



A Publication of the Malaysian Institute of Estate Agents

Celebrating the Year of the Dragon

DREAM

Real Estate Agents Malaysia

Season Greetings



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PROPERTY INVESTMENT - THE WAY FORWARD

MAREC12

MALAYSIAN ANNUAL REAL ESTATE CONVENTION

3 - 4 March 2012

Sime Darby Convention Centre, Malaysia.

MIEA's Real Estate Convention (MAREC) is scheduled to be held on the 3rd and 4th of March 2012. As always we keep in mind the challenges and needs of the membership and gear our theme accordingly.

The theme this time, "Property Investment - The Way Forward" is relevant and is a very big part of our daily business activity.

It must be noted that almost every property that is available for rent, is owned by an individual or a company and was purchased with the intention to generate profit via the eventual sale of a property at an enhanced value or as rental income.

Investors are turning to property investment to hedge themselves against inflation.

Property investment today is deemed to be a safe and conservative form of investment since it is tangible, can generate a passive income and appreciates in value over time. Further to that, with the present global economy under going through trying times, many investors are turning to property investment to hedge themselves against inflation.

An important point that needs to be addressed is the opportunities that are available in the other states of our country. As an example, one could purchase a beach front land in Sabah for only RM 100,000 per acre. A single storey terrace house in the heart of Johor Bharu City with commercial potential is as little as RM 250,000, and a 2 bedroom condominium unit in Port Dickson is only RM 100,000. There are many more opportunities of this nature in the other states which investors are unaware of.

At the convention, participants will be able to listen to professionals from the various states in the country and from abroad, on the opportunities available to estate agents and investors as well.

The time has come for us to look beyond and to broaden our horizons, as many Malaysians are already investing in UK,

Property Investment is Relevant and is a very big part of our Daily Business Activity.

Australia, USA and Singapore. This could be for several reasons.

- 1) That the foreign exchange rates now are attractive.
- 2) That Malaysians are ignorant of the opportunities available in the states and cities outside their home state.
- 3) That the current rental returns on foreign properties are far more attractive in comparison to local properties or investors are merely looking to spread their risk.

Whatever the reason, if we do not prepare ourselves and take advantage of the opportunities outside our comfort zone, this could prove to be costly in the long term. We as estate agents need to be pro active and offer these investors options outside our familiar areas of business. Whether it is local or international properties we must equip ourselves with the necessary knowledge and know how.

Today with the emergence of the internet as a critical marketing tool, selling properties in other states and even overseas has become that much easier. We merely need to be knowledgeable enough to use the latest technologies to promote and sell our properties.

Change is something we must embrace.

Change is something we must embrace. If we hold fast to our old and tired ways of doing business, it most definitely will spell disaster.

In conclusion it is our belief that this convention will be an invaluable session as it will provide practitioners an over view of the current property investment opportunities available locally and internationally. Further to that, participants will be given the opportunity to network with delegates from the other states in Malaysia at the cocktail reception organized.

Members and practitioners are strongly urged to participate in this convention and take advantage of this invaluable learning experience.

See you at MAREC 2011!



The Malaysian Institute of Estate Agents

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

The Institute Theme

“ **UNITED RELEVANT PROGRESSIVE** ”

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

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

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

Guide For Contributors

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

Submission of Manuscripts

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

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

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Editor's Note



By Theresa Augustine • theresa@miea.com.my

Want to stand out in Real Estate? Brand yourself

Martha Stewart, The Donald Trump, Oprah, Britney Spears, Paris Hilton. As soon as you hear one of these names, a face pops into your mind. You probably can describe what each person does. You may even react emotionally. That's because these people have brand presence. Through their own self promotion and a lot of help from the media, these people have achieved celebrity status.

While you may not crave celebrity status, you can achieve a certain level of brand presence on your own by creating your own buzz.

Market yourself on paper. Start with your own business cards, letter heads and a good tag line that is catchy and easy to remember. For eg.

Air Asia Now Everyone Can Fly. These one liners go a long way and you can immediately identify with the product or service.

Hand them out to everyone you know and everyone you meet.

Market yourself to the media. Your real estate expertise makes you a valuable resource for the media. Whenever a story about your neighborhood breaks, the media looks for experts to interview. Make sure that expert is you. Offer to write articles for local newspapers and magazines. Call TV and radio stations and offer your services as a real estate expert. Offer to speak to local groups for free.

Market yourself on the Internet. Home buyers and sellers often perform research on the Internet long before they begin seriously considering buying or selling a home. By establishing a Web presence, you step into the buying cycle very early on and significantly improve your chances of winning the listing or selling a home to a buyer. Every salesperson should have at least one Web site or blog

Brand yourself position yourself as a "Market Expert."

Learn the market, preview houses, understand the statistics and have the heart of a teacher. Consumers need consulting about their purchase or sale. The market can be up, down or flat. They need our experience and expertise more now than anytime in the last decade. In some places, you may need a really great reason to buy while in other areas, prices are going up and it really is "a great time to buy!"

Advertise everywhere. Wherever people happen to hang out or obtain information about buying or selling a home, you should be there. If your customers watch TV, you should be on TV. If they tune into the radio, they should be able to hear your voice occasionally. If they read the papers, you should have an ad in the paper. I put my phone number and e-mail address on everything. That makes some salespeople a little nervous, because they don't want everyone calling them at all hours of the day and night. I have assistants who handle much of the added work, and I strongly recommend that you do the same.

Yes, having to field calls, answer questions, talk with reporters, write articles, and do all that other self-promotional stuff requires more time, energy, and effort, but if you want to be a top-producing agent, that's what it takes.

In this market, you have a chance to help consumers who desperately need the advice of a competent real estate professional. Set yourself up as that agent and you will be on your way to success!

More news on branding in the next few pages. Wishing everyone Happy Holidays and hoping for a better and more productive 2012. Tis the season to be Branding!

All the best from the team at MIEA.

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.



7 Tips to Brand Yourself on Twitter

Marketing Messaging by Tricia Andreassen

There is a new wave of communication and lead generation opportunities in 2010, among them are social media platforms like Twitter. As one of the most prominent social networking platforms, Twitter is a great place to connect with people and give “tweets” of information about what is happening in your market. Twitter can also be the first place that people learn about who you are, what you do and why you are valuable to follow online.

