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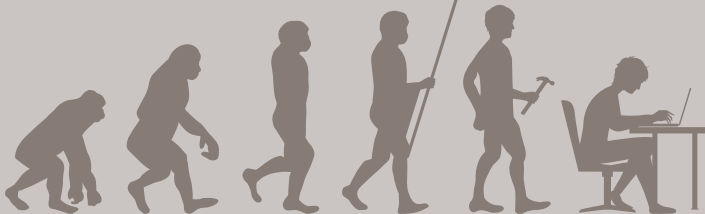


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Tan Kian Aun
Convention Chairman



Message from the Convention Chairman

On behalf of the Malaysian Institute of Estate Agents (MIEA) I would like to express our warmest welcome to the new and exciting MAREC SUMMIT 2019! This will be the 33rd edition of Malaysian Annual Real Estate Convention acronym MAREC.

This is the consecutive MAREC that I had been an Organising Chairman, as I was also personally involved in organising numerous MAREC editions over the years. I have witness how far MAREC as well as the institute grew to what it has become today. For that I am really proud to be part of MIEA, where our objectives are always in promoting professionalism, protecting public interest and representing the voice for practitioners in matters relating to the industry.

For the first time, we have rebranded MAREC to MAREC Summit with a new purpose, ideology and transformation. We understand the industry had grew, evolved and changed throughout the years and to be relevant to the industry we need to adapt and embrace the changes. As we know, the real estate industry is bracing itself for more challenging market conditions ahead in 2019. This year's theme L.E.A.D reflects on the current situation of the industry.

Lead is short means we as the practitioner must take ownership of the fraternity. The profession belongs to us and we ourselves must protect the interest and integrity of the profession. We have to elevate ourselves with continuous progression and engagement.

Evolve means progression, change and growth. The change is so rapid that it will overtake us without us noticing. Embracing these ever changing and evolving technology must be part of our life.

Adapt means real estate practitioners have

to reexamine new ways to do their business and to identify game changing strategies that will firmly establish the relevance of their services in the marketplace in an ever-changing landscape of the industry.

Disrupt may sounds negative however, when change happened, by anticipating the market sentiment, customer demand, technology innovation and social needs, disruption will occur naturally and we should treat it business as usual. We have no choice and embracing changes must be part of our life.

As with any new changes it can be complicating, disrupting and create a lot of uncertainties. No matter where you are or how you look at it change can be scary and uncomfortable. Success depends on the ability to adapt and always think ahead. Change is inevitable, whether you choose to accept and adapt or left behind. The real estate industry is no exception and is on the verge of embracing one of the most significant technological changes. This revolution provides great opportunities for efficiency, transformation, innovation and growth which will usher over the next few years.

Changes not only happen in terms of technological but also in terms of social lifestyle, environmental issues, legality, economy factors and investor's appetite. Is change a disruptor or enabler? The winners are those who are able to maximising the boundless opportunities that changes offers and anticipating what are the new challenges awaiting us. From a positive note, changes provide great opportunities for efficiency, transformation, innovation and growth. Changes means opportunities

For the last few months we had worked hard to make sure we put together a

convention that is relevant, meaningful and worth attending. As a convention chairman, I understand that the success of the convention depends ultimately on the many volunteers who have worked together in planning and organising the convention program, technical support and also social arrangements. I would like to thank organising committee for their commitment and dedication to make this convention a success. Special recognition goes to the MIEA secretariat headed by the CEO Mr Soma Sundram, Ho Wai Ling and Helena, who have worked extremely hard for making it a success.

MAREC Summit is a platform for real estate practitioners to gain new knowledge, ideas, skills, concepts that may elevate their real estate business to the next level. It is an event where the real estate fraternity converges once a year to be recharged and motivated for the year ahead. I urge all of you to take this opportunity to participate in each and every session of the convention.

I would also like to take this opportunity to express my sincere gratitude to all distinguished speakers for their willingness in sharing their invaluable knowledge and experiences, all representatives from various professional associations for your participation and all sponsors especially our partner Property Guru who had contributed significantly to the success of the convention.

Lastly MIEA would like to express our heartiest appreciation to all delegates and distinguished speakers for participating in event as well as the continuous support for the convention. We hope you will enjoy the convention and gained lots of learnings, sharing of ideas and fond memories. My personal thanks goes out to every one of you.

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Sr Ahmad Zailan Bin Azizuddin

President

Board of Valuers, Appraisers, Estate Agents and Property Managers

Message from Board of Valuers, Appraisers, Estate Agents and Property Managers

Assalamualaikum and Salam
Sejahtera

Warmest greetings from the Board
of Valuers, Appraisers, Estate Agents
and Property Managers.

I would like to thank you for inviting
me to pen a few words in your
MAREC SUMMIT Programme Book.

We have observed the Malaysian
Institute of Estate Agents (MIEA)
has grown over the years from a
relatively small NGO to a respected
organization it is now. I also note that
you have been conducting several
projects a year and now have a full
calendar of events that have had a
tremendous impact on the profession
of Estate Agency in Malaysia.

I am pleased that MIEA has
successfully organised MAREC
for the past 33 years and to note
that each year the convention
draws professionals from different
disciplines in the property industry,
thus indicating that the profession is
progressive and relevant.

The landscape of how business is
being done is changing even as we
speak. Technology continues to
make great strides into the future.
The evolution of technology has
affected many aspects of our life.
As practitioners, learning about
the impact of this ever changing
technology is important. In line with
that, this year's transformed MAREC

SUMMIT 2019 is aptly themed
“L.E.A.D – Leadership, Evolve,
Adapt, Disrupt”.

A Summit of this nature offers the
perfect platform for practitioners to
hone their skills and increase their
knowledge. I am sure each of you
present here today will benefit greatly
from this seminar as the speakers
share their invaluable knowledge with
all of you.

