee shop" brokers. We opened our first Rahim & Co branch in Kuantan in 1977 and we now have 16 offices nationwide including Kuching and Kota Kinabalu.

Through our association with Savills (who have more than 200 offices) we are able to do business worldwide. It is my ambition that the Company provides a one stop comprehensive real estate consultancy covering all aspects of professional services in all our offices.

Q. What are your views on the current state of affairs on the

Estate Agency Practice? How can we improve it?

A. *The estate agency practice in Malaysia has come a long way. It is now properly regulated by the Board of Valuers, Appraisers and Estate Agents, Malaysia.*

In order for the profession to continue to grow and be respected, the estate agency fraternity must strive to always be professional in their practice.

Unfortunately, the profession has to contend with a lot of unlicensed and "coffee shop brokers". MIEA together with the Board must consistently work towards getting rid of unlicensed brokers and estate agents in order to safeguard clients and consumers.

Q. You are a member of MIEA. Do you think MIEA is doing enough for the profession and its membership?

A. *MIEA has grown from strength to strength. The Committee has worked hard to provide the necessary services to the membership, so keep up the good work.*

Q. What are the major challenges estate agents will be facing once market liberalization (come year 2012) takes place; and advent of Globalization. What should we do now to face these challenges?

A. *Globalization is here to stay. Our Prime Minister has also opened doors for liberalization in order to improve Malaysia's standing in the world business community.*

Estate Agents will not be spared from the effect of liberalization. In most developed countries, shareholding of real estate companies are not limited to licensed estate agents. They are therefore able to tap capital from the market place.



Interviewed by Erick YT Kho & Kayte Teh

“Anything worth doing is worth doing well”

Dato’ Haji Abdul Rahim Rahman

in Malaysia, the laws and regulations related to the real estate practice including valuation and property management were formulated from British regulations but unfortunately when the British changed their laws, we refused to. So whilst British firms can tap capital from the market place such as being allowed to go public, until today we are not allowed to have shareholders who are not valuers or estate agents.

We have wanted to change this regulation for a long time, but until today we have not done so. So what is the effect? Firms from Britain are able to open offices worldwide but due to lack of capital, Malaysian firms are not able to do so. I therefore urge MIEA to press for implementation of opening up of the shareholding so that we can compete against the onslaught of the foreign firms coming to our shores.

Q. This might sound sensitive but we feel it is important to get your positive view on this question, i.e. we all know that there is this big gap or mistrust if I may use the word between Valuers and Estate Agents. How do you think we can bridge this gap?

A. *I personally do not have any problem with this so call “mistrust” as I have partners who practise only estate agency as well as partners who are valuers. However, I do realise that this “gap” does exist.*

This gap is present due to historical reasons when the Board was first established due to differences in qualifications etc.

I think this gap can be bridged over time by having more dialogue sessions between the two groups through their respective professional organisations.

Q. What do you think are the major reasons why over 90% of estate agents remain small meaning with less than 20 negotiators and how can they change their mind set to grow big?

A. *One main reason why estate agency firms have remained small is due to lack of capital. The same applies to valuation firms.*

In my opinion, there is no harm in allowing up to 49% of the shares of an estate agency/valuation firms to be held by non-licensed valuers/estate agents as long as the practice is supervised and controlled by licensed valuers/estate agents.

Q. What are your views to combat illegal estate agents? Looking at this from the perspectives of the Governing Bodies; Rules, Law & Enforcement; definition of this Profession Works & Commission Structure.

A. *The laws related to combating illegal estate agents are already there. What needs to be done is stricter enforcement followed by stern actions.*

Q. Without being political on this issue, MIEA has set a vision in forming its own Board, what advice do you have on this goal.

A. *My own view on this is that there is no need to have a separate Board. I think we should look towards allowing estate agents and valuers to practise under one umbrella meaning a valuer can have an estate agent as a partner and vice versa.*

Q. Although MIEA is there for registered real estate agent, there are many who are sitting on the fence as to whether they should become a member. What advice do you have for them?

A. *All registered estate agents should be encouraged to become members of MIEA. MIEA itself should work harder in getting registered agents to be its members.*

Q. Sad to admit this but it is true to a certain extent. How do you think Dato’ that our profession can grow to be respected and recognized like many other professions.

A. *Today’s consumers and clients are educated and they demand high levels of professionalism. The professions therefore need to strive to meet these demands. Continuous professional education and courses are important.*

Q. What are your goals for Rahim & Co in the immediate, mid and long term?

A. *Immediate goal – strive to be the best in the market place in term of competitiveness and professionalism.*

Mid term goal – to be a regional player.

Long term goal – together with our associates, to be able to provide advice and real estate services on a worldwide basis.

