



2018 AWARDS PACK

Closing Date : 10th AUGUST 2018



NATIONAL
REAL ESTATE
AWARDS
MIEA

**Take a leadership position
in the industry.**

**Participate in the MIEA
National Real Estate Awards (NREA)
2018 !**

INTRODUCTION

*"THERE ARE NO SECRETS TO SUCCESS.
IT IS THE RESULT OF PREPARATION,
HARD WORK AND LEARNING FROM FAILURE"*

Colin Powell

MIEA National Real Estate Awards is now the leader & most significant award presented to Real Estate Agents, Real Estate Firms, Probationary Estate Agents / Valuers and Real Estate Negotiators annually. Since the Awards inaugural debut in 2009 it has grown to be nationally recognized by all real estate stakeholders including the Ministry of Finance and the Board of Valuers, Appraisers, Estate Agents and Property Managers. We are supported by our partners MRCB, PropertyGuru and the edgeproperty.com.

The award recognises the measure of success and pinnacle of achievement of Real Estate Firms, Real Estate Agents, Probationary Estate Agents / Valuers and Real Estate Negotiators as a statement of their contribution to the industry as a whole, and the fraternity in particular.

It is an undeniable fact that the winners have achieved wide recognition through the awards from press coverage to National recognition. Business opportunities have grown, networking has widened, recruitment for RENs is easier, public confidence have become stronger, internationally recognized and respected among the practitioners.

Last year we saw a record number of submissions at many state levels and in all categories. We also saw a record attendance at the National Awards night.

We call on all practitioners to unite and participate in this year's awards night. The RENs are encouraged for the REN awards especially the Million Dollars Producers (MDP) awards which will go a long way to add value to your stature as a professional REN.

Let's make this, our night of celebration, celebrating the best in all of us.

2018 NREA Organizing Committee



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THE CHALLENGE TROPHY

The MIEA
National Real Estate Award
is a specially designed trophy

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

The free form reflects the
versatility of Estate Agents in
dealing with many types of
properties.

The round base
reflects the world.

The U shape connotes the
unity of the membership in
achieving excellence.

The raised icon and the pointed
edge reflect that the sky is the
limit in what we do and that we
need to do our best and be
focused in our services to clients.

ESTABLISHED SINCE 1977



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TIMELINE FOR AWARDS JUDGING

Launching Date	:	22nd June, 2018 (Friday)
Submission Closing Date	:	10th August, 2018 (Friday)
Awards Judging Date	:	28th August, 2018 (Tuesday)
Winners Briefing	:	6th September, 2018 (Thursday)
Award Winners Rehearsal	:	21st October, 2018 (Sunday)
Gala Dinner 2017	:	21st October, 2018 (Sunday)
Post Award Cocktail Reception	:	23rd November, 2018 (Friday)



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**AWARD CATEGORIES
&
GENERAL INFORMATION**



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AWARD CATEGORIES

REAL ESTATE AGENTS AWARD CATEGORY

REA Category 1	:	Real Estate Agent of the Year
REA Category 2	:	Real Estate Firm of the Year
REA Category 3	:	Real Estate Firm of the Year (State)
REA Category 4	:	Rookie Real Estate Agent of the Year (State)
REA Category 5	:	Residential Real Estate Firm 5A. Agency firms or branches with 151 RENs or more (Large) 5B. Agency firms or branches with 31 - 150 RENs (Medium) 5C. Agency firms or branches with 30 RENs & less (Small)
REA Category 6	:	Commercial Real Estate Firm of the Year
REA Category 7	:	Industrial Real Estate Firm of the Year
REA Category 8	:	Project Marketing Firm of the Year
REA Category 9	:	Most Innovative Marketing Idea
Category 10	:	Million Dollar Producers (MDP)

REAL ESTATE NEGOTIATORS AWARD CATEGORY

REN Category 11	:	REN of the Year
REN Category 12	:	State REN of the Year
REN Category 13	:	Rookie REN of the Year (State)
REN Category 14	:	Residential REN of the Year
REN Category 15	:	Commercial REN of the Year
REN Category 16	:	Industrial REN of the Year



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GENERAL INFORMATION

A. PARTICIPATION

The award is open to all

- i) Registered Estate Agents
- ii) Probationary Estate Agents / Valuers
- iii) Registered Real Estate Firms
- iv) Real Estate Negotiators

Both Ordinary / Affiliate Members including Non Members of MIEA are eligible to participate. However, different submission fees shall be payable. Refer to item J under general information.

B. PARTICIPATING FIRMS

Participation shall be by individual Real Estate offices or branches and not collectively as an organization.

C. QUALIFYING PERIOD

For sales concluded during the corresponding period from 1st January, 2017 to 31st December 2017.

