

Publication of the Malaysian Institute of Estate Agents



D'REAM

Real Estate Agents Malaysia

The Legacy continues...

Welcome
Julie Wong
President of MIEA
2009-2011



Special features
MIEA National Real Estate Awards 2008

2009-2011 Council of Management.....	2
Editor, President, Minister, IPP message.....	3-6
Articles & Newsletters.....	7
Awards write up.....	8
Best of 2008.....	9
MIEA Annual Dinner.....	10-11
Dr. Ting's Write Up.....	12-13
Membership O&B and forms.....	14-18
Events & Happenings.....	19





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Julie Wong
President



K.Soma Sundram
Immediate Past President



Nixon Paul
Deputy President
Chairman PPC, Awards,
Constitution Bye Law



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Development



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Danny Ooi Lye Beng
Chairman Penang



Datuk Lee Heng
Chairman Perak



Aubrey ChanYaw Kwong
Pro-tem Chairman
Sarawak

Editor's Message

Syabas MIEA, We have successfully concluded the handing over of baton from IPP K. Soma Sundram to incoming President Miss Julie Wong. Continuity in running an institution is very important to ensure that it progress toward achieving its objectives. The leadership may change but the intrinsic purpose and intent of the institution remain.

Thank you IPP K. Soma Sundram and his team of councillors, MIEA went through a process of "CHANGE". As an institution in real estate negotiation, we have finally done something for ourselves and bought a "home" and established our very own office and headquarters. When the situations called for, the IPP will be there to make his points to protect the interests of MIEA and its members; "Loud and Clear", whether to The Board or The Parliament. Indeed, he holds MIEA close to his heart.

President Julie Wong has been involved in MIEA works in various capacities. It is her love for her works as a real estate agent principal and the institute that she takes on the leadership role. An action oriented lady; she had on the first Council of Management meeting listed her goals to achieve during her presidency term. A calendar of activities is already in place; this should put all Councillors on their heel to serve.

MIEA's 32nd Annual Dinner and National Real Estate award Nite which was officiated by the Deputy Finance Minister YB Dato Wira Chor Chee Heung saw a fully packed Ballroom at the Sime Darby Convention Centre, Bukit Kiara, Kuala Lumpur. This night marked another milestone in MIEA history, that's recognition of outstanding achievement by our fellow colleagues in real estate business. It is our fervent hope that the recognition through such an award will bring about a competitive environment for us to excel further in our business. Your results speak louder and may the best man win. Congratulations to all the Winners.

The global economic turmoil seems to be setting and we finally see some lights that the recovery stage although slow is progressing. It is normal to encounter financial difficulties during an economic turmoil but what is important is for us to learn from it. We shall interview our industry leaders to learn from them how they weather current economic situations and share with you through the D'ream Bulletin.

MIEA's strength to bring about change can only be effectively taken if we have the full support of all our fellow colleagues in Real Estate Agency business. I called on all Practitioners registered with the Board to fully support us by signing up to be member of Malaysian Institute of Real Estate (MIEA). A 100% membership should be the figure that we are targeting, only 1,400 Principals and potential of 28,000 CREN's.

Your membership is a vote of endorsement that gives us the power to bring about further improvement in our professional practice. Membership form is attached herewith for your immediate action!

We wish everyone a great year ahead with the adoption of the altitude that "we are not participating in the current global economic downturn, we are enjoying a booming year".

Thank you and Cheers for now.

From the Editor's desk
Erick Y T Kho
Chairman, Bulletin and Business Development Committee

Note: MIEA Councillors are all volunteers whose time has come to serve the institute without pay but much work and time commitment.



Erick Y T Kho

welcome



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

D'ream is acronym for "The Real Estate Agents, Malaysia".
D'ream is published by The Malaysian Institute of Estate Agents(MIEA).
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The Institute Theme "UNITED RELEVANT PROGRESSIVE"

The Estate Agents' biggest and single most challenge is to be united. Unity is the binding factor that will allow us to have one voice, one common goal and one vision. Estate Agents must take pride and take ownership of the practice by working together for the common goal of profession. As the old adage says, "Unity is strength, and strength is mighty". The call is for the leadership, the council, the members and the negotiators to work in unison and in unity to tackle the daily issues we face. The Institute must be relevant to members by meeting their expectations. The programmes, activities will all be aligned towards this goal. By the same token members must also be relevant to the institute by participating in committees, programmes and to give ideas & feedback. When one is united there is peace & harmony, and when there is relevance there is respect. When this is achieved there will be progress. When we progress there is growth, growth leads to betterment of our business and our lives and as a result we achieve recognition, respect and success. Only then can we bring change to industry and be a dynamic Institute.

Guide For Contributors

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

Submission of Manuscripts

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

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

Copyright

Once published in the D'REAM, the copyright including electronic copyrights of the article is automatically vested with MIEA. The copyright covers the exclusive use of rights to reproduce and distribute the article, including reprints, photographic reproductions, microfilm, electronic publication or any reproduction of similar nature and translations.

A Legacy Continue...

My sincere thanks goes to all the members who have influenced me to go for the Presidency Post and I sometimes wonder how time flies from April 25th 2009 when I was elected at the MIEA AGM to being at month of July, 2009 as I write this message.