With that in mind, think of Twitter as an extension of your business. Now, more than ever, it's important to create a brand that helps your business stand out from the rest. You wouldn't go to a networking function without business cards that include your company information, your phone number and a description of what you do, so make sure your Twitter account does. Consistency is the key when you are building and communicating your brand, no matter if it's traditional advertising or new social media platforms.

Twitter even provides users the opportunity to brand themselves and their business. When signing up for Twitter, you are given the opportunity to use one of their template “skins” to showcase yourself or to create your own custom skin. By creating a custom branded Twitter skin you can showcase your own colors, your slogan or tag line and even your logo, further branding you and your business. With a custom Twitter skin that matches the branding of your business website, you are enhancing the probability that potential clients will remember you and your business.

Here are some simple tips to keep in mind when creating your own, custom-branded Twitter skin once you have created your account:

1. Don't add information on the right side toolbar. With the variety of different sizes in computer monitors, you don't want the possibility that some visitors may not be able to see this informational content on smaller screens.
2. When you are creating your Twitter skin, make it a full-screen image. A full-screen image gives your Twitter skin the best “pop” and it looks great. Full-screen images for Twitter are typically sized at 1,600 pixels x 1,200 pixels, with a file size less than 800k.
3. Have your Twitter skin match the colors of your brand. Remember the following to maintain consistency: colors, font and any graphic elements that are tied to your brand. For a great example, see www.twitter.com/lindahallteam.
4. Put your main contact information on the left side and include important elements like your tag line, phone number, fax number, additional social media platform contact information (your Facebook link is a good example), and an e-mail address.
5. Once you have created your custom Twitter skin, you can add it by accessing your account, selecting “Settings,” then “Design” and then “Change Your Background Image.” Finally, select “Browse” to find your custom skin and upload it.

6. If you are not sure how to make a branded Twitter skin, hire someone to do it for you. Whoever you hire to create the design should also be willing to upload it for you.
7. Once you have your Twitter account set up, don't forget to add your Twitter link to your main website so visitors can connect and follow you through Twitter.

Twitter on Paper

By Williams, Twitter's co-founder revealed interesting facts about Twitter at Chicago's The Twitter Developer Conference, April 2010

- Twitter receives 180 Million unique visitors a month
- 75% of traffic comes from outside of Twitter.com
- Twitter has 105,779,710 registered users
- It gets 300,000 new users a day
- Twitter now has 175 employees
- 600 million search queries a day
- 37% of users update their status through a mobile phone



REAL ESTATE – MARKETING ON FACEBOOK

I recently read a very helpful article in RISMedia's Real Estate Magazine titled "5 Ways to Brand Yourself on Facebook". The article gives 5 simple and effective steps to help with real estate marketing on Facebook. Not everyone in the world is on Twitter (yet) but just about everyone IS on Facebook so start using both of the websites (they can complement each other with links, articles, etc.). Whether you like to use it or not, you know Facebook is a good place for real estate marketing! The following is a breakdown of what I learnt from the "5 Ways to Brand Yourself on Facebook" article. Credit and appreciation goes to the author, Tricia Andreassen.

5 WAYS TO BRAND YOURSELF ON FACEBOOK

1. **Create your business page** - Like I had stated before, everyone has a Facebook page but not everyone has a Facebook business page. Creating a business page allows you more room to post things that matter to your company such as market news, homes for sale, and basically anything that you're posting here without being mixed in with other personal details, events, media from your non-business life. On your personal facebook page a future client might forget you're in the real estate business after they see photos from the annual office christmas party or their attention could drift from a house you have listed for sale to an interesting conversation you're having with an old high school buddy on your Facebook Wall. Get that business page and give it a title that's easy to remember - the name of your website or real estate team was the tip that was offered in the article and I think it's a great idea.
2. **Carry your brand to your page** - Just like your blog, or Twitter, you want to make the page "yours". Add some pictures, link to your blog, and get all your contact information on there.
3. **Create a town page** - Creating a page for a specific town in the region that you do business in is a great way to boost your marketing further on Facebook. Create a town page and help locals and tourists find news, pictures, sports events, concerts, free activities, and anything else you can come up with. Of course, you will want to link to your Facebook business profile and your blog from this town page.
4. **Add a "share" feature and a Facebook link off of your website** - A share feature is an easy, 1-click way for people to instantly begin networking with you. Facebook links from your blog and other websites are a must.
5. **Add your Facebook domain name to any and all print marketing you do** - In this day & age I would say it's more important to have your Twitter or Facebook page printed on your business card and letter heads than the fax number. Get those internet links on your cards, flyers, etc. to help customers find you on the internet!

Tip of the day: Set yourself apart by creating a strong brand that represents your company, and carry it through every aspect of your business experience. This approach works when the brand expresses your true, authentic nature, and is integrated through good design.

obsessed with facebook.

AS OF 2011, THERE ARE 200 MILLION ACTIVE FACEBOOK USERS. APPROX. 1 IN EVERY 11 PEOPLE ON EARTH. HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.

45% OF 18 TO 34 YEAR OLDS CHECK FACEBOOK RIGHT WHEN THEY WAKE UP.



ABOUT 1/3 CHECK THEIR FACEBOOK ON THEIR SMART PHONES BEFORE GETTING OUT OF BED.



THE 35+ DEMOGRAPHIC NOW REPRESENTS MORE THAN 30% OF THE ENTIRE USERBASE.



THE 18-24 (COLLEGE) DEMOGRAPHIC GREW THE FASTEST AT 74% IN ONE YEAR.

LIKING "FORUMS" IS UP 103% THIS YEAR.

THERE ARE 206.2 MILLION INTERNET USERS IN THE U.S. THAT MEANS 1/3 OF THE U.S. WEB AUDIENCE IS ON FACEBOOK.

ABOUT 30% OF THE FACEBOOK USERBASE RESIDES OUTSIDE THE U.S.A

FACEBOOK WAS THE MOST SEARCHED TERM IN 2011 FOR THE SECOND YEAR RUNNING ACCOUNTING FOR 1.1% OF U.S. SEARCHES.



"FACEBOOK LOGIN" AND "FACEBOOK.COM" WERE THE SECOND AND FIFTH MOST POPULAR U.S. SEARCH TERMS IN 2010, RESPECTIVELY.



COMBINED FACEBOOK-RELATED SEARCHES ACCOUNTED FOR 1.8% PERCENT OF THE TOP 30 SEARCHES OF 2010. A 317 PERCENT JUMP FROM 2009.