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

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Eric Lim
President

Malaysian Institute of Estate Agents (MIEA)



Message From MIEA President

It is my pleasure to extend a warmest welcome to you all for attending MAREC SUMMIT 2019, an annual convention organised by the Malaysian Institute of Estate Agents (MIEA). To all our foreign delegates, Selamat Datang to Malaysia. This year, we are adopting the theme L.E.A.D which is the acronym for Lead, Evolve, Adapt and Disruption. This is reflecting the current real estate practice which has revolve and facing many challenges and disruption brought by technology and advancement.

This year, instead of the annual 'convention', we are embracing the word 'summit' which we are aiming to bring the practitioners to achieve a "peak in performance" and "reach the top" of their career goals through this platform, hoping they will be able to gain new ideas and adopt new insights. The organising committee has taken painstaking effort to craft topics in line with the theme and invite selected speakers from local and abroad to share their experience and deliver topics of their field of speciality.

In view of the current challenging times, every practitioners and player need additional knowledge and new skill set to move forward. Changes are made more rapidly by technology advancement. Along the journey, disruption and advancement are inevitable.

In your quest to acquire knowledge and marketing prowess, do not neglect the very basic fundamental of practice. Ethics and compliance are paramount to gain the trust and confidence by the public and investors. The Rules and Regulations are merely our guiding principles. As we advance further, self-policing and compliance shall be the rule of the day.

We greatly appreciate the effort made by the government to formulate the National Housing Policy and promoting home ownership by providing various incentives including stamp duty exemption and others. However, this is largely towards the primary market. We strongly urged the government to consider extending similar incentives for those acquiring from the secondary market. According to NAPIC report, transaction of residential properties in the secondary market constitutes 80% of the total residential transaction.

To enhance the real estate agency practice, we call upon practitioners to modernize their business operation and embrace changes through technology and digitalization. There are so many disruptions in the market directly and indirectly to the real estate professions and the practitioners need to keep up with the technological advancement to maintain their

business and be relevant. Any effort by the government to provide grants and incentives including double taxation for such initiatives will accelerate the process.

In the era of digitization and globalization, the most crucial step in digital transformation starts from transforming within the mindset. Although enabling a new mindset will help us to adapt to innovations which may disrupt the daily routines, but it will give us a chance for evolution into something better and more efficient. New channels of communications and distributions will be opened, which aids in driving brand awareness and ultimately increase in value. We are learning to Lead, Evolve, Adapt in the time of Disruption, hence the theme.

To all the participants, we hope you will be taking away new insights and great business opportunity in this summit.

On behalf of the MIEA Board of Directors, I would like to thank the Organising Committee for their time and effort to successfully organise MAREC Summit 2019. The same goes to all the speakers, sponsors and exhibitors for their contribution to the success of the summit.

Thank You.



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Foreward

As property seekers' expectations and the role of real estate agents evolve, PropertyGuru understands the challenges that real estate agents face in this ever-progressive industry. It is in our interest to work with industry partners like MIEA, who share the same commitment in helping real estate agents and agencies achieve success by empowering them with the right tools and knowledge; especially within technological aspects.

We see the MAREC summit as an effective platform to connect with agents and agencies. With the focus on technology now bigger than ever, we hope that our involvement at this summit will empower real estate agents with fresh insights and new ideas for continued success. As such, we are proud to be the title sponsor and official partner for the MAREC Summit 2019.

PropertyGuru aims to help 100,000 Malaysians solve their home affordability issues and own their own home by 2020. We hope to achieve this through our partnership with real estate agents, agencies and MIEA.



SPEAKER PROFILE

5 Investment Strategies A Buyer Needs To Know In 2019



Faizul Ridzuan
FAR Capital Sdn Bhd

Faizul Ridzuan is the CEO of FAR Capital and an active property investor since 13 years ago. He has bought 50 properties as of today.

He has managed to buy group bulk purchase of properties worth more than RM400 millions in the past 18 months.

He was recently named as one of the Top Property Influencers in Malaysia by Focus Malaysia and one of 100 Most Influential Sustainable Entrepreneur by Asia Pacific CSR Council.

Author of bestselling book "WTF 23 Properties by 30" which sold over 60000 copies and was translated into Thai language for Thailand's local market.

He has over 350,000 followers on Social Media from 2 facebook profiles and 1 Instagram Profile.

He is the founder of property educational programs such as 'Sarjana Hartanah' which has over 3000 students, 'Millionaire Employee Blueprint' which has over 1000 students and Faizul Ridzuan Private Group which has over 1700 students.

Faizul is the founder of GilaHartanah.com, Makeover Guys and FAR Capital

He has been invited to speak in over 50 property-related events to thousands of attendees, including top 10 developers like SP Setia, Ecoworld, IJM, Mah Sing, I&P and top platform providers like iProperty, PropertyGuru, Property Hunter and Gila Hartanah.

Faizul has been featured in Astro Awani, TV3, TV1, News Straits Times, BFM, Focus Malaysia, Nanyang Siang Pau, Property Insight, Homefinder and Berita Harian.

Forum : Evolving, Adapting & Disrupting the Industry



Previndran Singhe

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

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

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

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

SPEAKER PROFILE

Forum : Evolving, Adapting & Disrupting the Industry



Amanda Goh
IQI Realty Sdn Bhd

Amanda Goh has more than 7 years of work experiences as a Registered Estate Agent.

She was a former Principal of RealProperty.My which was awarded 'MIEA Residential Agency of the Year Award 2014 (Small-sized Agency Category)'. She was also the Managing Director of RGroup 1 Sdn Bhd, which carried the international real estate brand, RE/MAX®. She is currently serving corporate clients under IQI Realty Sdn Bhd.

She served in MIEA's National Council of Management as Honorary Treasurer and Councillor for Information and Communication Technology (ICT). She also headed the Youth wing in 2013 and was the Organising Chairperson for MAREC'16.

A qualified Chartered Accountant with the Institute of Chartered Accountants in England and Wales (ICAEW), Amanda was also awarded a Distinction in Masters of Science in Corporate Real Estate Finance and Strategy from Cass Business School. She also gained internship work experiences with real estate consultancy firms, Jonathan Edwards Limited and Cushman & Wakefield Healey & Baker, both in London, United Kingdom.