D. OPEN AND CLOSING DATE

Entries are open from 22nd June, 2018 and will close at 12:00 noon on 10th August, 2018. All documentation should be sent by Registered post/Courier/Hand delivered and should reach the MIEA secretariat by 12:00 noon on 10th August, 2018.

E. JUDGING CRITERIA

Winners are not judged by sales performance only but on other criteria's as stated under the awards criteria.

F. SERVICE TAX

To ensure accuracy in sales achievement, the judges will strictly base on payment of service tax to Royal Customs Department in the corresponding qualifying period i.e. 1st January, 2017 to 31st December, 2017. All copies of receipts for the year including payment in February, 2017 to be attached and all authentications of sales must correspond with receipts of payment of service tax.

G. CONFIDENTIALITY OF INFORMATION

The award submission(s) received shall be strictly for the use of MIEA. The National awards committee, the Institute and the panel of Judges will undertake to ensure the confidentiality of all information received. All submissions will become the property of MIEA and we reserve the right to use any key information to announce the winners and their achievements.



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H. JUDGES

The awards will be judged by a panel of experienced independent judges outside of MIEA.

I. AWARDS GALA NIGHT

The Awards Gala Dinner is scheduled to be held on 21st October, 2018 at JW Marriot Kuala Lumpur.

J. ACCURACY OF INFORMATION PROVIDED

All participating firms must provide the information with accuracy and truthfulness. If any information given is found to be false, then the Institute reserves the right to disqualify or to withdraw the award at any point of time before or after the awards ceremony.

K. SUBMISSION FEE

Please enclose the submission fee together for each category and the fee are not refundable.

L. AWARDS PARTICIPANTS/FIRMS

Awards participants/firms who meet the minimum judging criteria will receive a finalist certificate.

All correspondence and enquiries are to be made to

Secretariat
Malaysian Institute of Estate Agents
C-27-05, Level 5, Block C
Dataran 3 Dua, No. 2, Jalan 19/1
46300 Petaling Jaya, Selangor

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Contact person: Helena / Afina

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SUBMISSION FEE TABLE

AWARDS CATEGORY

Submission Fee(RM) Submission Fee(RM)
Member Non Member

REAL ESTATE AGENTS CATEGORY 2018

1) Real Estate Agent of the Year	1,500	3,000
2) Real Estate Firm of the Year	1,500	3,000
3) Real Estate Firm of the Year (State)	1,500	3,000
4) Rookie Real Estate Agent of the Year (State)	1,500	3,000
5) Residential Real Estate Firm		
5A. Large (151 RENs or more)	1,500	3,000
5B. Medium (31-150 RENs)	1,500	3,000
5C. Small (30 RENs or less)	1,500	3,000
6) Commercial Real Estate Firm of the Year	1,000	2,000
7) Industrial Real Estate Firm of the Year	1,000	2,000
8) Project Marketing Firm of the Year	1,000	2,000
9) Most Innovative Marketing Idea	1,000	2,000
10) Million Dollar Producers (MDP)	1,000	2,000

REAL ESTATE NEGOTIATORS (REN) CATEGORY 2018

11) REN of the Year	1,000	2,000
12) State REN of the Year	1,000	2,000
13) Rookie REN Of The Year (State)	1,000	2,000
14) Residential REN Of The Year	1,000	2,000
15) Commercial REN Of The Year	1,000	2,000
16) Industrial REN Of The Year	1,000	2,000



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WINNERS' ENTITLEMENTS

Winners in the respective category will receive the following awards, incentives and recognition :

1. Winner's trophy.
2. A framed certificate.
3. Award winners lapel pin.
4. Press conference and media release in the press.
5. Advertisement in media.
6. Announcement of recipients in MIEA official "Award Recipient's Handbook".
7. Winners write up in MIEA D'REAM magazine.
8. Permanent listing of winners on MIEA website.
9. The right to use the approved winner's logo in all publications.



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**REAL ESTATE AGENT
AWARDS**

REA CATEGORY 1

REAL ESTATE AGENT OF THE YEAR

INTRODUCTION

This award is presented to a **Real Estate Agent** who has shown great dynamism as a leader in managing his/her Real Estate Firm. He/she must have shown exemplary leadership, promoting good agency practice and adhering to the standards of the industry.