Q. What has been your greatest challenge of your career and what are you most proud of?

A. *The greatest challenge is to get the confidence of clients not just in Malaysia but clients from overseas.*

I am proud that I have been able to continue to be in practice since setting up the firm 33 years ago and have survived 3 recessions. I am also very proud of my colleagues and staff in Rahim & Co many of whom have been with me for more than 20 years. The success of the firm is not just due to me but a great part of the success is due to the dedication of my staff. I

am also proud that two of my children work in the firm.

Of course, I am also thankful to the Government, first of all, for giving me the opportunity to study overseas and to come back to a country that is peaceful and progressive where people of different creed, races and religions can work together harmoniously.

Q. What are your passions in life and would you like to explore other interest given the opportunity to wind back the clock? If so, what would they be?

A. *I am blessed with a wonderful family; my wife, my four children and a grandchild. I try to spend as much time with them as possible.*

Because of the opportunity that I have been given, I also try and give back by helping the less fortunate especially people from Kelantan in particular Pasir Mas where I originated. In term of leisure, I still play a little bit of golf.

Q. Is there anything Dato’ would like to share with MIEA members in general and MIEA Council of Management in particular?

A. *A big thank you to MIEA Council of Management for honouring me with the award. If MIEA members continue to work as a team, there is no reason why it cannot grow from strength to strength.*

On behalf of MIEA Council of Management ‘09 & MIEA Members..... Thank you Dato’ Rahim



Dato’ Hj Abdul Rahim Rahman

Winner of MIEA Estate Agent of the Year 2008

We have often heard this man said this and I quote "I am very proud to be a Real Estate Agent". He had only involved in this business for 6 years, very young and energetic ... Ladies and Gentleman, please allow me to introduce the top agent in real estate negotiation who won the MIEA Estate Agent of the Year 2008 Award ... the one and only Mr. Previndran Singhe.

Q. The panel of judges picked their choice and the decision is unanimous, Mr. Previn, you are the winner. How do you feel having been given this recognition by MIEA?

A. It is humbling and indeed an honor to be given this recognition as they are many other deserving estate agents out there as well.

Q. What do you believe are the success factors to be a successful Real Estate Agent?

A. Hard work, be client centric, has a great team and think out of the box. As the Founder of ZerIn Properties, and in just 6 years, you had set up offices overseas in Singapore, Australia and London. You concluded deals that are not just million in Ringgit Malaysia but Billion.

Q. What are your success factors in negotiating such big deals?

I think having a good team is important. Secondly, is to make sure all the angles of the deal is covered and thirdly is to remember you are an estate agent, you cannot control the weather so don't worry about items not in your control.

Q. What are your views on the current state of affairs on the Estate Agency Practice? How can we improve it?

A. The industry has already come a long way, thanks to MIEA. We are already being looked upon as property experts and the knowledgeable ones on locations, values etc. In order to move forward I think we need to improve service levels, CPD and of course to embrace technology.

Q. You are a member of MIEA. Do you think MIEA is doing enough for the profession and its membership?

A. Yes, it is but does not mean it should just stop here. I think getting our MLS systems, implementing the Estate Agency Standards and working towards eradication of illegal estate agents will be the next steps that MIEA will need to focus on.

Q. What are the major challenges Estate Agents will be facing once

market liberalization (come year 2012) takes place; and advent of Globalization. What have you done to face these challenges?

A. Obviously the challenge of liberalization will be to keep up with estate agencies from more developed nations coming in to set up shop and expanding their footprint in Malaysia. To overcome this, we are working hard to improve the skill set of our team members and our technology providers for us to be on par with them. On globalization, we ourselves opened offices outside Malaysia to establish a footprint in other countries

Q. In Malaysia today, over 90% of Estate Agents remain small meaning they employ less than 20 negotiators, what are your comments on this?

A. As proven by Mr Govin of GDS, small is beautiful and lucrative. In this business, size of the company is not important

Q. What are your views to combat Illegal Estate Agents? Looking at this from the perspectives of the Governing Bodies; Rules, Law & Enforcement; Definition of this Profession Works & Commission Structure.

A. I think it needs collective effort of all estate agents. If we all identify an illegal estate agent, make a police report on them, as a registered estate agent and pass the report to MIEA and BOVAEA together with an official complaint. That is the least we can do. We then need to engage BOVAEA to combat this further. We also need to address the issues to MOF directly to advise them on the impact of illegal agents onto foreign purchasers etc.

MPI is also recommending the usage of Registered Estate Agents only which is a good start for us.

The best solution for the above is for us Estate Agents to have our own Board.

Q. Sad to admit this but it is true to a certain extent. How do you think that our profession can grow to be respected and recognized like many other professions?