Forum : Evolving, Adapting & Disrupting the Industry



Chan Ai Cheng
SK Brothers

Ai Cheng graduated with a Bachelors of Property from the prestigious University of Auckland, New Zealand, where she majored in Property Valuation, Investment and Development. According to Ai Cheng, other than obtaining her Bachelor's Degree, her greatest achievements during her university days was taking the plunge (literally speaking) by bungee jumping!

Upon returning from New Zealand, she joined Farlim Group Berhad as Assistant Manager in charge of Property Management of Plaza City One, a retail shopping centre in Masjid India and their numerous apartment projects in Bandar Subang. She then joined the Real Estate and Housing Developer's Association Malaysia (REHDA), where she was involved in the organization of the first ever Home Ownership Campaign in December 1998. This was just one of the more notable activities she organized on behalf of the organization, in addition to the many other activities organized for, and within the Association.

Ai Cheng then joined the Sales & Marketing department of SK Brothers Realty in June 1999, and being the highly dynamic and enthusiastic individual that she is, Ai Cheng rose the ranks before long to become the Top Producer – Sales Performance in Year 2000. This paved the way for her to eventually take on the challenging role of General Manager of SK Brothers that she holds and thrives in today which pretty much the same commitment and enthusiasm.

Ai Cheng is a Registered Estate Agent with the Board of Valuers, Appraisers and Estate Agents Malaysia. In addition to her responsibilities in SKB, Ai Cheng also served in the capacity of Council Member of the Malaysian Institute of Estate Agents (MIEA) 2006/2008, Member of the Institution of Surveyors Malaysia (ISM) and Registered Financial Consultant with the International Association of Registered Financial Consultants (IARFC). She was also recently conferred the title of Certified Residential Specialist, National Association of Realtors, United States of America.

She is also a regular columnist for Smart Investor Magazine on Property, iproperty.com.my Magazine; a regular feature in the press on property matters; and served as distinguished speaker for several national financial/investment/property conferences, the latest of such conferences being the Asia Traders and Investors Convention 2010 (ATIC 2010). She was also recognized for her career achievement and contributions to society by the Malaysian Women's Weekly, being the winner of the Great Women of Our Time Award in the Finance & Commerce Category Year 2007.

She is also a graduate of the Anthony Robbins' Unleash the Power within – Firewalk Programme.

SPEAKER PROFILE

Forum : Evolving, Adapting & Disrupting the Industry



Lee Jun Liang
DeOne Properties

Lee Jun Liang is a practising registered valuer and a registered estate agent.

His journey into this profession was a coincidence as he did not pursue a career in accountancy upon graduating from the Association of Chartered Certified Accountants (ACCA) in 2005. Instead he joined a valuation firm and pursued a valuation qualification with the Royal Institution of Surveyors Malaysia (RISM).

His professional career includes stints with Colliers, Jordan Lee & Jaafar Sdn Bhd and later CH Williams, Talhar & Wong Sdn Bhd (WTW) having served as their Perak branch manager. He co-founded DeOne Properties Sdn Bhd in 2012 and is currently serving as a Director with the Company.

DeOne Properties has consistently achieved million-dollar annual turnover since 2016 and has been awarded MIEA Perak Real Estate Agency of the Year for two consecutive years (2017 & 2018).

Forum : Evolving, Adapting & Disrupting the Industry



Sheldon Fernandez
PropertyGuru Malaysia

Sheldon is a versatile sales professional and an ardent advocate for online, with over 14 years of experience in digital marketing and sales leadership. He has a strong track record for delivering results, execution excellence and improved efficiency, while also driving high employee- and customer satisfaction scores for organisations across Asia.

Sheldon joined PropertyGuru.com.my, the Malaysian subsidiary of PropertyGuru Group, as a Country Manager in June 2015 and is the principal representative for the Group in Malaysia. He is responsible for leading the company's sales and B2B strategy, driving strategic business deals, and cultivating relationships with key industry partners in Malaysia.

Previously, Sheldon was with jobsDB, a leading online employment marketplace in Asia, in the capacity of a Managing Director. Prior to jobsDB, he held various sales and general management roles in Marcus Evans, Adecco and Nextel Communications.

Sheldon is particularly passionate about fostering a culture of engaged participation in organisations – emphasising inclusion and collaboration to improve business value – and in elevating team performance through innovative leadership and individual coaching.

He holds a Graduate Diploma in Accounting, with a Minor in Marketing, from Olympia College.

The Making Of A “NEW GEN REN”



Darmadi Darmawangsa
ERA, Indonesia

Darmadi Darmawangsa M.Sc., C.Eng. is one of Indonesia's top motivational and selling skill speaker. He is known as The master of Motivation. He received his Bachelor of Science in Civil Engineering from California State University, Long Beach (Cum Laude). He continued to Massachusetts Institute of Technology and received two degrees, Master of Science in Civil and Environmental Engineering as well as Civil Engineer degree. The first four years, He worked as a Construction Manager in both apartment and office building. After that, He joins ERA since 2000 until now, as President Director of ERA Indonesia, manages 130 offices and more than 6,500 real estate agents. He is the youngest President of AREBI (Asosiasi Real Estate Broker Indonesia) for two periods from 2009-2015 since then He becomes the Honorary Chairman of the Association. He is now active KADIN bidang Properti (Kamar Dagang dan Industri Indonesia) or Indonesia Chamber of Commerce and Industry as Wakil Ketua Komite Tetap Pengembangan Jasa Properti. His best selling book entitled Fight Like a Tiger Win Like a Champion has reached 33th edition and becomes the Best selling motivational book in Indonesia. His other best selling book entitled CHAMPION has now reached for 16th edition. He has taught more than 200,000 people both in national and international platform.