**The winner of this award in 2017 is not eligible to submit for two consecutive years*

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Personal Achievements Outline your personal achievements over the qualifying period <ul style="list-style-type: none"> I. Plan for the year II. Sales III. Listings IV. Recruitment V. Retention etc. 	25
Section 2: Business Development Plan State the main priorities in your personal business plan for the qualifying period and achievement of those plans.	15
Section 3: Professional Development Plan State what measures you have taken to train and develop yourself to achieve your true potential. Give examples of those plans	15
Section 4: Marketing Detail new and successful marketing strategies you have introduced that have resulted in your success.	15
Section 5: Service and Support To Firm And Other Staff Give examples of your contribution to the work of your firm and support staff during the qualifying period.	15
Section 6: Personal Milestone List your personal achievements, milestones reached, awards received, recognitions that can help show your leadership ability to be an example to other Real Estate Agent's.	15
Total	100

*** Each Submission must include each section of the judging criteria.**



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REA CATEGORY 2

REAL ESTATE FIRM OF THE YEAR

INTRODUCTION

This award recognises a **Real Estate Firm** that has excelled in Malaysia. The merit is to recognize a model real estate firm irrespective of size, volume of transactions or number of negotiators. They must have shown exemplary achievements in listings, sales, marketing and recruitment. Small, medium or large firms can apply.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Achievements of the Firm Outline the key achievements of your firm.	20
Section 2: Business Development Plan State the main priorities in your business plan and achievement of those plans.	15
Section 3: Professional Development Plan Number of negotiators in your firm and state what measures you have taken to train and develop your staff to achieve their true potential.	20
Section 4: Marketing Detail new and successful marketing strategies your firm engaged to achieve your success.	20
Section 5: Sales Achievement Give exact details on sales achieved for the year and average sales per negotiator.	15
Section 6: Service to Clients Give examples of how your agency has displayed outstanding service to clients during the year. Describe how your agency achieves a point of difference when delivering excellent service to clients.	10
Total	100

*** Each Submission must include each section of the judging criteria.**



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REA CATEGORY 3

REAL ESTATE FIRM OF THE YEAR (STATE)



INTRODUCTION

One award for each state will be presented in this category. This award recognises a **Real Estate Firm** that has excelled in the respective state. The merit is to recognize a model Real Estate Firm irrespective of size, volume of transactions or number of negotiators. They must have shown exemplary achievements in listings, sales, marketing and recruitment. Small, medium or large firms can apply.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Achievements of the Firm Outline the key achievements of your Firm.	20
Section 2: Business development plan State the main priorities in your business plan and achievement of those plans.	15
Section 3: Professional development plan Number of negotiators in your firm and state what measures you have taken to train and develop your staff to achieve their true potential.	20
Section 4: Marketing Detail new and successful marketing strategies your Firm engaged to achieve your success.	20
Section 5: Sales Achievement Give exact details on sales achieved for the year and average sales per Real Negotiator.	15
Section 6: Service to Clients Give examples of how your agency has displayed outstanding service to clients during the year. Describe how your agency achieves a point of difference when delivering excellent service to clients.	10
Total	100

*** Each Submission must include each section of the judging criteria.**



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REA CATEGORY 4

ROOKIE REAL ESTATE AGENT OF THE YEAR (STATE)

INTRODUCTION

One award for each state will be presented in this category. This award is presented to a new **Real Estate Agent** who has been in practice for not more than 2 years. He/She must have shown exemplary leadership, ability to penetrate the market, promoting good practice and having achieved reasonable success as a Rookie Estate Agent.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

Marks Eligible

Section 1: Personal Achievements

25

Outline your personal achievements over the qualifying period

- I. Plan for the year
- II. Sales
- III. Listings
- IV. Recruitment V. Retention etc.

Section 2: Entrepreneurial Achievements

25

Give examples of your challenges faced as a new entrepreneur while starting your real estate practice and how you managed to overcome it to your advantage.

Section 3: Business Development Plan

15

State the main priorities in your personal business plan for the qualifying period and achievement of those plans.

Section 4: Professional Development Plan

15

State what measures you have taken to train and develop yourself to achieve your true potential. Give examples of those plans.

Section 5: Marketing

10

Detail new and successful marketing strategies you have introduced that have resulted in your success.

Section 6: Personal Milestone

10

List your personal achievements, milestones reached, awards received, recognitions that can help show your leadership ability to be an example to other budding Real Estate Agents.

Total

100



*** Each Submission must include each section of the judging criteria.**

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REA CATEGORY 5

RESIDENTIAL REAL ESTATE FIRM OF THE YEAR

INTRODUCTION

This award will be presented to a **Real Estate Firm** who has excelled in Sales / Rentals under Residential Properties. This will include revenues from tenancy, lease, project sales and secondary property sales only. There are three sub categories for which an agency firm can apply.