22% OF PEOPLE TALK TO PEOPLE MORE ONLINE

THAN THEY DO IN REAL LIFE

48% OF YOUNG AMERICANS SAID THEY FIND OUT ABOUT NEWS THROUGH FACEBOOK.



A RECORD-BREAKING 750 MILLION PHOTOS WERE UPLOADED TO FACEBOOK OVER NEW YEAR'S WEEKEND



20 MINUTES ON FACEBOOK



RELATIONSHIP STATUSES IN 2010



7% OF SINGLE PEOPLE IN A RELATIONSHIP





Branding yourself for increased profitability

Successful Realtors know the importance of branding their identities into the consciousness of the communities in which they live, like the big boys; Pepsi, McDonald's, Burger King, and other companies we know and have come to trust.

Why is branding important? Think about it! When you want a soda do you buy an unknown off-brand just because it's cheap? Or, do you reach for a Coke? I'm a Pepsi guy myself, but you get my drift! And why do you do that? Because there's comfort in familiarity and you know what you're getting when you buy it.

We spend mega bucks on name brand products just because we've been inundated with their marketing campaign messages.

People support businesses and products that they are comfortably familiar with, even when the familiarity is solely based on marketing campaigns, while avoiding the unknowns.

The same is true for homeowners wanting to list properties for sale with real estate agents. Unless there's a compelling reason to do so they're not going to list their property with a rookie agent, or worst yet somebody who's been in the business for years, but who hasn't really been in the business. Know what I mean?

Now, we may not like it but we do understand it. Still, it's difficult for newly licensed and even some veteran real estate agents to make a living selling real estate because of it.

So how does this impact you? It doesn't if you have thousands of dollars and can afford a couple of years to get beyond it.

But if you're relatively new to the profession and have limited resources you just might have a problem.

Established agents have already put in time and money cultivating their images, and when people in their respective communities want to buy or sell real estate they think of them not you.

So, what can you do about it? Lots actually, but for now I'll focus on one thing; farming prospects.

Why? Because when done right you can easily put hundreds of business cards, letters and other marketing materials in the hands of known sellers and potential buyers every month.

Simply stated, the more people you contact the sooner you brand yourself as an agent worthy of consideration. Anything short of this is whistling in the wind.

Take a moment and honestly assess your situation. How many contacts are you presently averaging - daily, weekly, monthly?

Are they random contacts (shotgun approach) of people who might be interested in your services, or with real prospects known to need services right now (laser beam approach)?

A good real estate listing system can help put you on a fast track to gaining name recognition within your community in months, instead of years. And it won't cost you thousands of dollars to implement.

Let me suggest, though, that you avoid systems that appear complicated, or that are hundreds of pages long. If it takes days to read and weeks to comprehend whose really going to read it and follow through to boring completion, anyway? Not me!

Also, consider the following before committing to a particular listing system.

1. Does it come with a satisfaction money back guarantee?
2. If you're buying on line is a contact name and phone number readily available on the website?
3. Can you reach anybody or get a response to a message when you call before buying?

If the answers to any of the above are a resounding "no" then I suggest that you put your credit card back in your pocket and continue looking.

Proceed with caution, but do proceed, as you need a system that'll give you a competitive advantage.

Summarily, a good real estate listing system can help you brand yourself relatively quickly. So, get one as soon as you can and start claiming your share of the market!

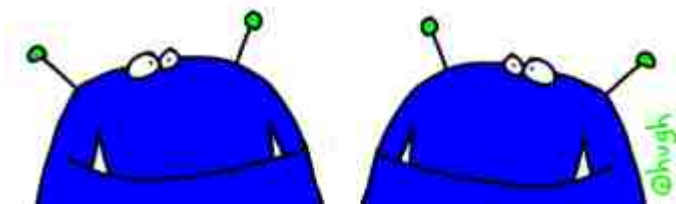
For all of its faults, it gives most hardworking people a chance to improve themselves economically, even as the deck is stacked in favor of the privileged few. Here are the choices most of us face in such a system: Get bitter or get busy.

~Bill O'Reilly, about capitalism

5 Main Social Media Platforms to Brand Yourself

by Berry Burgess

YOU'RE A SOCIAL
MEDIA SPECIALIST?
NOW, I'M A SOCIAL
MEDIA SPECIALIST TOO!



1) How to Brand Yourself in Twitter

Twitter in general, the game is to brand yourself by expressing it through a message within the scope of 140 characters. You can choose to tweet using the customized Twitter site or you could resort to using the various Twitter desktops. Until now the majority of people engaging in Twitter were more interested in followers. Don't follow too many people at once, as they can drown your brands message. Take time when choosing who you want to follow, are these people you would like to talk to. If you can create a targeted community of followers who will retweet your message to their community then you are hitting your market place. Its not about volume its about quality. Don't send spam tweets and remember be courteous, there is no need to be rude about someone on twitter you'll get blocked.

facebook

2) How to Brand Yourself Using Facebook

Facebook is very much a different creature from Twitter. You don't post one line sentences in Facebook and expect your message to be amplified, people on Facebook are more concerned about genuine relationships. So when you brand yourself, you should be helpful and engage in conversations. Build a relationship, not your business!

A recent report confirms that people are spending more time using Facebook than Google. This alone gives them the upper hand in advertising, and the "Like button" holds great promise, though not yet realized, in changing the marketing landscape in providing ads that we actually care about. The 55-65 female age group is the fastest growing community on Facebook.



3) How to Brand Yourself Using LinkedIn

LinkedIn caters to the professionals. When you use this Social Media, you have to put on a different hat. If you want your brand taken seriously, forget about small talks and

Why You Should Brand Yourself?

Branding yourself sets you apart from the mass. You are making people aware of what you believe in, what you stand for and what you can teach them. What makes you unique from everyone else? YOU! No one person is exactly like another. No one person experiences the exact same thing as another. No one person can learn and teach exactly the same things. This is what makes a person unique and branding accomplishes this by blogging and spreading your word.

Social media is a form of marketing that should be included in your marketing plan, no matter what business you are in. Social media can reach hundreds or thousands of people in one fell swoop. Your marketing will grow exponentially compared to old traditional marketing.

gossips. Leave the informality to Facebook. When you brand yourself, you must engage your audience in a professional manner.