SPEAKER PROFILE

How I Sold 'RM1 Billion' Properties By Creatively Structuring Deals



Govindasamy Balaguru
Principal
GDS Properties

Govin Bala has a diverse career which started as an Engineering Apprentice after secondary school. He pursued a diploma in Electrical Engineering become an Engineering Sales & Project Engineering Representative.

Mr Govin by accident started Real Estate as an entrepreneur cum Realtor with a borrowed table, chair and phone. He developed an agency of 25 negotiators and has trained more than 300 personnels. He is an award winner of Danaharta (National Asset Management Corporation) for 3 consecutive years (5 Awards). He is also the National Real Estate Awards Winner accorded by the Malaysia Institute of Real Estate Agents for 4 consecutive years (6 Awards).

He was a speaker at MAREC Conventions, Malaysian Indian Chamber of Commerce, Rotary Group Meetings, Insurance Groups etc.

Govin Bala has a great Passion for Real Estate especially in Rehabilitating Distressed Properties and has enjoyed success in property investment. Committed to educating the ignorant public on the importance of Real Estate Investment as a way forward to achieve financial freedom.

Disruptive Selling : Are You Ready To Succeed In Today's Market



Wong Yau Long
Cornerstone Xstate

Wong Yau Long is the Managing Director of Cornerstone Xstate and a seasoned property investor. His portfolio consists of a vast array of residential, commercial and industrial property transactions valued over millions each year. He holds a Bachelor of Science degree majoring in Finance from St. Cloud State University. Throughout his life, he has embarked on a career in real estate since 2005.

He constantly strives to elevate his standards in attaining continual property excellence. His passion, persistence and perseverance has garnered him a plethora of prestigious awards such as Top Real Estate Negotiator of the Year, Million Dollar Real Estate Rooftop Achiever, Outstanding Leader and a string of subsidiary awards for multiple consecutive years. He also aspires to bring about a revolutionary change and breathe new life into the property industry by cultivating culture of entrepreneurial mindset and sparking game changing innovations within the Malaysian real estate fraternity!

Breaking The Odds In A Tough Market



Harry Low
Co-Founder & Group
Director Of Full
Homes Group

Prior to his real estate career, Harry Low was a Sales Manager with one of the largest international shipping company in the world Evergreen Marine. His tenure with Evergreen Marine was 8 years and his last position was a Sales Manager leading a group of dynamic sales force.

He believes that real estate industry is the place where he is able to learn and unleash his full potential. Being a natural leader he always believe in determination, perseverance and focus.

From 2006 – 2012 Concluded over a total of 600 units of sub sales under his personal record and lead a group of sales team whilst managing a range of investors' portfolio.

2013 Established Full Homes Realty (Kota Kemuning) together with his partner, Fan Nye. The branch won Top Branch of the year consecutively 3 years. Produced an average minimum sales value of RM200 million yearly.

2015 Full Homes (Kota Kemuning) was awarded for Residential Agency of the year by the Malaysian Institute of Estate Agents (MIEA).

Star Agency of the year and Most Dynamic Real Estate Agency of the year by iProperty.com

2017 Involvement in the Formation of Full Homes Group (FHG).

2018 Become one of the Co-Founder and Group Director of Full Homes Group.

Full Homes Group won the 1st Runner Up for Residential Real Estate Firm of the year 2018 and 1st Runner Up for Project Marketing Firm of the year 2018 in National Real Estate Awards 2018 by MIEA.

SPEAKER PROFILE

'Digital Marketing Masterclass' Workshop



*Arvin Setiawan
Director Of Online
Marketing
PropertyGuru Group*

Arvin is a proven digital marketing professional, bringing a strong blend of expertise in marketing, analytics, strategy and entrepreneurship. He has over 12 years' experience in Online Marketing (PPC, SEO, Display, Mobile, Email and Programmatic & General Advertising), Website Testing and Research, Digital Marketing/Ad Technology, Analytics and eCommerce, and has consulted for companies such as Adobe, PayPal and eBay in Silicon Valley.

Arvin currently oversees the online marketing presence for PropertyGuru Group, using the web to drive its online visibility and generate leads. He manages a team of digital marketing specialists across Singapore, Malaysia, Thailand and Indonesia, and spearheads the Group's strategic analytics, segmentation and programmatic projects. Arvin also plays a key role in facilitating close collaboration between the Marketing, Product, Engineering and Data Science functions within the organisation.

Arvin also owns a small business in the Property category in Indonesia, and invests in companies such as Spotify.

Prior to joining PropertyGuru in January 2015, Arvin held multiple roles in different companies and worked as an independent consultant. Notably, he spent over six years at PayPal.

Arvin holds a bachelor's degree in Industrial Engineering and Operations Research from the University of California at Berkeley.

How My RENs Became Smarter Than Me



*Ismail Gafoor
PropNex Singapore*

Mr Mohamed Ismail is the Executive Chairman and CEO of PropNex Limited - Singapore's leading real estate agency group, with PropNex Realty as the flagship subsidiary that has business in sectors such as real estate brokerage, property management, training and real estate consultancy. Mr Ismail himself holds a Bachelor in Land Economics (Hons) from the University of Technology Sydney. He is an investor, entrepreneur and a success coach to many Million-Dollar Club Producers in the Real Estate arena.

He is presently a member of the Lifelong Learning Council, a 15-member community led council set up by the Workforce Development Agency of Singapore and Brigade Commander of 12SIB. From 2010 to 2012, Ismail served as the President of the Institute of Estate Agents.

Despite a busy schedule, Mr Ismail has juggled numerous appointments and activities and he even found the time to write a motivational book, "You Can Fly", which was officially launched on 20 July 2005 with His Excellency Mr S R Nathan, President of the Republic of Singapore coming in as both his foreword writer and special Guest of Honour for the launch. Mr Ismail also published 2 other best-sellers like "The Ultimate Guide to Real Estate Investment in Singapore" – Third Edition and an inspiring motivational book titled "The Timeless Gift".

Ismail has been awarded many accolades. These include: the Singapore Malay Chamber of Commerce & Industry's Entrepreneur of the Year Award, a Spirit of Enterprise Award and the prestigious NSMan of the Year Award in 2004.