- 5A. Agency firms or branches with 151 RENs or more (Large)
 - 5B. Agency firms or branches with 31 - 150 RENs (Medium)
 - 5C. Agency firms or branches with 30 RENs or less (Small)
- *All RENs must be certified by BOVAEP

Participation for this award shall be for individual Real Estate offices or branches and not collectively as an organization.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Sales Achievements List exact details on sales achieved in the Residential Sector for the corresponding period and provide breakdown on concluded sales and rentals.	35
Section 2: Business Development Plan State the main priorities in your business plan and include an explanation for choosing these priorities.	20
Section 3: New/Innovative Marketing Ideas Outline details of any innovative marketing ideas that you have introduced and implemented that contributed towards your sales achievement.	25
Section 4: Number of Negotiators/Recruitment/Training Programme Indicate the number of negotiators as at 1st January, 2017 and at the end of the year 31st December, 2017. Also outline details of your firm's recruitment, training and retention programmes.	10
Section 5: Service to Clients Give examples of how your agency has displayed outstanding service to clients during the year. Describe how your agency achieves a point of difference when delivering excellent service to clients.	10
Total	100

*** Each Submission must include each section of the judging criteria.**



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REA CATEGORY 6

COMMERCIAL REAL ESTATE FIRM OF THE YEAR

INTRODUCTION

It will be presented to a **Real Estate Firms** who have excelled in **Sales / Rentals under Commercial Properties**. This will include revenues from tenancy, lease, project sales and secondary property sales only.

Participation for this award shall be for **ONE firm only irrespective of size**.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

Marks Eligible

Section 1: Sales Achievements

35

List exact details on sales achieved in the Commercial sector for the corresponding period and provide breakdown on concluded sales and rentals.

Section 2: Business Development Plan

20

State the main priorities in your business plan and include an explanation for choosing these priorities.

Section 3: New/Innovative Marketing Ideas

25

Outline details of any innovative marketing ideas that you have implemented that contributed towards your sales achievement.

Section 4: Number of Negotiators/Recruitment/Training Programme

10

Indicate the number of negotiators as at 1st January, 2017 and at the end of the year 31st December, 2017. Also outline details of your firm's recruitment, training and retention programmes.

Section 5: Service to Clients

10

Give examples of how your agency has displayed outstanding service to clients during the year. Describe how your agency achieves a point of difference when delivering excellent service to clients.

Total

100

*** Each Submission must include each section of the judging criteria.**



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REA CATEGORY 7

INDUSTRIAL REAL ESTATE FIRM OF THE YEAR

INTRODUCTION

It will be presented to a **Real Estate Firms** who have excelled in **Sales / Rentals under Industrial Properties**. This will include revenues from tenancy, lease, project sales and secondary property sales only.

Participation for this award shall be for **ONE firm only irrespective of size**.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

Marks Eligible

Section 1: Sales Achievements

35

List exact details on sales achieved in the **Industrial sector** for the corresponding period and provide breakdown on concluded sales and rentals.

Section 2: Business Development Plan

20

State the main priorities in your business plan and include an explanation for choosing these priorities.

Section 3: New/Innovative Marketing Ideas

25

Outline details of any innovative marketing ideas that you have implemented that contributed towards your sales achievement.

Section 4: Number of Negotiators/Recruitment/Training Programme

10

Indicate the number of negotiators as at 1st January, 2017 and at the end of the year 31st December, 2017. Also outline details of your firm's recruitment, training and retention programmes.

Section 5: Service to Clients

10

Give examples of how your agency has displayed outstanding service to clients during the year. Describe how your agency achieves a point of difference when delivering excellent service to clients.

Total

100

*** Each Submission must include each section of the judging criteria.**



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REA CATEGORY 8

PROJECT MARKETING FIRM OF THE YEAR

INTRODUCTION

This award is to recognise a firm that has excelled in **Project Marketing** for developer(s). It can be one project or multiple projects and must showcase the marketing success of the project(s). For this category proof of Service Tax payment is not compulsory for unpaid fees but letter from developer confirming sales will suffice.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Sales Achievements	30
State the project(s) completed and brief on developer no of units allocated, number of units sold, period of appointment, type of agency appointment, what role played before launch, fees payable by developer and Gross Development Value (GDV).	
Section 2: Achievements of the Firm	25
What were the overall marketing objective and its implementation? What were the challenges faced and how it was resolved?	
Section 3: Marketing Programme	25
Outline the marketing action plans implemented to achieve success and how effective were the plans.	
Section 4: Negotiators Involvement	10
State no of Negotiators involved in the sales and how they faced individually.	
Section 5: Service to Clients	10
Give examples of how your agency has displayed outstanding service to clients during the year. Describe how your agency achieves a point of difference when delivering excellent service to clients.	
Total	100