4) How to Brand Yourself Using a Blog

A blog is a place where you post articles. Unlike Twitter, Facebook and LinkedIn, on a blog you can write lengthy articles about how your business can help someone, your experiences about how you grew your business, your interests. A blog is like the central control of all of your social media sites. By constantly adding new, relevant and great content you will be helping people and Google will find you if your blog is search engine optimized. Like the other social media platforms, you gain followers who are interested in what you have to say. A blog is the perfect answer to brand yourself.

Choose a blog that has an integration of social media. This will save you lots of time in the long run. An example of a system might be My Branding System. This system integrates all your social media sites in one place. My Branding System also includes several widgets and plugins that help your articles be seen through search engine optimization. It also provides custom headers for all 4 social media sites: your blog, twitter, Facebook and YouTube accounts.



5) How to Brand Yourself Using YouTube

YouTube is another powerful marketing tool. Some people take the time to only watch videos while others love to read. By using YouTube, inconjunction with articles you are able to target both audiences.

Start with a plan of how you will use each of these social media sites and start to implement them today. It is always best to be ahead of the pack instead of in the back and better to be a part of this social media revolution than never at all. Start to brand yourself today!

The Economic Downturn in Europe and the US and It's effects on the Malaysian Property Market

25 November 2011
The Grand dorsett Subang



“ For Malaysia, the contagion effect from any regional crisis would be minimal due to the regional framework being in place and cooperation between central banks. ”



Let's be honest. There's not a business anywhere that is without problems. Business is complicated and imperfect. Every business everywhere is staffed with imperfection.

MIEA had the privilege to host an interactive dialogue with YB Tan Sri Rafidah Aziz on the 25th of November 2011.

The session was an experience that many of us will remember for a long time to come. Her in depth knowledge of global economics and trade, her wit, charisma, and straight forwardness made the session lively, insightful and mentally stimulating.

The main concern raised by practitioners was liberalization and the influx of foreign competition. Further to that, the other concern voiced by the practitioners at the dialogue was the spill over effect of the economic downturn in Europe and USA on the Malaysian property market.

Tan Sri rationalized that while we may experience a slight contraction in business there definitely will not be any adverse effects like what we experienced in 1997. She elaborated that Bank Negara had taken necessary steps and precautions to cushion the economy from this.

As for the issue raised on the anticipated influx of foreign competition, she challenged the practitioners to be outward looking and that we should take the opportunity to expand our services internationally rather than worry about the local market which is small in comparison to so many other economies. She further criticised practitioners for their complacency and unwillingness to embrace change. She stressed that it was time for Malaysians to take their businesses to the next level and think global.



Reported in Business Times
Sunday, December 04, 2011

TALK ON THE SALE OF LAND

2 December 2011
Open University, PJ

Types of Titles, Development Related issues ~ Plot Ratio And Density, Land Conversion and issues Related To The Development On Slopes.



On the 2nd of December the institute conducted a talk on the sale of land. Members and practitioners were briefed on all the basic issues relating to land transactions.

The speaker Mr Sarkunan Subramaniam or Sarky as he is fondly known is a director of Knight Frank Ballieu and has been in the valuation and estate agency profession for the last 26 years.

Participants were briefed on the various types of titles, development related issues such as plot ratio and density, land conversion and issues related to the development on slopes.

The response to this talk was extremely overwhelming. We had to move the venue 3 times to accommodate the increasing numbers that registered for this talk. Finally we were fortunate to have the Open University provide us their facility at Section 19 PJ.

There were a total of 177 people who turned up and this is a record number for an event of this nature. We hope that our future talks will be as well subscribed.

In conclusion, we at MIEA are of the opinion, that the need to learn and upgrade our skills has become a critical factor to survive in this competitive business environment of ours. We hope that members and practitioners will keep subscribing to talks like this and lift the over all level of professionalism in our profession.



Nixon with Sarky





5 - 9 December 2011 • TROPICANA GOLF AND COUNTRY RESORT

Be One of the Very First Malaysians to “LOCALISE YOUR GLOBAL MARKET”.

Sponsors

Media Partner



We deeply regret having to turn away those who wanted to register for our CIPS course after our maximum seating capacity was reached.



Editorials in East Malaysia's Newspapers promoting CIPS Workshop.

The CIPS Certification

by Alex J. Gomez

The Greens III Room at the Tropicana Golf & Country Resort in Petaling Jaya was literally home and office to me and 66 other MIEA members together with 3 Instructors, each day from 8am to 6pm from the 5th to the 9th of December, 2011 (5 full days). We were all studying for the world renowned and much acclaimed CIPS certification leading to its designation.

It was intense and thought provoking for the Participants, much to the admiration of the Speakers. Ms. Gail Lyons and Ms. Pili Meyer from the US led the attendees through so many modules touching on the various countries' Real Estate matters, culture, etiquette, growth areas, system of governance, its people, calculation methods, prices of properties etc., culminating in an exam at the end of each day.



(from left to right) Alex, Pili, Nixon, Gail, Siva and Jeff Foo during the Press Interview.



*They are (not in alphabetical order) Abdul Razak Mohd. Yatim, Angela Tsen, Aubrey Chan, Avtar Singh, Chan Ai Cheng, Danny Chan, Eunice Chan, Russel Chai, Eric Cheang, Ann Foo, Monica Chuah, Gan Wah Lai, Goh Cheng Looi, Goh Hun Keong, Sharon Goh, Govindasamy Balaguru, Gulvinder Singh, Hollden Rukem, Ken Liew, Rose Lai, Lau Suit Ling, Lee Choo Neo, Mary Lee, Kayrens Lee, Liew Toh Sen, Liew Yean Hui, Cynthia Lim, Lim Ting Wee, Loo Kung Hoe, Margaret Nyoweng, Ng Koh Ling, Nixon Paul, Sharina Tham, Ong Hui Jane, Ooi Pooi San, Polly Barnabas, Phui Siew Hoon, Steven Law, Prakash Rajaratnam, Previndran Sathurgasinghe, Rina Ganguly, Steward Ship, Sze Toh Hock Seng, Harkie Tan, Juliana Teh, Kayte Teh, Edward Thay, Vadeveloo Suppiah, Voo Fui Yung, Voon Cin Wie, Wong Chee Soo, Wong Chue Lin, Terry Wong, Stephen Wong, Wong Lup Tuck, Mary Yu, Siva Shanker, Zulkipli Shamsudin. If I have missed/misspelt any names, forgive me as it's not intentional.