A. CPD and education

Q. What are your goals for ZerIn Properties in the immediate, Mid and Long term.

**A. Immediate - to develop my team further
Mid - to establish ourselves as a Regional Real Estate Agency
Long - to establish ourselves as an International Real Estate Agency**



Previndran Singhe
MIEA Convention Chairman

MIEA Chairman Convention

Q. What has been your greatest challenge of your career and what are you most proud of?

**A. Challenge - to convince international buyers that Malaysia is the best destination to invest in
Proud - to convince an International Buyer to invest over USD100M in Langkawi**

Q. What are your passions in life and would you like to explore other interest given the opportunity to wind back the clock? If so, what would they be?

A. My passion is of course real estate. Other passions include cooking and reading. I don't think I have anything else I would like to achieve if I could turn back the clock except to spend more time with my Family

Q. Is there anything that you would like to share with MIEA members in general and MIEA Council of Management in particular?

A. We are the best source of information in the property industry. The challenge is to let the public know about us and that we have information. This is what MIEA needs to do now.

On behalf of MIEA Council of Management 2009 and MIEA Members, we would like to thank you Mr Previn. We are also happy to note that your contribution to MIEA as the Chairman of MAREC 2010 will see much of your innovative ideas and contributions being translated to the advancement of the Real Estate Profession in this era of "CHANGE".





Kuching City

Aubrey Kwong

Economy

Sarawak has an abundance of natural resources. LNG and petroleum have provided the mainstay of the Malaysia federal government's economy for decades while State of Sarawak only gets 5% royalty from it. Sarawak is also one of the world's largest exporters of tropical hardwood timber and is the major contributor to Malaysia exports.

With such vast land expanse, Sarawak has large tracts of land suitable for commercial agricultural development. Approximately 32% or about 40,000 km² of the state's total land area has been identified as suitable agricultural land. The main commercial crops are oil palm, which has been increasing steadily over the years, sago and pepper.

The availability of vast competitively-priced land and rich reserves of natural resources has made Sarawak an attractive choice for manufacturing operations among investors.

Sarawak

Property

Market Report

Sarawak, being the largest state has a population of over 2,500,000 and enjoys a relative modest growth.

The second year of 2009 saw some positive changes that may help to alleviate the currently stagnant property market. In addition to low interest rates, the government's stimulus packages may serve to boost consumer sentiments and encourage spending.

However, despite the above factors and that price of new residential and commercial properties have remained relatively unchanged since the end of 2008, there has not been any clear increase in property sales. Developers are still very cautious with most developments

still being held back. There has been a drop in launches compared with the same period a year ago for the major towns in Sarawak except for Samarahan and Miri with the former having a surge in affordable housing. Consumer interest is generally centered on lower end and high end properties while the middle tier (properties between RM400,000 to RM600,000) appears to enjoy less interest. Supply of most major types of properties still outstrips demand. However, demand for existing residential and commercial properties within prime areas is still strong, ensuring that such properties still command premium prices.



The occupancy rate in the retail sub-sector registered 78.4% lower than 91.9% achieved for 2007. The combined new shopping complexes, namely, The Spring, Boulevard Shopping Complex, Green Heights Mall and Prescint 88 n Kuching; and Delta Mall in Sibu added another 79,895 sm to the existing stock in 2008. The purpose-built office sub-sector also noted a slight decline at 89.3% compared to 89.5% in 2007. Sarawak recorded completion of 2 new office buildings, namely Harmony Court and Wisma DUBS, totaling 5,389 sm

The property market performed comparatively well in Sarawak in 2008 with a substantial increase in the volume of transactions by 47% whilst the value of total transactions increased by 52.1%. In terms of market

Performances of the sub-sectors were mixed with the sub-sector of developmental land recording increase of 171.6% in volume whilst the industrial sub-sector led in value with 127.1% increase.

Prices of houses and shops remain largely stable whilst rentals recorded increases of between 3% and 12% in the major towns of Kuching, Miri and Bintulu.

Property overhang for 2008 fared better than 2007 with residential surplus increasing by only about 3.8%, mostly comprising condominium/apartments. Overhang for commercial units were reduced by 6.7% for completed units and 49.3% for units under construction whilst overhang of industrial units remained static.

Sarawak features

- Largest state with population over 2,500,000
- Rich reserved of natural resources
- Government's stimulus low interest rates



Aubrey Chan

Pro-tem Chairman Sarawak

MIEA in Kuching



Kuching Development News

Other Development News

Another flyover will be built across Jalan Song – Jalan Tun Jugah at a cost of RM75 million with works to commence by 2nd week of June. The 2-lane each way flyover will be in the direction of Airport-Kuching and Kuching-Airport. The works would be undertaken by M/s Global Up line which has undertaken the Kenyalang Interchange and the New Airport Road recently.

The wet market at Gambier Street will be turned into an esplanade, with works commencing in June 2009. Once completed, the RM7 million esplanades would stretch over one KM, from the front of the Hilton Kuching to Ban Hock Wharf, as well as across the river to ensure uniformity in the beautification process.