*** Each Submission must include each section of the judging criteria.**



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REA CATEGORY 9

MOST INNOVATIVE MARKETING IDEA

INTRODUCTION

This award recognises innovative services, products and ideas developed by member agencies that add value to the property transaction.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Innovation Describe the essential elements of the innovation made in your business and its contribution to the success of your business in the award period. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession.	35
Section 2: Collaterals Show proof of marketing ideas in print, web or in other areas.	20
Section 3: Innovative Process Describe the process undertaken to recognise, develop and implement the innovation. Include work undertaken internally by your staff and any work conducted by external service providers.	25
Section 4: Benefit to Industry Describe any potential benefits of the innovations you have introduced to the wider real estate industry.	10
Section 5: Benefit to Consumers Describe how your current and potential clients or staff will benefit from the innovations you have introduced.	10
Total	100

*** Each Submission must include each section of the judging criteria.**



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CATEGORY 10

MILLION DOLLAR PRODUCERS

INTRODUCTION

This Award is presented to any **Estate Agents, Probationary Estate Agents / Valuers, Real Estate Negotiators** who have closed in their personal capacity deals on properties and collected a minimum of RM1,000,000 (One Million Ringgit) in professional fees for the corresponding year. The revenue can be based on either a single or a combination of Residential, Commercial or Industrial sales and rentals. This must be personal sales or co-Agency sales and not team or sales of the firm.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Significant Sales Achievement Give full breakdown on all sales achieved during the qualifying period and professional fees earned for each transaction.	50
Section 2: Professional Development Plan State what measures you have taken to train and develop yourself to achieve your true potential. Give examples of those plans.	20
Section 3: Marketing List your goals and all marketing strategies which you have adopted that contributed towards the achievement of your sales.	20
Section 4: Other Contributory Factors Name any other contributory factors that resulted in your achievement.	10
Total	100

*** Each Submission must include each section of the judging criteria.**



Malaysian Institute of Estate Agents
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 Email : secretariat@miea.com.my
 Web : www.miea.com.my

**Negotiators must be
certified and registered
by
The Board of Valuers,
Appraisers,
Estate Agents
and
Property Managers
Malaysia.**



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REAL ESTATE NEGOTIATOR AWARDS

REN CATEGORY 11

REN OF THE YEAR



INTRODUCTION

This award is presented to a **Real Estate Negotiator** or **Probationary Estate Agents / Valuers** who has shown good qualities as a leader in managing of himself/herself. He/she must have shown exemplary leadership, promoting good agencies practice and adhering to the standards of the industry. They must have shown high achievements in listings, sales, marketing and after sales.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Significant Listings and Sales Achievement Give examples of outstanding listing and sales achievements in the award period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.	20
Section 2: Business Challenges & Risk Management Give examples of challenges or major risk management issues that you have encountered during the award period and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.	10
Section 3: Marketing Describe any ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.	20
Section 4: Commitment to Quality Client Service Give examples of how you have displayed outstanding service to clients in the award period and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.	15
Section 5: Service and Support to Your Agency and Other Staff Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.	10
Section 6: Personal Milestone and Career Goals Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills.	15
Section 7: Leadership and Contribution to The Industry How have you demonstrated leadership in sales in the award period? Explain how you have contributed to the industry and why you think these contributions will improve your agency practice and its standing within the real estate industry.	10
Total * Each Submission must include each section of the judging criteria.	100



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REN CATEGORY 12

STATE REN OF THE YEAR



INTRODUCTION

One award for each state will be presented in this category. This award recognises a **Real Estate Negotiator** who has excelled in the respective state. He/she must have shown exemplary leadership, promoting good agencies practice and adhering to the standards of the industry. They must have shown high achievements in listings, sales, marketing and after sales.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Significant Listings and Sales Achievement Give examples of outstanding listing and sales achievements in the award period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.	20
Section 2: Business Challenges & Risk Management Give examples of challenges or major risk management issues that you have encountered during the award period and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.	10
Section 3: Marketing Describe any ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.	20
Section 4: Commitment to Quality Client Service Give examples of how you have displayed outstanding service to clients in the award period and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.	15
Section 5: Service and Support to Your Agency and Other Staff Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.	10
Section 6: Personal Milestone and Career Goals Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills.	15
Section 7: Leadership and Contribution to The Industry How have you demonstrated leadership in sales in the award period? Explain how you have contributed to the industry and why you think these contributions will improve your agency practice and its standing within the real estate industry.	10
Total * Each Submission must include each section of the judging criteria.	100



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REN CATEGORY 13

ROOKIE REN OF THE YEAR (STATE)