In 2008, he was the winner of the Association of Small and Medium Enterprises' Top Entrepreneur of the Year and Top Entrepreneur for eCommerce Awards, and Singapore Indian Chamber of Commerce and Industry's Overall Indian Entrepreneur of the Year Award.

And just recently in 2015, Ismail was recognized as Entrepreneur of the Year (Spirit of Enterprise, Nexia-TS). This is the pinnacle of all his individual awards as he emerged from the 390 qualifying local entrepreneurs with exemplary achievements.

A firm believer of training and life-long learning, Mr Ismail has institutionalized a complete series of learning programs that includes developmental seminars, workshops, consultancy services and legal support for all his property consultants so that they can stay ahead of competition and deliver the maximum value to their customers.

He has spoken about property investments to various organisations, both locally and abroad. His views and insights on the property scene are much sought after by the local media. Mr Ismail has been highly commended for his keen insight, communication skills, and ability to lead, motivate and influence people.

SPEAKER PROFILE

Video marketing through YouTube and Facebook



Sr Lim Boon Ping

Sr Lim Boon Ping, B. Prop (Auckland), Registered Estate Agent, FMIEA, MRISM, MPEPS, MIPFM

He graduated from University of Auckland, New Zealand with a Degree of Property in year 1999. He then got registered with the then Board of Valuers, Appraisers and Estate Agent as a Registered Estate Agent in 2002. He is currently the President Elect of Malaysian Institute of Estate Agent.

In late 2017, he picked up a hobby and decided to try out by becoming a youtuber. As the owner of a home cooking channel, he now has over 42,000 subscribers on his youtube and 22,000 followers on his facebook fanpage and it is interestingly to note that this achievement is through organically. He has now monetised both his youtube and facebook accounts within one year since inceptions and has created another streams of passive income ever since.

Managing Disruptions In Digital Marketing



Charles Gregory

Charles Gregory set up the first cyber cafe business in Penang, which payments are automated using token system. Run my first physical store selling beads and accessories franchise called "Mix and Match". During this period, I started the online ecommerce store selling beads and accessories. This is where my journey to be a practitioner in digital marketing started. Had to learn, run experiments and implement the skills to test for real market results, simply because not much references during the time.

Engaged with Malaysian Global Innovation and Creativity Centre (MaGIC) in Cyberjaya as the lead trainer for 8 months- The first digital market trainer in MaGIC for Startup teams and young entrepreneurs. He is a professional trainer and digital marketing consultant guiding individuals and corporates alike in digital marketing strategies, on project basis for a wide range of industry, for both B2B and B2C. Keynote speaker for many major digital conferences all over Malaysia.

Charles founded Digital Marketing Consultant (DMC), a HRDF certified, and award-winning training company focusing on digital marketing strategies. He has over 50,000 hours in the area of digital marketing throughout the years. Charles consulted over 50 conglomerates, MNCs and higher learning institutes including MDEC, SITEC, Astro, Digi, UEM, Help University, TARC and many more to come.

Forum : Malaysia's Top RENs – Their Success Story



Siva Shanker

Mr. Siva Shanker is a Registered Estate Agent with the Board Of Valuers, Appraisers, Estate Agents & Property Managers, Malaysia and has more than 30 years of experience in the property industry. He has had much hands on experience, having worked in both large international consultancies as well as small local firms. In 2004, Siva ventured out on his own and formed Linear Estates, which was then merged with PPC International Sdn. Bhd. in 2011. Siva has been an active member of the Malaysian Institute of Estate Agents for many years and was President for the Year 2013/2015. In recognition of his excellent services to the industry, Siva was awarded the Estate Agent Of The Year 2014 Award by the Board Of Valuers, Appraisers, Estate Agents & Property Managers, Malaysia. Siva is also an accomplished speaker and real estate trainer. He was instrumental in the massive registration exercise for Real Estate Negotiators and was personally responsible for training more than 12,000 negotiators in the year 2013 and 2014. In January 2016, Siva moved to the corporate sector and accepted a position as Head of Investments at Axis REIT Managers Berhad.

Forum : Malaysia's Top RENs – Their Success Story



Benjamin Tee Kah Lin
Co-founder and
Executive Director,
Property Hub Sdn Bhd

Ben co-founded Property Hub from its humble beginnings, growing the fledgling agency into the multiple award-winning premier real estate agency it is today with three branches across Malaysia. With 15 years in real estate under his belt, Ben provides strategic direction and market insights and leads by example to advance the agency into the next era of its development.

He is constantly building expertise and a solid management team at Property Hub to ensure the continuity of the success formula he has painstakingly refined. A consistent top-performer even during his early years as a real estate practitioner, Ben epitomises the benchmark for the modern real estate Professional, culminating in his achieving the MIEA Million-Dollar Rooftop award for outstanding sales achievement.

His rise to prominence in the industry was fuelled by big dreams driven by his philosophy of Passion, Integrity and Teamwork. He believes in living life to the fullest and making the most of the opportunities that come his way, be it in business or in his family life. Transforming people's lives is what drives Ben to strive further for himself and for his team, which is why he firmly believes in empowerment and enrichment through real estate.

SPEAKER PROFILE

Forum : Malaysia's Top RENs – Their Success Story



*Ehzhilchelvam
Manimuthu*

Chelvam is currently a Head of Project Marketing with GDS Properties.

An award Winning Real Estate Agency. Graduated from City and Guilds School

Recipient of Million Dollar Producer (MDP) 2018 National Award by Malaysian Institute of Estate Agent

Passionate in Sales & Marketing, with more than 24 years of experienced in Sales Industry. He started as a door to door salesperson with Appco Group, one of the most progressive direct sales and marketing Company in the world. Then joined Astro Malaysian first Satellite TV Company, and became one of Top Sales Executive in the Country. From the Satellite Company, then he joined with Telecommunication Company, as an Account Director, securing large Corporate Accounts for the Company. He also has his owned IT Company.