The passing mark was 80 and I am happy and proud to note that all passed much to the delight and praise of the Speakers. Another gifted Speaker was Mr. Jeff Foo from Singapore. He is also a Past President of Singapore's Institute of Estate Agents and a CIPS Instructor. We also had group discussions which made it a little more interesting. But it was not all serious study; there were many hilarious moments which took some stress away.

The Gruelling Starts...



The timelines of each module was different and as such, we had very little time to mingle during the study time. On one particular day, we had only half an hour for LUNCH. I must apologise to all attendees for that and also that we made them carry all 5 thick



The examination in progress.

modules on the 1st day in a large bag; SORRY FOLKS. MIEA is also proud of the fact that we had participants from all over the country including Sabah, Sarawak, Penang and Johore, apart from the Klang Valley.

Anyway, there was a lot of networking going on and I am sure many of them have already established good relations for the eventual trade on Real Estate. One Attendee has started a Facebook group on CIPS and some of the participants are in already as I write, however I would like to suggest that all others join and explore the many benefits that it will surely bring. This will be your start to doing International Real Estate Marketing.

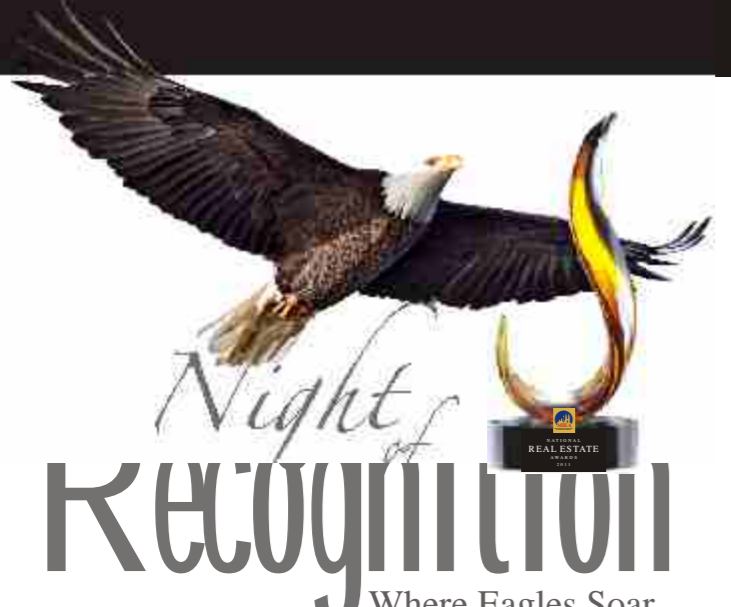
I take this opportunity to thank my dear Committee for all the work and support they have given to MIEA in making this Course a resounding SUCCESS! They are Ms. Leong Sook Ping, Ms. Marilyn Khor, Ms. Jaclyn Yee, Ms. Amanda Goh, Ms. Ho Yueh Yu (all are CIPS participants) and our Secretariat.

MIEA wishes all Participants of the 1st CIPS course in Malaysia a huge success in their future International Real Estate networking.

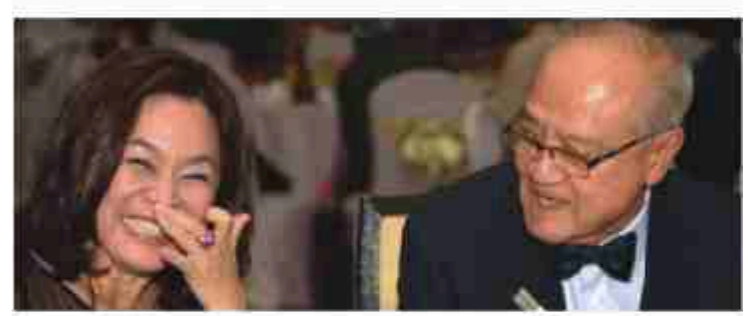
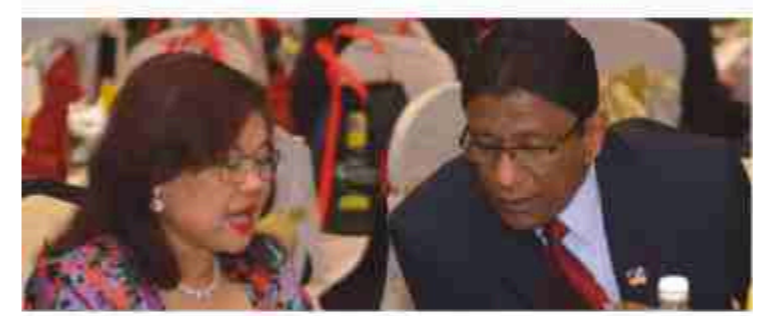
KUDOS TO ALL OF YOU AND WE WISH YOU THE VERY BEST. Happy Holidays, be Jolly!



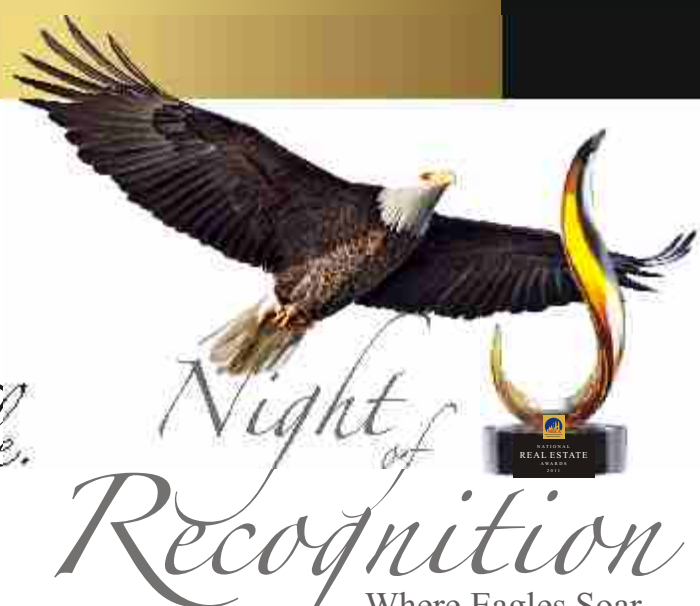
CIPS committee with the 3 CIPS instructors and MIEA President.