INTRODUCTION

One award for each state will be presented in this category. This award is presented to new **Real Estate Negotiator** who has been in practice for not more than 2 years. He/She must have shown exemplary leadership, ability to penetrate the market and in promoting good practice and have achieved reasonable success as a Rookie Real Estate Negotiator.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Significant Listings and Sales Achievement Give examples of outstanding listing and sales achievements in the award period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.	20
Section 2: Business Challenges & Risk Management Give examples of challenges or major risk management issues that you have encountered during the award period and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.	10
Section 3: Marketing Describe any ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.	20
Section 4: Commitment to Quality Client Service Give examples of how you have displayed outstanding service to clients in the award period and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.	15
Section 5: Service and Support to Your Agency and Other Staff Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.	10
Section 6: Personal Milestone and Career Goals Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills.	15
Section 7: Leadership and Contribution to The Industry How have you demonstrated leadership in sales in the award period? Explain how you have contributed to the industry and why you think these contributions will improve your agency practice and its standing within the real estate industry.	10
Total * Each Submission must include each section of the judging criteria.	100



REN CATEGORY 14

RESIDENTIAL REN OF THE YEAR

INTRODUCTION

This award will be presented to a **Real Estate Negotiator** who have excelled in Sales / Rentals under **Residential Properties** and will include fees earned from tenancy, leasing, project sales and secondaryproperties sales only.
Participation for this award shall be by an individual Real Estate Negotiator.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Significant Listings and Sales Achievement Give examples of outstanding listing and sales achievements in the award period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.	20
Section 2: Business Challenges & Risk Management Give examples of challenges or major risk management issues that you have encountered during the award period and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.	10
Section 3: Marketing Describe any ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.	20
Section 4: Commitment to Quality Client Service Give examples of how you have displayed outstanding service to clients in the award period and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.	15
Section 5: Service and Support to Your Agency and Other Staff Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.	10
Section 6: Personal Milestone and Career Goals Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills.	15
Section 7: Leadership and Contribution to The Industry How have you demonstrated leadership in sales in the award period? Explain how you have contributed to the industry and why you think these contributions will improve your agency practice and its standing within the real estate industry.	10
Total * Each Submission must include each section of the judging criteria.	100





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REN CATEGORY 15

COMMERCIAL REN OF THE YEAR

INTRODUCTION

This award will be presented to a **Real Estate Negotiator** who have excelled in Sales / Rentals under **Commercial Properties** and will include fees earned from tenancy, leasing, project sales and secondary properties sales only.

Participation for this award shall be by an individual Real Estate Negotiator.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

Marks Eligible

Section 1: Significant Listings and Sales Achievement

20

Give examples of outstanding listing and sales achievements in the award period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.

Section 2: Business Challenges & Risk Management

10

Give examples of challenges or major risk management issues that you have encountered during the award period and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.

Section 3: Marketing

20

Describe any ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.

Section 4: Commitment to Quality Client Service

15

Give examples of how you have displayed outstanding service to clients in the award period and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.

Section 5: Service and Support to Your Agency and Other Staff

10

Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.

Section 6: Personal Milestone and Career Goals

15

Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills.

Section 7: Leadership and Contribution to The Industry

10

How have you demonstrated leadership in sales in the award period? Explain how you have contributed to the industry and why you think these contributions will improve your agency practice and its standing within the real estate industry.

Total

100

*** Each Submission must include each section of the judging criteria.**



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REN CATEGORY 16

INDUSTRIAL REN OF THE YEAR

INTRODUCTION

This award will be presented to a **Real Estate Negotiator** who have excelled in Sales / Rentals under **Industrial Properties** and will include fees earned from tenancy, leasing, project sales and secondary properties only.
Participation for this award shall be by an individual Real Estate Negotiator.

JUDGING CRITERIA

***Please write an executive summary in not more than 200 words on why you deserve the award.**

	Marks Eligible
Section 1: Significant Listings and Sales Achievement Give examples of outstanding listing and sales achievements in the award period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.	20
Section 2: Business Challenges & Risk Management Give examples of challenges or major risk management issues that you have encountered during the award period and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.	10
Section 3: Marketing Describe any ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.	20
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Section 5: Service and Support to Your Agency and Other Staff Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.	10
Section 6: Personal Milestone and Career Goals Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills.	15
Section 7: Leadership and Contribution to The Industry How have you demonstrated leadership in sales in the award period? Explain how you have contributed to the industry and why you think these contributions will improve your agency practice and its standing within the real estate industry.	10
Total * Each Submission must include each section of the judging criteria.	100





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AWARDS SUBMISSION ENTRY GUIDELINES AND TEMPLATE



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STEP BY STEP - ENTRY GUIDELINES

Step 1 – Submission Process

- a) Select the category you wish to submit.
- b) Complete the submission Form and attach with the submissions.
- c) Use one submission form for each category.