For the last 13 Years in Real Estate Business where he have found his Solace.

He believes 3F Principle in Real Estate Business Focus on the number that need to be hit, Focus on the quality appointments and Focus on the Conversion rate and the rest is set!

His tagline in Real Estate Business "Impossible is Nothing, Just Do It! Things will be happen with God's Grace"

Forum : Malaysia's Top RENs – Their Success Story



Juliana Teh

I am a real estate negotiator with more than 20 years of experience in the industry. I am honoured to receive the Million Dollar Roof Top (MDRT) award presented by Malaysian Institute of Estate Agents (MIEA) on October 1st, 2016. This acknowledgement means the world to me for I have spent 20 years striving to gain the recognition and achievement that I have reached today. Needless to say as in all journey, the beginning years were the most painful ones. There was no such thing as working hours then as I was always on call 24 hours a day. Come to think about it, I am still on call 24 hours now. I specialize in "built to your specs" standalone buildings, warehouses or factories as well as sale of en bloc hotel, development land, residential and commercial properties. Besides concentrating on our local market in Malaysia, I am also tapping my business network to explore overseas opportunities. I am also a member of National Association Realtor (NAR), Certified Residential Specialist (CRS), and Certified International Property Specialist (CIPS). I am actively involved in various charity works and especially hold helping the less fortunate dear to heart. I am dynamic person whose smile lights up a room like the morning light after a rainstorm. Loving, kind and generous to people regardless of their status. A reliable person who always honours my words. Hardworking and passionate are my virtues. My confidence and public speaking skills grew tremendously after joining Toastmasters.

Disrupt Yourself!



*Jonathan Lee
Reapfield Properties*

Musically talented, creatively driven - Jonathan Lee traded his music career to explore the prospects of the real estate industry. In his 15 years of excellence, he has closed hundreds of deals, started his own real estate agency (GMAC Realtors) and partnered with some of the top developers in Malaysia as well.

In 2016, his agency was acquired by Reapfield Properties Malaysia to add value to the real estate industry altogether. After being appointed as Group COO at Reapfield, his role expanded to oversee 12 branches nationwide consisting of 70 leaders, 800 RENs and a strong management team.

Ever since coming on board, Reapfield now has a total transacted value of RM7 billion and counting!

CONVENTION PROGRAMME

DAY 1

Friday,
15th March 2019

8.00	Registration and Networking
9.00	Opening Remarks by Emcee
9.05	Welcome Remarks by Convention Chairman, MAREC'19
9.15	SESSION 1 - 5 Investment Strategies A Buyer Needs To Know In 2019 Faizul Ridzuan, FAR Capital Sdn Bhd
10.15	Morning Tea
10.30	SESSION 2 - Keynote Address : Estate Agents, Economy & Property Market Sector Eric Lim, President, MIEA
11.20	Press Conference
11.25	SESSION 3 - Forum Evolving, Adapting & Disrupting the Industry Moderator : Previndran Singhe, Zerin Properties Panelists : Amanda Goh (IQI Properties) Chan Ai Cheng (SK Brothers) Lee Jun Liang (DeOne Properties) Sheldon Fernandez (PropertyGuru Malaysia)
13.00	Lunch
14.30	SESSION 4 - The Making Of A "NEW GEN REN" Darmadi Darmawangsa, ERA, Indonesia
15.35	SESSION 5 - How I Sold 'RM1 Billion' Properties By Creatively Structuring Deals Govindasamy Balaguru, Principal, GDS Properties
16.35	SESSION 6 - Disruptive Selling : Are You Ready To Succeed In Today's Market Wong Yau Long, Cornerstone Xstate
18.00	AXIS Networking Cocktail



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Matsumoto Bldg. 5F 14-15, Nihonbashi Odenmachi,
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New Bob Centre Penthouse, 11 Gottlieb Road,
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Faizul Ridzuan

FAR Capital Sdn Bhd

5 Investment Strategies A Buyer Needs To Know In 2019

Do you know what is the few important factors when you try to persuade your buyer to buy an investment property?

Do you know how to grade a certain development for investment purposes? There are grade A, B, C, D and E. Would it help you as a real estate negotiator if you understand how the grading system works in the eyes of an investor?

There are 5 strategies, which far capital employs, that has helped more than 400 RENOs to ensure that you can speak the investor lingo and know how best to capitalize in this current market.

[illegible]





Eric Lim

**President
Malaysian Institute of Estate Agents (MIEA)**

Estate Agents, Economy & Property Market Sector

Eric Lim will be sharing on the transformation that is taking place in the real estate industry. He will also cover on current issues including practice and issues arising from liberalization, the pros and cons of the present policies and how the authorities should step forward to address these challenges.

[illegible]



Session 3

Forum

Moderator :



Previndran Singhe
Zerin Properties



Amanda Goh
IQI Realty Sdn Bhd



Chan Ai Cheng
SK Brothers



Lee Jun Liang
DeOne Properties



Sheldon Fernandez
PropertyGuru Malaysia

Evolving, Adapting & Disrupting the Industry

Virtually every industry has been experiencing rapid, massive, and sometimes devastating change over the last couple years.

Just look at what Airbnb has done to the hospitality industry. Or what Uber and Grab have done to the transportation industry. How Spotify prompted Apple Music to advance their iTunes platform—which was itself a profound innovation to the music industry.

What's happening and going to happen to our industry? How do you be ready?





Session 4

Darmadi Darmawangsa

Darmadi Darmawangsa, ERA, Indonesia

The Making Of A “NEW GEN REN”

Darmadi is a master motivation speaker who will bring the topic of Fight Like a Warrior

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.





Govindasamy Balaguru

Principal, GDS Properties

How I Sold 'RM1 Billion' Properties By Creatively Structuring Deals

Real Estate cycles are unavoidable due to market forces determined by supply and demand and these cycles offer agents unlimited opportunities. The challenge to recognize these opportunities varies between weak and peak performers.