The beginning of 2009 saw the official opening of a new major hotel near the Kuching International Airport, namely the Four

Points Sheraton Hotel. With 1 more major hotel within the Kuching CBD slated to be opened soon and another major hotel currently under construction next to the new Kuching Convention Centre.

Between now and 2010, the hotel sector in the Sarawak state capital of Kuching is expected to see an increase in its hotel room stock by at least 2,000 units, with the high-end hospitality sector contributing not less than 80% of the total additions of hotel rooms.

It is noticed that Kuching, akin to the rest of Sarawak, has many leisure accommodations in the form of budget inns occupying mostly shop houses, hostels, lodging and rest houses but few purpose-built hotel buildings. In recent years, there has been a spurt in small, boutique style quest houses with local elements of design, offering basic but clean and sleek facilities in Kuching, to cater for the

budget travelers looking for an authentic feel of Sarawak.

Property News

Despite the drop in interest rates for housing loans to an average of 3.5% after the adjustment in the Base Lending Rate to 5.55%, potential house buyers are still cautious about making property purchases due to fears of income security amid a deteriorating economic outlook. On the other hand, those financially sound prefer to wait a while longer to snatch up better bargains in the coming months. Landed properties have not been as much affected as luxury condominiums which have experienced a 15% to 20% decline in demand and expected to further go down by 30% to 40%.

Council of Management Meeting in Kuching



The Council of Management and all MIEA members would like to wish all the Muslim friends and fellow colleagues

‘Selamat Hari Raya’



MIEA Joint Collaboration Project with Associate Professor Dr. Ting Kien Hwa

What works in real estate marketing? An estate agent's perspective

...Continue from previous D'ream Issue (Conclusion)

(b) Current use of promotional tools

To gauge the popularity of the promotional tools among the estate agents, the respondents were asked to disclose the frequency with which they employ. Specifically, they were asked if their use of each outlet was best characterized as always, almost always, frequently or not at all.

To provide weightage to the responses, the responses were assigned the value of 4, 3, 2, 1 and 0 for the responses respectively. The resultant mean values are shown in Table 3.

The results show that advertisement is currently the most popular means of promotion although its mean value is very close to the second which is signages. The ranking for number 1 and 2 are fairly close to each other. Business cards play an important role and perhaps it serve as an important introduction when face-to-face contacts are made. New promotional tools such as internet and emails took up position four and five respectively reflecting its importance in the current modern day marketing practices.

Promotional tools which are less frequently used, in declining order, are personality promotion (e.g. movie stars, singers), radio and television.



Table 3: Current use of promotional tools.

Promotion Tools	Always	Almost always	Frequently	Infrequently	Not at All	Mean rating
Signages/signboards at subject property	48	23	12	1	1	3.36
Advertisement/Newspaper classified section	48	21	15	2	2	3.26
Emails	43	13	20	8	2	3.01
Internet / websites	39	17	16	6	4	2.99
Business cards	40	12	16	8	3	2.99
Flyers	22	18	15	20	5	2.40
SMS/MMS	23	15	14	15	10	2.34
Direct mailings	14	16	18	20	5	2.19
Advertisement in weekly publications (eg. The Edge)	9	8	12	30	20	1.44
Show house/model house	6	7	13	24	19	1.38
Open house	6	5	14	32	17	1.34
Invitation/tea party	8	3	8	24	22	1.25
Property exhibitions	6	5	11	17	25	1.22
Promotional booths in public areas (e.g. shopping centres, LRT station)	6	3	8	18	33	0.99
Trade exhibition	3	3	10	20	29	0.94
Promotional items (e.g. pens, calendars)	2	3	10	21	31	0.87
Community event sponsorship	2	5	6	18	37	0.78
Personality promotion (e.g. movie stars, singers)	3	3	6	5	49	0.58
Radio	0	1	4	8	50	0.30
Television	0	1	3	9	51	0.28

(c) Planned changes in the promotional tools

In the third assessment of the promotional tools, survey participants were asked to disclose their planned use of promotional outlets over the next five years. Specifically, they were asked if their use of each tools would either increase substantially, increase slightly, stay about the same, decrease slightly or decrease substantially. The responses are assigned the value of 2, 1, 0, -1 and -2 for the above responses. The mean value for each tools are calculated and shown in Table 4.

An interesting finding emerges from the analysis, whilst signages/signboards ranked number one but the number of frequency for "increase substantially" is actually less than internet. Also the frequency of responses for email and signages/sighboards are the same. Clearly the respondents are indicating that they would be increasing substantially the use of internet marketing in the future. The new modern promotional tools i.e. emails and SMS now ranked third and fifth.

Table 4: Planned changes in the promotional tools.