34th Annual Dinner &
National Real Estate Awards 2011 Presentation Night
23 September 2011 • Grand Dorsett Subang



*The Team
that make it possible.*



*Night of
Recognition*
Where Eagles Soar
**34th Annual Dinner &
National Real Estate Awards 2011 Presentation Night**
23 September 2011 • Grand Dorsett Subang

The 34th MIEA Annual Dinner and Awards night was a resounding success. After 4 months of planning and organizing, the whole evening progressed smoothly and without the slightest hitch, thanks to my dedicated team of committee members. Of course, having a pro-active President and an experienced and hands on Deputy President helped tremendously too.

Again, I would like to express my sincere thanks to all the award participants and guests who came for our dinner and to our generous sponsors. You all made this event possible. It would not have been such a success without every single one of your presence and contributions.

A CD of photos taken during the Annual Dinner and Awards Night is available to those interested at RM15.00 per CD. Those interested, kindly contact kayte@miea.com.my to order a copy of the CD. Only limited copies are available for sale.

*Thank
You*



Kayte Teh
Organizing Chairman



Nixon Paul
Ex-Officio



Siva



Guat Eng



Alex



Julie



Theresa



Judy



Jaelyn Yee



Edwin



Christopher



Raj



Kian Aun

Make The Workmanship
Surpass The Materials.
~ Ovid ~



UNITED RELEVANT PROGRESSIVE

MIEA's International Trade Commission

by Alex J. Gomez

MIEA brought in the CIPS Course with the main objective of educating its members on how to conduct International Real Estate marketing and to be on the Network of like-minded individuals the world over. MIEA and NAR (National Association of Realtors USA) have a working arrangement on many issues like the CIPS course, for instance. With this in mind, MIEA wants to explore more areas for growth opportunities for its members who may lack the resources to reach out on their own.

So, now we have decided to have a Committee to spearhead this mission of creating opportunities and fostering relationships with Real Estate Organisations all over the world. MIEA is the only body that should be seen to do this as we have the resources and people to take the challenge.

Ms. Pili Meyer (CIPS Instructor) is willing to help us on this mission. She expects to be here in the 2H2012. Moreover, Mr. Somasundram (PP) has already done a lot of groundwork for the ASEAN region with the respective Organisations representing estate agents. We now want to expand further by reaching out to outside of ASEAN i.e. to countries that may want to have bilateral agreements with MIEA. Our members may want to do business there and MIEA wants to create the right platform so that investments by our members' clients are more secure, in a way.

The other thing we are concerned is that some nations may not have many or no CIPS members and as such we may have to tap onto the others. Our drive has a 2 fold objective. We want to bring in buyers/tenants for our secondary properties from the world at large and at the same time bring in properties from the world to our clients here.

We want to build a huge database of information for our members to use in order to gain entry into countries that may be able to give the right returns on investments and vice versa. After completing the CIPS course, we have noted that there are tremendous opportunities out there that we can tap on with the right marketing tools.

Most of our members lead small companies and do not have the ability to sell to foreigners. However, if MIEA can provide the right resources, then members stand to gain. It's a win-win situation for all. Some of our members have listings that may not be sold locally, why not try to sell to the world from the comfort of their Office.

The Agenda and clearer objectives for the Committee will be set once we get going with the selected members.

Please note that this is only a preliminary write-up. A much more detailed report will follow when we get our action together.

Thank you and Happy Holidays!

We want to bring in
Buyers/Tenants for our
Secondary Properties
from The World At Large and
at the same time bring in
properties from The World
to our clients here.

There are so many men
who can figure costs,
and so few who can
measure values.



What's happening on Board.

by Alex J. Gomez

The Impending Introduction Of The Competition Act 2010 And The Price Control And Anti-profiteering Acts 2010 May Change The Way We Conduct Our Profession Here.

As 2011 comes to an end, I want to take this opportunity to update Practitioners / Readers on the many changes that have taken place and or are going to take place soon.

1st - The Amendment to the Act (Valuers, Appraisers & Estate Agents Act 1981) came into force as at 19th August, 2011. Some of you have attended the talk by the Board recently held at the Equatorial Hotel. Kota Kinabalu, Kuching, Penang & Johore have heard from me during my road shows there, but I only touched on issues that affect Real Estate practice. However, the Board's ROAD SHOWS to all major cities and towns will deal with the Amendments in its entirety. Some towns would have already attended the said ROAD SHOWS. Kindly get a copy of the Act (amended) and note the changes as it will surely have an impact on our Real Estate practice and profession.

views/opinions as to the changes. Whatever decided here will then be forwarded to all the Board members for their respective comments, if any. Once agreed upon, we table it at the next full Board Meeting. The Board may send to all Practitioners for their feedback. I will keep all updated via our newsletter on a regular basis.

I want to take this opportunity to thank all the members who have worked tirelessly with me in reviewing the said MEAS, especially Ms. Leong Sook Ping who sacrificed much of her time and energy (She is indeed great). The other contributors are Mr. K. Somasundram (PP), Mr. Low Weng Soon, Mr. Ronald Fernandez, Mr. Kelvin Yip, En. Rohaizal Idris, Ms. Kayte Teh. Thank you big time!

New ruling may threaten real estate industry

Jason Santos

KOTA KINABALU: A new ruling which will from Jan 31 allow local firms to sell and give equity to non-registered agents may pose a threat to the real estate industry in the country, said the Malaysian Institute of Estate Agents (MIEA).

The ruling, which will allow foreign firms to take up to 70 per cent in local equities, may not only see local firms winding down their businesses but also taken by surprise by the large capital influx when it happens.

"The Government's aim to liberalise the market by 2015 will see all these big foreign companies coming into Malaysia," said MIEA President, Nixon Paul, from Selangor.

"Right now, the problems faced by a foreign real estate agent is when they want to sell a property in Malaysia or in any other country would mean a tedious assignment; likewise vice versa for a Malaysian agent," said another, Alex Gomes, a MIEA Board representative.

The two MIEA members were here to conduct a talk for real estate agents.

To Gomes, the good bit is that local companies were able to put up their shares for sale to the foreign firms.

MIEA is in the midst of preparing its members to cushion the impacts from the new ruling.

The Certified International Property Specialist (CIPS) test is currently offered to MIEA members.

It's a five-day course aimed at equipping mem-

bers with the right knowledge to handle international businesses.

"Members need to get an 80 per cent to pass the test," said Nixon.

MIEA members, upon passing the test, will be able to conduct their businesses with the help of other members from all over the world. The real estate body currently has 2,300 members.