Thus Negotiating and structuring deals becomes relatively easier if you possess the right mindset and skillset. This will enable agents to learn the difference between adversity and opportunity and how to take advantage of it.

I will share on the topic of 'Structuring Deals', in my 45 minutes presentation you will certainly take home at least one single idea that will impact your thought process to make a difference in 2019. I will not forgive myself if anyone in the next three years tells me 'if only I was told how good was a real estate in the downturn I would have held on to real estate and peaked in my performance'. Real estate is all time best for those who Enjoy, Difficult for those who Compare & Worst for those who Criticize

This image shows a single page from a notebook or ledger. It features ten evenly spaced, light gray horizontal lines running across the width of the page. The lines are parallel and provide a guide for writing. There is no handwriting or other markings on the page.





Wong Yau Long

Cornerstone Xstate

Disruptive Selling : Are you ready to succeed in today's Market

In the world of increasingly competitive business and entrepreneurship, the nature of marketing products and services demands ever greater innovation and creativity in order to differentiate oneself from the competition. Yet consistent action has almost always translated into

abundant successes. Having a plan is one thing, but having proper planning and continual commitment is everything. Hear from Mr. Wong Yau Long on how he attained phenomenal success and ground-breaking achievements with his grit and tenacity in the face of great

adversity and negativity when he is in his quest towards seeking property excellence through innovative approaches- Effective Business Unit System (EBU) that enables him to translate greater property sales into exponential growth as well as enriching the lives of many at the same time.

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CONVENTION PROGRAMME

DAY 2

Saturday,
16th March 2019

8.00	Registration and Networking
8.30	What Say You @ MAREC SUMMIT 2019
9.35	SESSION 7 - Breaking The Odds In A Tough Market Harry Low (Full Homes Realty Sdn. Bhd)
10.20	Morning Tea
10.40	SESSION 8 - 'Digital Marketing Masterclass' Workshop Arvin Setiawan, Director Of Online Marketing PropertyGuru Group
12.15	SESSION 9 - How My RENs Became Smarter Than Me Ismail Gafoor, PropNex Singapore
13.15	Lunch
14.15	SESSION 10 Breakout Session 1 - Video marketing through YouTube and Facebook Sr Lim Boon Ping Breakout Session 2 - Managing Disruptions In Digital Marketing Charles Gregory
15.40	Afternoon Tea
16.05	SESSION 11 - Forum Malaysia's Million Dollar Producers – Their Success Story Moderator : Siva Shanker Panelists : Benjamin Tee, Ehzhilchelvam, Juliana Teh
17.35	SESSION 12 - Disrupt Yourself! Jonathan Lee, Reapfield Properties
18.35	Closing Ceremony



Harry Low

Full Homes Realty Sdn. Bhd

Breaking The Odds In A Tough Market

Harry will be covering the transformation in market trends, agency operations and what is project marketing? There will be ideology sharing and case studies.

He hopes to inspire the mindset of fellow realtors towards both secondary sales and project sales, which will eventually lead them to become successful hybrid negotiators.

[illegible]





Session 8

Arvin Setiawan

**Director Of Online Marketing
PropertyGuru Group**

'Digital Marketing Masterclass' Workshop

This workshop explores the fundamentals of digital marketing for establishing your online presence. Join us as we guide you on elevating your digital marketing strategy to success through the various digital channels and available platforms.

[illegible]



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Ismail Gafoor

PropNex Singapore

How My RENs Became Smarter Than Me

As the real estate business today has evolved greatly, what does it take to stand out and have a Million Dollar Mindset to succeed in the industry? Singapore's popular entrepreneur and founder of PropNex, Singapore's Largest Listed real estate company, Mr Ismail Gafoor will share the

power of positive thinking and how having a purpose and mission can propel anyone to success. Besides showing real life examples of those who have succeeded using these principles, Mr Ismail will also share powerful tips and strategies for real estate salespersons who are looking to

move forward and be champions in their respective fields. This is indeed a must attend session for all budding entrepreneurs and aspiring, new and experienced real estate salespersons! Be moved and experience the strong impact of change by Mr Ismail Gafoor at our event.

[illegible]





Sr Lim Boon Ping

Video marketing through YouTube and Facebook

Many REAs and RENs spent a great amount of money in property portals and facebook on property marketing. Some spent thousands of dollars in order to make their posts reaching to few thousands of people. Is there a more effective way? In this talk, the speaker will share how video marketing is going to help you to increase the organic reach of your postings, through youtube and facebook. He will also be sharing on simple steps on how to make short videos, gadgets needed and software required. More importantly, the speaker will share through his personal experience on how to ride on both youtube's and facebook's algorithm to maximise the reach of your video.

[illegible]







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Sabah Branch Committee Members

Mr. Victor Wong

State Branch Chairman
Victor Wong Realty
HP: +6019 - 880 6798
Tel: +6088 - 240 789
Fax: +6088 - 240 023
wrealty@gmail.com

Mr. Henry Tai

Immediate Past Chairman
Henry Realty
HP: +6019 - 880 3348
Tel: +6088 - 266 066
Fax: +6088 - 234 066
henryalberttai@gmail.com

Ms Sharon Goh

Secretary
Property Hub (Sabah) Sdn Bhd
HP: +6019 - 812 7663
Tel: +6088 - 212 833
Fax: +6088 - 221 833
sharon.goh@propertyhub.com.my

Ms. Mary Yu

Chairman Elect
Marico Realty
HP: +6019 - 821 8798
Tel: +6088 - 266 895
Fax: +6088 - 232 078
marico_realty@yahoo.com

Mr. Stephen Wong

Committee Member
Stephen Wong Realtor
HP: +6016 - 847 7111
Tel: +6088 - 241 234
Fax: +6088 - 234 078
awrealtor78@gmail.com

Ms. Rose Lai

Committee Member
Rose Lai realty
HP: +019 - 883 2700
Tel: +6089 - 772 700
Fax: +6088 - 768 300
rose.lailenfang@yahoo.com

Sr Peter Yapp Fook Sin

Committee Member
JS VALuers Property
Consultant (E.M.) Sdn Bhd
HP: +6019 - 881 3878
Tel: +6088 - 254 877
Fax: +6088 - 256 812
fooksin@gmail.com

Ms Belinda Chong Yie Thing

Committee Member
Smiths Gore Sabah
Hp: +6010 - 2365412
Tel: +6088 - 233 775
Fax: +6088 - 237 214
belinda_ye1227@hotmail.com



Forum



Dr. Ravi Sankar
 Director, Center for Health Equity Research and Promotion
 Associate Professor of Medicine
 Division of General Internal Medicine
 Department of Medicine
 University of Illinois at Chicago



Dr. J. H. Park

A circular portrait of a middle-aged man with short, graying hair, wearing a dark suit jacket, white shirt, and red tie. He has a small pin on his lapel.