Promotion Tools	Increase substantially	Increase slightly	Stay about the same	Decrease slightly	Decrease substantially	Mean rating
Signages/signboards at subject property	56	12	5	0	1	1.65
Internet / websites	58	16	4	1	1	1.61
Emails	56	15	6	2	1	1.54
Advertisement/News paper classified section	49	15	9	1	1	1.47
SMS/MMS	34	20	9	1	1	1.31
Business cards	35	21	9	1	2	1.26
Flyers	33	21	11	1	1	1.25
Direct mailings	27	19	15	1	2	1.06
Advertisement in weekly publications (eg. The Edge)	21	23	16	2	2	0.92
Open house	11	19	19	4	2	0.60
Show house/model house	12	15	19	2	4	0.56
Property exhibitions	10	18	20	2	4	0.52
Invitation/tea party	13	11	16	6	3	0.51
Promotional booths in public areas (e.g. shopping centres, LRT station)	7	13	22	7	5	0.19
Community event sponsorship	7	11	28	2	7	0.16
Promotional items (e.g. pens, calendars)	4	18	21	5	7	0.13
Trade exhibition	4	12	25	5	6	0.06
Radio	4	9	24	3	9	-0.08
Personality promotion (e.g. movie stars, singers)	5	10	22	5	10	-0.10
Television	2	8	25	5	10	-0.26



The use of television is expected to decrease substantially in the near future. Under the current unfavorable economic condition, this is expected as the use of television as a promotional tool is expensive and therefore the expected substantial decrease use in the near future. Similarly personality promotion which involves the hiring of singers and movie stars are deemed to be expensive and therefore an expected decline in its use in the near future.

Conclusion

Real estate agents have various choices of marketing options. However not all people can be reached effectively by the same medium. Most estate agents would use several options. In general, the more frequently used tools are those that are the most effective in influencing buyers' decisions.

In the real estate market, property marketers intend to inform and attract purchasers with the aid of mass media. Therefore it is important to understand to what extent purchase decision making is affected by the marketing media. By understanding the effectiveness of the various marketing options, property marketers will improve their decision-making process in the selection of the appropriate marketing tool or media.

The findings from the survey indicate that there is going to be an expected shift in the use of promotional tools in the near future whereby the traditionally popular promotional tool of signages/signboards will be complemented by new modern promotional tools i.e. internet and emails which will take on an increasingly important roles in modern real estate brokerage practices. Internet marketing will be the main future trend in the marketing of real estate.



Associate Professor Dr. Ting Kien Hwa
Head of
Center for Real Estate Research
Universiti Teknologi MARA



MIEA Newsletter

Maureen Cheah Negotiators Affairs Chairman

secretariat@miea.com.my

JUL / AUG '09

Negotiators' Training Course



Upon coming onboard the MIEA council of management and heading the Negotiators Affairs portfolio, Miss Maureen Cheah has wasted no time and immediately formed a very dedicated and efficient committee to help her achieve the goals and aspirations of MIEA to achieve its objectives for the betterment of the real estate fraternity.

Review of Syllabus for Negotiators Training Course

The committee, assisted by IPP Soma and other experienced councilors immediately got into gear and held many meetings, reviewing every aspect of the syllabus to try to provide a wholesome training package

for the negotiators in line with the MIEA training programmes. The new syllabus is currently being launched in stages and we are proud to announce that during the August 2009 Negotiators Training Course, some of the revised modules have been introduced and lectured by successful and experienced real estate practitioners. As the world is changing at such a fast pace, we need to equip ourselves with the necessary knowledge and skills to face the challenges that come with it, the committee is committed to update and improve on the syllabus in line with the latest changes on a continuous basis to give a value for money training to the negotiators. It is also our hope that all of the practitioners send their new recruits to MIEA for training and by doing so they can concentrate on other aspects of running their businesses and

also at the same time giving their much needed support to MIEA.

On 22-23rd Aug 2009, we held a course for the negotiators in Kuching and it was one of the most successful events held by us. We had 57 participants in total, of whom all are negotiators from various real estate agencies in Sarawak. These participants were full of vibrancies and their enthusiasms to learn were profound. At the end of the course, they told us



that this course was one of the best courses that they have attended. Thank you to the Sarawak practitioners for your kind support.

Negotiators Training Course

We have successfully conducted the 2-day Negotiators Training Course on a monthly basis at MIEA's premises since May 2009. Evaluations received from the participants have been very positive and encouraging and we wish to take this opportunity to thank all the practitioners who have sent their negotiators to attend this course.

Course Fees :- Non MIEA members and public Rm380.00/pax
MIEA members - Rm350.00/pax
MIEA members - Rm300.00/pax (2 pax & above)

ENROL NOW , CALL : 603-7960 2577

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MIEA Membership

Membership Updates...

Why Be A Member of MIEA?