According to the Paul, the Ministry of Finance will soon issue a new guideline to the media on the ruling which may see illegal agents penalised up to RM300,000.

The charges will also be extended to advertising media companies for abetting in publishing an illegal agent's advertisement.



Nixon (left) with Alex.

2nd - The Rules governing the practice of Real Estate has also been amended but not yet endorsed by the relevant Ministry. I fervently hope it will be out soon, as it clears out most archaic sections that impede the growth of the sector. The exam rules have also been amended to allow more people to qualify to sit for the Diploma in Real Estate conducted by the Board. Details to be out soon or visit its website at www.lppeh.gov.my

3rd - The Malaysian Estate Agency Standards (MEAS) was reviewed by a select Committee at MIEA for a period of 6 months to amend / add / change / delete the respective standards. After much deliberation, it was endorsed by the Council of Management and then presented to RISM and PEPS for their views / comments. We have had meetings with their representatives and the result was that they do not agree to some issues. Now we will present to the Board's committee known as EAPC and get their

4th - With the impending introduction of The Competition Act 2010 and the Price Control and Anti-Profiteering Acts 2010 may change the way we conduct our profession here. How much we charge and how much commission we pay the Negotiators may have a bearing. It's too early to tell but good to get legal opinion and advice on these matters. I was told that the practice of awarding the privilege of being on the panel with Banks and other Institutions may be questioned by non-panel members as to the discrimination. Maybe, it's good in a way.

That's all for now folks. Thank you.

Happy Holidays and Seasons greetings! Have a wonderful 2012!



Holiday parties mean much more than free food and fun

by Theresa Augustine

Holiday parties mean much more than free food and fun. They also can bring entrepreneurs a host of new opportunities to network and build relationships. Most people think of networking only through the traditional venues, whether chamber of commerce events, business contact referral groups, or online sites such as LinkedIn. But holiday parties, including professional and industry social events where you can network with people outside your business, can be an even better time to introduce yourself to a new contact or share a friendly conversation with someone you already know.



Related: How to Tap the Power of 'Thank You'

To make the most of holiday party networking, here are a few things to keep in mind:

Be prepared. Try to learn in advance the names of people you will likely chat with, their jobs and their recent accomplishments. You will need to do a little homework, perhaps a Google search and a look at their LinkedIn or Facebook pages. Use the information you glean to break the ice.

Ask good questions. From the CEO to intern level, people love to talk about themselves. Here are some suggested conversation starters: How did you get started? What were some of the challenges? Have you read any good books lately? My favorite is: How can I help you?



Have a "teaser" topic ready. Approaching the end of the year, every business executive is thinking about how to increase profits and performance in the new year. Have an idea ready that describes the steps you'd take to improve your networking contact's business. Make this research part of the homework you do ahead of time. But don't give away the goose; save the details for a later conversation.

Related: Don't Wait for a Reunion to Network With Former Classmates

Don't have more than a couple of drinks. It's a party, but you don't want to smell of liquor or be too relaxed when you approach people you want to connect with. Impressions count. Make the right one.

Be confident of your value. Introducing yourself to an executive can be an intimidating experience, so give yourself a pep talk before the party. Make a list of your accomplishments over the past year and figure out how you might weave them into conversations. Once you've got that down, you should feel good about yourself.

Use the introduction to segue to a future meeting. You don't want to end your chat at the party. The endgame here is to open the door for a follow-up meeting one-to-one. But remember that a party is a social gathering, so keep it natural and leave them intrigued.

Honor the event. This is really important. Make sure that when networking at a holiday party -- or any nontraditional networking event for that matter -- you don't treat it like a business mixer. Show finesse. Yes, it is a great networking opportunity, but if you overtly sell, you may turn people off. After all, it is a holiday.

MIEA in the Media





Reaching out to Maybank's Online Premier Banking Customers.

Maybank has supported MIEA throughout the years and the latest development between the both parties is the introduction of an MLS template (as shown below).

Members of MIEA will greatly benefit from this, as the properties listed in the template will reach out to all of Maybank's Online Premier Banking Customers. What a great impact this will make to the industry as we are dealing with a whole new clientele base. With just a click of the mouse, your properties will be viewed by thousands of Maybank's Online Premier Banking Customers. It's a great new way of advertising, promoting and gaining exposure. It is also a fine example of a joint venture co-branding which defines two or more companies working together to form a strategic alliance to present a product to the target audience.

Thank you Maybank for this great partnership!

PropertyWatch

Internal circulation only : Issue 1

Date : 7 October 2011

LOCATION	PICTURE	DESCRIPTION (USE ARIAL 9)
ARMANEE TERRACE, DAMANSARA PERDANA		Name of Condo : Armanee Terrace HOME LINE PROPERTIES Built Up : 2500sqft Bedroom / Bathroom : 4, 3 Edwin Kumar : 012 -2110113 Tenure : Leasehold Theresa De Silva : 012 -2130113 Others : Partly Furnished, Barbecue Area Club House, Covered Parking, Gymnasium, and other condo facilities. Price : RM 930,000.00 E-mail : homeline.pro
HIJAUAN KIARA, MONT KIARA		Name of Condo : Hijauan kiara HOME Type : - Built Up : 2,735sqft. Bedroom / Bathroom : 4+1R 4B Edwin Ku Theresa De S Tenure : Freehold Price : RM 1.65mil E-mail : homeline.pro
ROBSON HEIGHTS SEPUTEH		Name Of Condo : Robson Heights HOME Built Up : 2800sqft Bedroom / Bathroom : 4+1, 3 Edwin Ku Theresa De Tenure : Freehold Others : Partly furnished, Covered Parking Gymnasium, Playground, Sauna, Squash Court Price : RM 980,000.00 E-mail : homeline.p
CASA KIARA, MONT KIARA		Name of Condo : Casa Kiara HOM Type : Corner Unit Built Up : 1243sqft Bedroom / Bathroom : 3+1, 3 Edwin Theresa De Tenure : Freehold Others : Fully furnished Price : RM 595,000.00 E-mail : homeline.pro
BELVEDERE, KENNY HILLS		Name Of Condo : Belvedere HOM Built Up : 2000sqft Bedroom / Bathroom : 3+1, 3 Edwin K Theresa De Tenure : Leasehold Others : Partly furnished, Covered Parking Gymnasium, Playground, Sauna, Squash Co Price : RM 820,000.00 E-mail : homeline.