Dr. Yoon Young-Hee is a professor at the Department of Health, Behavior, and Society, Johns Hopkins University. She has a PhD in Epidemiology from Johns Hopkins University and a Master's degree in Public Health from the University of California, Berkeley. She is currently a senior advisor at the Center for Communications Programs, Johns Hopkins University. Her research interests include reproductive health, maternal and child health, and adolescent reproductive health. She has published numerous articles in peer-reviewed journals and has been a frequent speaker at international conferences. She is also a member of the International Association of Agricultural Economists and the American Economic Association.

Juliana Teh

Moderator: Siva Shanker

As the markets continue to change drastically, Estate Agents need to evolve and adapt to the changing environment. Have you ever wondered why some agents are doing really well while others struggle to pay bills? Come and get a few tips from the Million Dollar Producer Agents in this dialogue session where Past President Siva Shanker will moderate the event and coax some secrets out from these successful practitioners.

[illegible]





Jonathan Lee

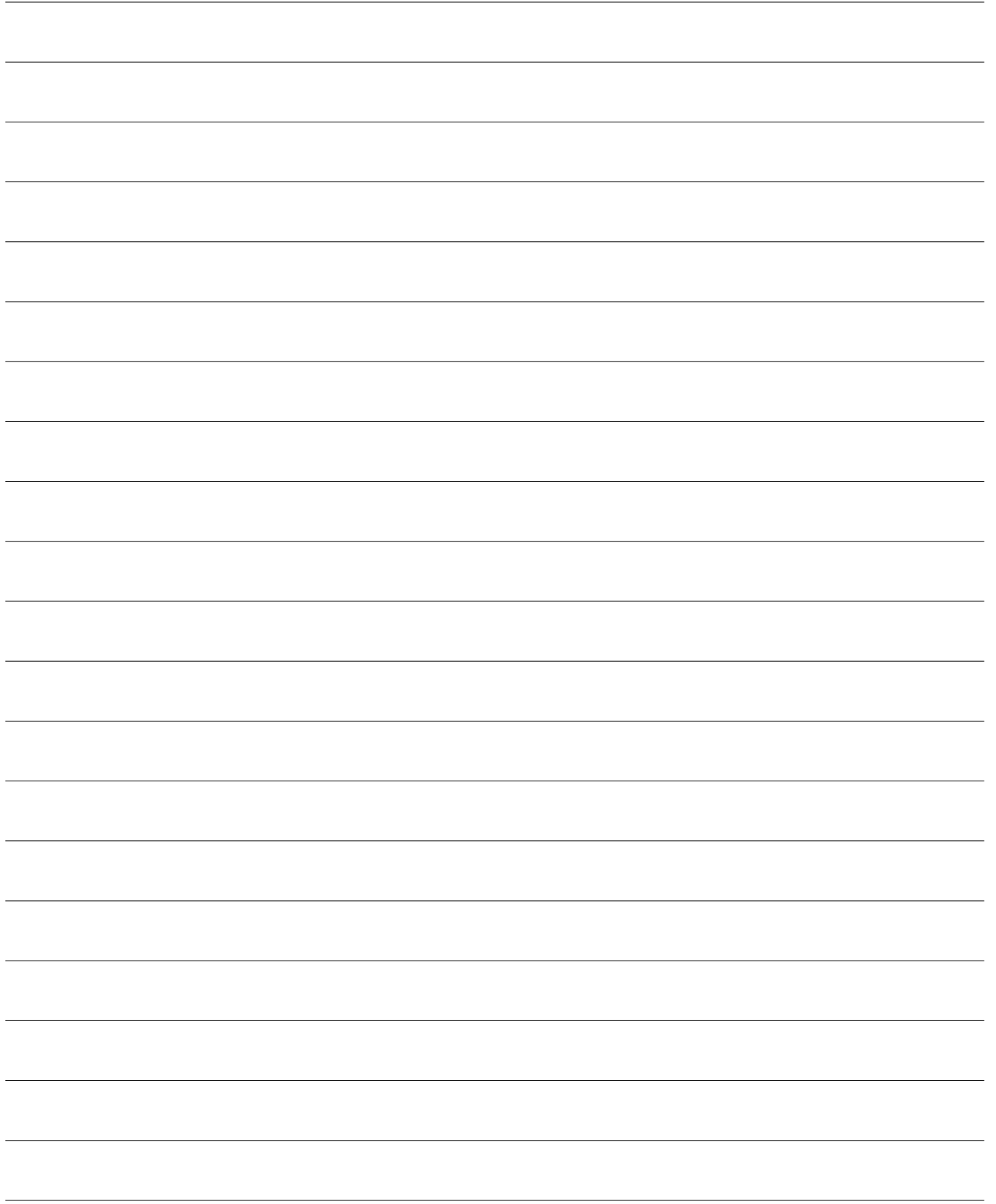
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Malaysian Institute of Estate Agents (MIEA)
Unit C-27-05, Dataran 3 Dua,
No.2 Jalan 19/1, 46300 Petaling Jaya, Selangor.
Tel: +603 7960 2577 | Fax: +603 7960 3757
Email: secretariat@miea.com.my

www.miea.com.my