- Recognition
- Affiliations
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- Free magazine
- Website
- Legal Advice
- Education & Training
- Source of Information
- Marketing & Networking
- Seminar Discounts
- Social Avenue
- Arbitration
- Government Legislation Updates
- Professional Awards
- Annual Conventions
- And more

Hi..Greetings from the desk of membership department.

Firstly...Congratulations to the Sarawak State Branch Protem Committee! And a big thank you for the wonderful time we had in Sarawak. It was most satisfying to see the new members signing up for the Sarawak Branch MIEA. We had a total of 4 new members from Sarawak on the very day history was made. We were very encouraged to see the applications from Sarawak even though the total number of estate agents is small.

Nevertheless, the good spirit and strong support goes to show that MIEA is united, relevant and progressive. We had achieved many good things for the industry and we will continue to chart new milestones. The MIEA Membership Committee needs your continuous support and commitment to drive the increase in the membership. We would like to see the increase in manifold the number of members to better represent the fraternity, to have One voice that's worthy and powerful.

We need a different approach to drive membership up in MIEA. Despite all our past effort in membership drive, aiming at explaining our MIEA benefits and objectives, even various contest like members get members and freebees etc. We are still having much difficulties in attracting the number of people to sign up and updating their subscriptions.

We would like to recommend a three prongs 3P approach to membership drive (sorry, its not the 3Ps in marketing);

1) Personal Relationship(PR) in recruiting Estate Agents and Valuers. It's the responsibility of All members to build good PR (Personal Relationship). Everyone needs to duplicate or triplicate the effort to know personally your

neighbouring, friends, contacts, co-broke estate agents. Rope them in as they become aware and to give support the cause of MIEA. Sign them up through the personal approach.

2) Pamper your estate agents or valuer friends, nurture them and guide them to the path of signing up as member of MIEA. Stay in touch with them with the latest news and development in MIEA. Give them the encouragement and motivate them to sign up.

3) Participate with them in the activities of MIEA, eg. Conventions, Seminars, CPD hours courses, Talk, Dialogue, Dinners, Gatherings etc. Get them and yourself involved in those activities, including their negotiators etc.

Lastly go around and ask anyone, 'Have you got your OM number yet? Sign up now. Be a MIEA member today!'

AND be Proud to be a MIEA member, use the MIEA in your names. Thank you and wish you all the best. See you at the Top.

MIEA Steward Ship KH
Membership Chairman
MIEA



Steward Ship

Be a MIEA member
Call: 603-7960 2577

Have you Paid Up yet!!!!

Membership Subscription

We have found that there are over 300 members who have not paid their subscription over the past 3 years and have continued to enjoy the privileges of member of membership. The council has taken a bold decision to sieve through the membership list and have removed the names of those who have not paid subscription for 3 years or more from the membership. However we also have another list of members who have not paid for year 2008 and 2009. Come December 31, 2009, we will have to clear the register again. We kindly urge those who have not paid, to make their payments as soon as possible to continue enjoying membership benefits.

Millionaires in the process. Millionaires in the process.

The Millionaire Real Estate Agent - MAREC 2010

Dear Friends,

As a pillar in the real estate industry in Malaysia, you know how lucrative yet complex the Malaysian real estate market has become. The property market in Malaysia is looking healthy and is likely to continue to evolve rapidly, bringing great sophistication and diversification to the industry. For that reason, you need to be in the inside-lane of this dynamic market.

I wanted you to be one of the first to receive notice of the MAREC 2010, Malaysia's largest, premier and most comprehensive real estate agency event – the annual meeting place for the most influential and successful real estate agents. The Theme for MAREC 2010 is all about being the best we can be i.e. The Millionaire Real Estate Agents. Speakers will include from the best of the best Real Estate Agents in Malaysia who will share how they have achieved the best they can be, what are their strategies and plans moving forward, and also from other top entrepreneurs from other industries and motivational speakers. Also included is a session on liberalization of our profession which is focused on making us be relevant for the future. The programme is planned to prop us and place us in a position to leverage and capitalize on the improving and liberalizing markets in years to come.

For Negotiators, now you have chosen this industry and have been in the Industry, so Now What? That is what will be answered for you in the dedicated Concurrent Sessions just for Negotiators. The Now What? Sessions will promise to be the best sessions Negotiators can attend to be the Best Negotiator You Can Be and planning your career leading to a Millionaire Real Estate Agent

Remember the dates - January 23rd and 24th 2010, Remember the place - Putra World Trade Centre and Remember – be the best you can be and we will see you at

MAREC 2010 where all key decision-makers in any real estate agency will need to be. This event is expected attract over 500 high profile delegates from Malaysia and the Region.