Disclaimer

PropertyWatch

Internal circulation only : Issue 1

Date : 7 October 2011

LOCATION	PICTURE	DESCRIPTION (USE ARIAL 9)
DUTAMAS MESRA TERRACE		Location : Dutamas Mesra HOME LINE PROPERTIES Type : 4sty Semi -D House Land Area : - Edwin Kumar : 012 -2110113 Built Up : 3800sqft Theresa De Silva : 012 -2130113 Tenure : Freehold Bedroom / Bathroom : 4+1 R, 4 B Others : New England architecture, with lift ,club house. Gated. Price : RM 1.8mil E-mail : homeline.properties@gmail.com
DAMANSARA HEIGHTS, JELUTONG VILLAS		Location : Damansara Heights HOME LINE PROPERTIES Type : Semi -D House Land Area : 3500sqft Edwin Kumar : 012 -2110113 Built up : 3800sqft Theresa De Silva : 012 -2130113 Tenure : Freehold Bedroom / Bathroom : 4+1, 5 Others : Gated, Newly Renovated Price : RM 2.96mil E-mail : homeline.properties@gmail.com
KIARA HILLS, SRI HARTAMAS		Location : Kiara Hills HOME LINE PROPERTIES Type : 3.5sty Terrace/Link House Land Area : 4500sqft Edwin Kumar : 012 -2110113 Built Up : 5000sqft Theresa De Silva : 012 -2130113 Tenure : Freehold Bedroom / Bathroom : 4+1, 3 Others : BBQ, Parking, Jogging Track, Play Ground, 24hr Security Price : RM 3.9mil E-mail : homeline.properties@gmail.com
SUNGAI BULOH		Location : Sunway Rahman Putra HOME LINE PROPERTIES Type : Bungalow House Land Area : 7000sqft Edwin Kumar : 012 -2110113 Built Up : 6000sqft Theresa De Silva : 012 -2130113 Tenure : Freehold Bedroom / Bathroom : 7, 5 Others : Guarded and gated, Facing golf course, 24hr Security Price : RM 2.3mil E-mail : homeline.properties@gmail.com

Disclaimer




IEA Dinner in Singapore

The Institute of Estate Agents Singapore held its annual dinner in May this year.

Several council members and our Past President Mr Somasundram attended this function. The theme for the evening was "International" and as such many who attended the function were dressed accordingly. Our Johore Chairman was one of the prize winners for the best dressed traditional costume.

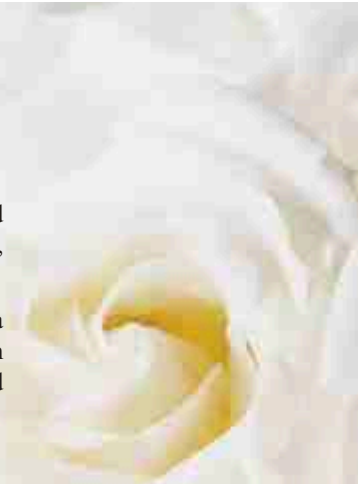
The presidents of the respective real estate associations from Thailand and Philippines were also present. The photograph above is of the council members, our president and the presidents of the Singapore, Philippines and Thailand real estate associations.



The passing of a dear friend and a fellow member of MIEA

Mr John Manuel of Carey Real Estate Sdn Bhd passed away on Sunday the 4th of December. He was dedicated, committed and passionate about his work.

A great father to his children - Gerard and Melanie and a good husband to Yvonne. His funeral service was held on the 7th of december at the St Francis Xavier's church and thence to the PJ crematorium. May his soul rest in peace.



Calendar of Events

5th - 9th December 2011 (Mon - Fri)	Certified International Real Estate Specialist
13th December 2011 (Tuesday)	Online Marketing Real Estate Negotiators
17th & 18th December 2011 (Sat & Sun)	Negotiators' Training Programme
3rd - 4th March 2012 (Sat & Sun)	MAREC12

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

facebook

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2011 Advertising Rate Card

Full color	Back Page	RM5,000
Full color	Back Inside and Front Inside	RM3,000
Full color	Full Page (ROP) (21 x 29.7cm)	RM2,000
Full color	Half Page Display (21 x 14.5cm)	RM750
Full color	Quarter Page Display (10 x 14.5cm)	RM500

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

Education and Training



May 2011 - Negotiators Course



15 June 2011 - Proposed MRT project and its effect on property values along its routes.



July - How to market Industrial Properties



15 July - facebook for Realtors



23 & 24 July - Negotiators Course



12th August - How to secure your 3% professional fees & How to secure Exclusive Listings & appointments,



Nov 2011 - CIPS Briefing



20 Nov - Online Marketing & Social Media

MAREC12

MALAYSIAN ANNUAL REAL ESTATE CONVENTION

3 - 4 March 2012

Sime Darby Convention Centre, Malaysia.

PROPERTY INVESTMENT - THE WAY FORWARD

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Pricing / Early Bird Discounts

Pricing / Early Bird Discounts

DATES	MEMBER	CREN	NON MEMBER
Until 31/12/2011	RM688.00	RM638.00	RM888.00
Thereafter	RM888.00	RM836.00	RM1,088.00

The registration fee covers:

- Participation in the conference
- Morning and afternoon Tea Breaks and Lunch

Payment Details

Payment should be made via cheque or bank draft to:
 Malaysian Institute of Estate Agents
 Public Bank Account No: 3107564910

Terms and Conditions

- Fees are inclusive of programme materials and refreshments.
- Registration is confirmed only upon receipt of full payment.
- All payment must be received within 14 days of invoice.
- We reserve the right to refuse admission if payment is not received on time.
- No refund for cancellation can be made but you can nominate another person to attend on your behalf.
- The organisers reserve the right to change event dates, venue or programme as deemed necessary and no refund or part refund will be made.

Fax to 603 - 7960 3757

REGISTRATION FORM

Delegates Details

1. Name _____

OM No: _____ E No: _____

Member Non Member

Name of Company _____

Address _____

Postcode _____ Tel _____ Fax _____

Handphone: _____ email: _____

Payment Details

Registration Fees	:	RM
Optional Welcome Dinner	:	RM
Total	:	RM

Signature & Company Stamp _____ Date _____

Applied for 10 CPD Hours

MAREC HOTLINE : 603 - 7960 2577

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