Step 2 – Filling it up

- a) Based on the awards criteria in the respective categories, detail out the requirements section by section.
- b) Highlight reasons why you deserve the award based on each section of the judging criteria in not more than 200 words.
- c) Marks will be awarded based on the facts you have outlined under the respective sections.

Step 3 – Evidence

- a) All entries must provide evidence of sales as required i.e. service tax receipts for the fees collected.
- b) Additional evidence like listing agreement, agreement to purchase, agreement to rent or any documents that proves completion of sale and collection of fees is acceptable.

Step 4 – Attachments

You are required to attach the following :

- i) Logo of the firm.
- ii) A passport size photograph of the individual person who is submit for the award.
- iii) Attach submission form together with relevant submission fee payable to "Malaysian Institute of Estate Agents".
- iv) Please attach "Entry Form" on the envelope for each category separately.
- v) The "Declaration Form" is compulsory to be signed by the Registered Estate Agent/ Principal of the firm or the branches.

Step 5 – Award Submission

It is compulsory to submit the following :

- i) Executive summary covering individual section.
- ii) 5 sets of hardcopy for judges.
- iii) Softcopy in CD or pen drive.

If you have further clarification, please e-mail your queries to the National Awards Committee, Ms Helena / Afina at projects@miea.com.my or call at 03 - 7960 2577.



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Sample Design



Front Cover

- State title of award and company name.



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Company Profile

Description of Business

- Mission or Vision
- Product Description
- Description of Services
- History, Expansion and Growth of Company



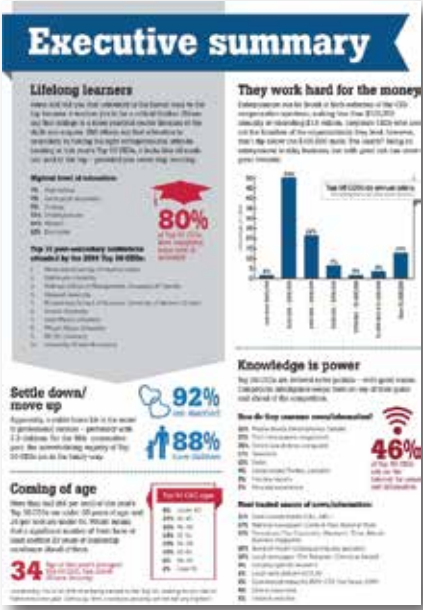
Content (example)

Sales Achievements	pg 4
Achievement of the Firm	pg 17
Marketing Programme	pg 19
Negotiators Involvement	pg 29
Service to Clients	pg 31



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Sample Design



Executive Summary

- Please write an executive summary in not more than 200 words why you deserve the award.



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A table titled "Sales Achievement for Year 2017" with a green header. It lists three projects (Project 1, Project 2, Project 3) and a "Miscellaneous" section. Each project has three rows: "First task or achievement", "Second task or achievement", and "Third task or achievement". The "Miscellaneous" section has one row: "Self day work or team or family".

Sales Achievements

- State the project(s) completed and brief on developer number of units allocated, number of units sold, period of appointment, type of agency appointment, what roleplayed before launch, fees payable by developer and Gross Development Value (GDV).
- Please list down the project in 2017 by month.

A table titled "sales achievement" with a blue header. It shows financial data for "WEST ASH COLLEGE" for the year 2017. The table has columns for "Month", "Revenue", "Expenses", and "Profit". It lists 12 months of data. The total revenue is 1,200,000, total expenses are 800,000, and total profit is 400,000.

Sales Achievements

- Attach the scan copy of GST submission for the year 2017.

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Sample Design



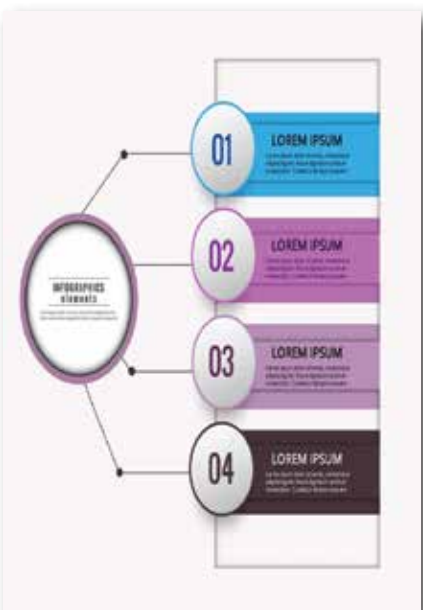
Sales Achievements

- Please list down each achievement one project per page.