The MAREC 2010 combines substantive content with robust business opportunities. The event will brings key market leaders and players together in a setting that is designed to maximize interaction and dialogue between and amongst yourselves. As such we are still having the Networking Cocktail which is a revolutionary, exciting, quick and non pressured way to meet fellow industry peers in one evening, offering more Business Networking Opportunities.

As such, it is my great pleasure to invite you to participate at this “must-attend” convention. To enjoy the early bird registration, register before 31st October 2009 for this two day convention which is only priced at RM488 per person (inclusive of seminar materials, two lunches and four tea breaks)!!!!!!



To take the first step in being A Millionaire Real Estate Agent, kindly contact the Secretariat at **+603-7960 2577** to obtain a copy of the Registration Form or you may email to **secretariat@miea.com.my** for the same. The registration form can also be downloaded from our fantastic new website www.miea.com.my

Let's be Relevant, and let's be Millionaires in the process



Previndran Singhe
Organising Chairman,
MAREC 2010

Get registered Now!
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Board Matter's

Alex J Gomez Board Representative

'BOVAEA'

The Board of Valuers, Appraisers and Estate Agents Malaysia (BOVAEA) have put up their current office at Plaza Sentral for Sale. Please visit the Board's website at lpeh.gov.my for more details.

These are the types of cases heard at the Special Board Meeting in August, 2009.

1. Improper placement of signboards and without authorisation from owners
 2. Advertising sale of a property without the consent of the Owner
 3. Non payment of Salary, EPF and paying more than the allowable commission to Negotiators
 4. Improper use of Designation by Negotiators/non-registered agents
 5. Clients monies improperly placed
 6. Flyers and Signboards not adhering to the Rules
 7. Co-agency matters and unethical practices in real estate transaction
 8. Having more Negotiators than allowed
- Improper management of office records.

Most misdemeanours are blamed on Negotiators. We would suggest that all practioners with untrained Negotiators to send them for courses conducted by MIEA to keep them abreast of our Real Estate laws and also learn proper real estate techniques. For a small investment, the trained Negotiator can bring you the desired results (plus no headaches) which would contribute to the growth of your respective companies. Constantly check MIEA's websites for the relevant courses. Remember a Trained Negotiator (CREN) is always a delight to have in your sales team. Readers are by all means invited to suggest to MIEA on the types of courses, you would want you or your Negotiators to attend via their website.

There will also some good news for all practioners on estate agency matters by BOVAEA in the near future.

We are also happy to report that the Professional Services Development Corporation (PSDC) has officially appointed TWO members from MIEA to sit on their Board. This Board reports to the Ministry of Finance on all issues pertaining to the Services industry. With the impending liberalisation of the services sector by the year 2012, we strongly feel that our representatives can and will voice out to the Board our shortcomings on various issues and what actions that can be instituted to further enhance the Real Estate Services industry in Malaysia for the benefit of all registered members of BOVAEA.

So, please ensure that you get a copy of all forthcoming issues to keep yourself updated on all the implications, rules, policies, benefits, rewards and what have you with the said LIBERALISATION.

Alex J. Gomez
Board Representative

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- About Us
- Council of Management
- Membership
- Education/Training
- C.R.E.I.
- D/REAN Quizzes
- MIEA National Real Estate Award
- MAREC10 Conventions
- FAQ
- Calendar

Industries Newsfeed

- Glorious Property Jobs IPO math in China *5-08-2009
- Korea Harmoni Salsayen 2T Shah Alam *2-08-2009
- RS Group shed 230b of non-UK property loans *5-08-2009
- Strong A-svingga culture in Malaysia impacts positively on property -- Investment International *3-08-2009
- Astana attract world capitals for chalice property *2-08-2009

MIEA Award Winners

MIEA Real Estate Learning Award 2009 Winner: Nur Hafizah Yusoff, Kelantan	Real Estate Agency of The Year 2009 - Realview: Dato' Dr. Ng	Commercial Agency of The Year 2009 - CCB: Dato' Dr. Ng	Real Estate Agent of The Year 2009 - Best Real Estate Agent: Dato' Dr. Ng	Specialist Company 2009 - Invenor: Dato' Dr. Ng

MIEA News

Issues Grouched Up By MIEA at the Pre-Judges Consultative Meeting	2009-08-09
Official Launch - Malakia Property Incorporated (MPC) - PRTN Speech	2009-07-28

MIEA Events

MIEA JUNIOR CONVENTION 2009	2009-08-14
MIEA Luncheon Talk - Sept 17, 2009	2009-08-10
Regulators' Training Programme, 12 & 13 Sept '09	2009-08-10

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CHECK OUT OUR NEW MIEA WEBSITE!

MIEA'S website has undergone a major makeover, courtesy of Realty Technologies Sdn Bhd and it is now ready for members. It is certainly a great deal more interesting and is being continuously updated. More improvements are on the way, one of which would be an invitation to all members of MIEA to log in as members and to take advantage of our MLS facility. Look out for our notification soon.