Achievements of the firm

- What were the overall marketing objective and its implementation?
- What were the challenges faced and how was it resolved?



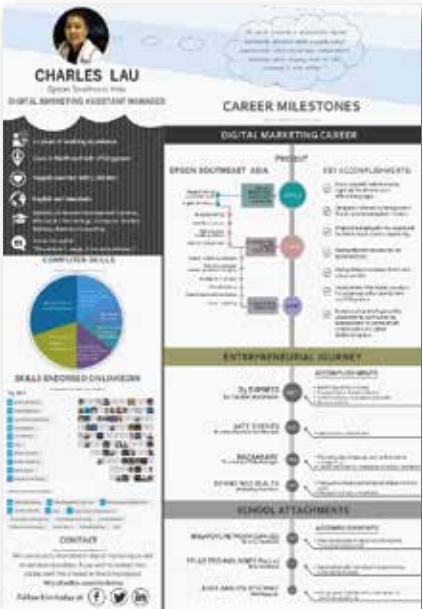
Marketing Programme

- Sales And Marketing Flow Chart
- Outlined the different types of marketing action plans implemented to achieve success and how effective were the plans.



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Sample Design



Marketing Programme

- Personal Milestone

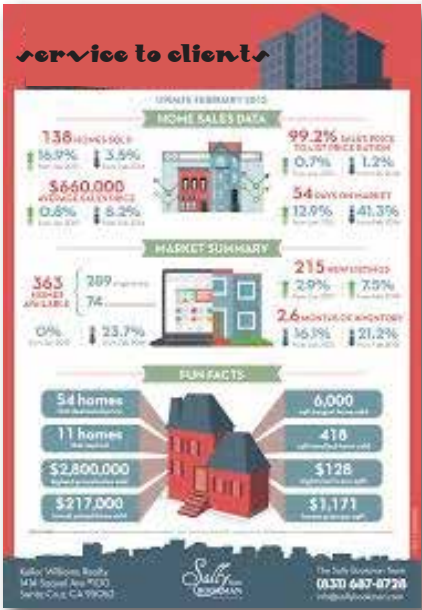


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Negotiators Involvement

- Organizational Chart



Service to Clients

- Give examples of how your agency has displayed outstanding service to clients during the year.
- Describe how your agency achieves a point of difference when delivering excellent service to clients.

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NREA FORMS

MIEA NATIONAL REAL ESTATE AWARDS

ENTRY FORM



Please complete this form and attach on the front of the award submission envelope

AWARD CATEGORY

Name of Firm:	<input type="text"/>	FIRM E NO. :	<input type="text"/>
Name of REA:	<input type="text"/>	E NO. :	<input type="text"/>
Name of REN:	<input type="text"/>	REN NO. :	<input type="text"/>
Name of PEA / Valuer :	<input type="text"/>	PEA / Valuer NO.:	<input type="text"/>

☐ Member (Membership No: _____) ☐ Non Member

Please confirm the following:

- ☒ I agree to the conditions of the entry outlined in the Award Pack.
- ☒ I have attached my Award Submission with this form.
- ☒ I am attaching a CD with relevant information as required.

PAYMENT

Cheque No: _____ Amount: _____

Note : All cheques must be payable to
" Malaysian Institute of Estate Agents"
Bank : Public Bank Berhad Account No : 3184-1974-10

ENTRANT'S SIGNATURE

CONTACT INFORMATION

CONTACT PERSON :	<input type="text"/>		
OFFICE ADDRESS :	<input type="text"/>		
CONTACT NO. (OFF) :	<input type="text"/>	FAX (OFF):	<input type="text"/>
HANDPHONE NO. :	<input type="text"/>	EMAIL:	<input type="text"/>



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MIEA NATIONAL REAL ESTATE AWARDS DECLARATION FORM

(To be enclosed with the Entry Form)



Part 1

I/We hereby solemnly declare that all information given in this Award's Submission is accurate and true to the best of my knowledge.

I/We understand that if any of the information provided in the submission is found to be untrue, misleading or is a cause for mis-representation, the National Awards Committee reserves the right to withdraw the Awards at any point of time and may cause to publish such information in any media. Upon withdrawal of the Award, the trophy and the certificate shall be returned to the Institute.

I/We fully understand and agree that I/We shall not have any right to any legal recourse.

Part 2

I/We affirm and declare that I/We upon having been selected to be the recipient of this award will abide by the "Award Winner's" charter:

- I. Take up the number of tables allocated for this award;
- II. To accept the advertisement package for the Award Recipients Handbook &
- III. Other packages that may be introduced by the Awards Committee.

Principal / Real Estate Agent

Negotiator

Date

Co. Chop / Rubber Stamp



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