Log in to www.miea.com.my and check it out!

Kayte Teh

UNITED RELEVANT PROGRESSIVE

Home Council of Management Calendar FAQ Useful Links Contact Us

Quick Links

- About Us
- Council of Management
- Membership
- Education/Training
- C.R.E.I.
- D/REAN Quizzes
- MIEA National Real Estate Award
- MAREC10 Conventions
- FAQ
- Calendar

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why not you too?

Each and everyday,
we help over 2,000
Malaysian Real Estate
Agents market their
properties and deliver
amazing results

Since joining iProperty.com, I have built up my client base, obtained new listings, and generated many new leads. iProperty.com is the best website I have encountered so far, and it has made my job a lot easier.

Jenny Jasmine Wong (Negotiator) from The One Property

iProperty.com is the best website in Malaysia when it comes to all property transaction matters and I will continue to advertise with iProperty.com for many years to come. Most importantly, iProperty.com attracts tons of new visitors everyday which is great for agents! The more people that see your listings, the higher the chances of getting enquiries and therefore, the more deals you close! This is an edge that iProperty.com has over many other websites in Malaysia.

Leong Kwai Kit (Negotiator) from Sanco Realty

iProperty.com is a very powerful advertising tool because it is the most visited property portal in Malaysia! The website has provided my local and overseas clients with multiple avenues to contact me, making it easier to get leads. Compared to traditional print advertising, iProperty.com is more economical and effective in generating leads for me.

Wilson Low (Negotiator) from Megaharta Real Estate

Thank you iProperty.com for your services! We have been an active subscriber for a long time now, and we are glad to say that your website has helped us generate tons of interest in the properties we have available! We have found the 'property details' feature on your site extremely helpful because it provides consumers with extensive information and pictures on each property! This feature on iProperty.com is so useful that we now ask ALL our clients to visit the website to view all our properties! This has helped us separate genuinely interested clients from the rest.

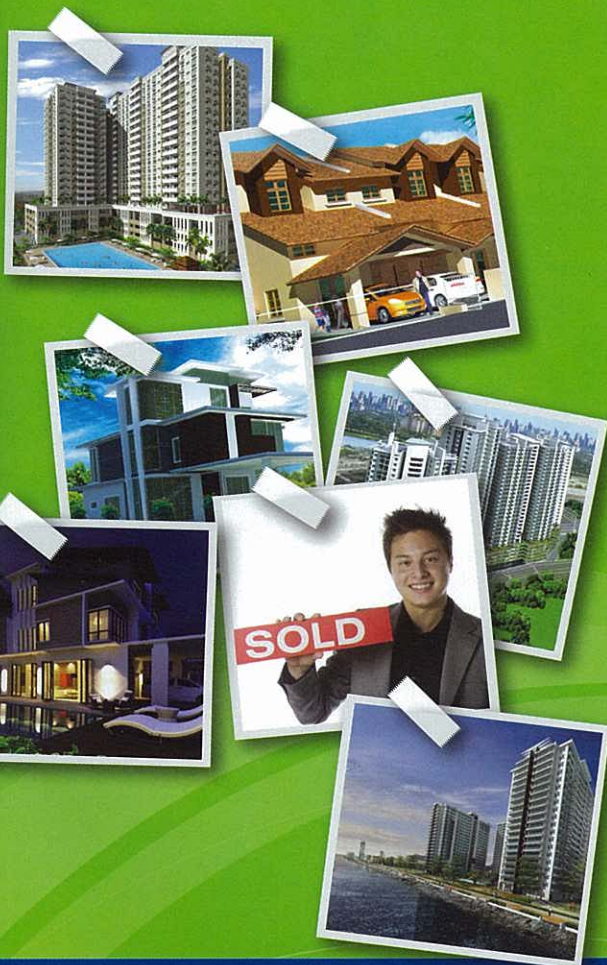
Tan Foong Yee (Negotiator) from Laika Realtors

I've been getting prospects from iProperty.com. Without a doubt, the website is Malaysia's number 1 property and real estate portal that attracts both local and international visitors. It's really great that the helpful staff at iProperty.com constantly provide trainings to help me to optimise my listings to obtain the best results.

Hana Chew (Negotiator) from Harmony Realty Co

Through iProperty.com, I have received many responses to my property listings compared to the other advertising mediums. In the first four months of this year, I have successfully secured 12 deals earning me the subscription fee that I've invested so far. I will definitely continue to use iProperty.

Lily Lim (Negotiator) from Reapfield Properties



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You should consider setting up or upgrading your web presence even if you are only running a small operation with less than five negotiators. Online tools are cost-effective in helping your business manage your property listings and customers' information better, thus achieving the business efficiency your operation needs.