It is an honour and privilege to serve my best as your President for 2009-2011. The contribution of the Committes towards their various portfolio especially the success of the 32nd Annual Dinner and our very first Award Nite was done with meticulous care even though we had only two months to prepare. Again I would like to thank the Organising Chairman, Serene Sew, the Award Chairman, IPP K Soma Sundram and their Committee for a job well done.

As the real estate world continues to expand not only internally but globally the Council will be working towards that growth.



JULIE WONG
President
2009-2011

The Council have managed to put into position various events as highlighted below:-

1. MIEA Johor convention in collaboration with IEA of Singapore and MIEA will be held in Johor on October 31st and November 1st 2009.
2. Organising of MIEA Property Exhibitions like the Sunday Mart, networking workshops and forums.
3. Negotiator Course and CPD Course will be held in Sarawak on August 22nd and 23rd 2009.
4. Negotiator Course and CPD Course plus Annual Dinner cum Charity event will be held in Sabah on September 26th and 27th 2009.
5. Luncheon Talk will be held for Negotiators/Cren at MIEA headquarters on July 16th 2009 - Speaker Mr Ho Chin Soon.
6. Luncheon Talk for Principal members/non member will be on August 20th 2009. A successful Luncheon Talk was recently held on of June 16th 2009 total of 32 members attended.
7. Negotiator's Course will be held every 3rd week of the month. The next one is on July 18th and 19th 2009.

A successful negotiator course was held on May 30th and 31st of 2009.

So for Principal members and new members of CREN do watch out for the free Luncheon Talk coming your way on month of December, 2009.

Those who wish to attend the National Association Convention (N.A.R.) in San Diego on November 13th, 14th and 15th 2009 please do not hesitate to register your name with the Secretariat. A trip that I guarantee will be worth every minute of your time.

Lastly, I would like to wish each of you members a continued success in your many challenges.

Yours truly,

Julie Wong

President of MIEA



**TIMBALAN MENTERI KEWANGAN
(DEPUTY MINISTER OF FINANCE)**

MESSAGE

I would like to congratulate the Malaysian Institute of Estate Agents, MIEA on the occasion of its 32nd Annual Dinner and the inaugural conferment of the National Real Estate Awards

The Association that was formed thirty five years ago in 1974 to promote the fraternity of Estate Agents, has indeed come a long way since its establishment with 460 registered members, 1200 associate members and its own building.

Despite the downturn in the world economy, the Malaysian property market is still considered as relatively stable as compared to other countries. This is mostly due to the fact that the Malaysian property market did not attain a bubble condition exacerbated by sub prime property loans and easy credit facilities as experienced in the United States and other parts of the world.

However with the decline in the general economy this year, we would expect a decline in selling prices and rental yields for 2009. The Government's stimulus packages and incentives will help to cushion the effects of the financial crisis. With these on track, it is hoped that the economy and the property market in particular will pick up by the fourth quarter of 2009 and 2010.

Estate Agency plays a vital role in the housing and property industry. As members of the Institute, estate agents must take pride and take ownership of the practice by working together for the common goal of the profession.

On this note, it is my fervent hope that MIEA will strive harder for the benefit of its members and contribute further towards the development of the industry and the Malaysian economy


(DATO' WIRA CHOR CHEE HEUNG)

Pejabat Timbalan Menteri Kewangan
(Office of The Deputy Minister of Finance)
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Tel: 603-8882 6498 Fax: 603-8882 4242

Dear Members & Distinguished Guests,

Two years have passed so quickly that i am now writing to you as the Immediate Past President. As many of you are aware, there have been many projects and activities carried out and it has been highlighted in the last issue of the Dream. The past Council has dedicated their time and energy to lay very strong foundation in many areas and facets of our practice.

Nevertheless, this 32nd Annual Dinner is another milestone in the growth and acheivement of the Institute. We will witness together the Installation of our new President of the Institute and begining of another ERA under the leadership of Ms Julie Wong.

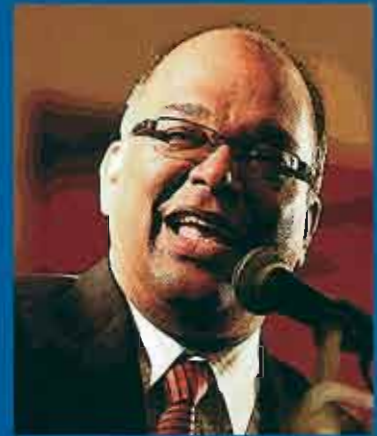


It is said in order for any society to progress, we need to built on the existing foundation and continue building on the same block to achieve real success. With great hope and confidence i am looking forward to the New President and her team to provide continuity on established programmes that has been instituted in MIEA in the past two years. I record my personal **THANKS and GRATITUDE** to the past council for their contribution and sacrifice to make the year 2007-2009 a resounding success. To all members who have railed behind me and supported me, I say 'Ribuan Terima Kasih' and dedicate the two years to each one of you. To all partner Associations thanks for your positive role in MIEA.

The self made millionaire Mr Li Ka Shing said and quote "The future may be made up of so many factors but where it truly lies in the hearts and minds of men. Your dedication should not be confined for your own gain, but unleashed your passion for your country as well as for the integrity and humanity of mankind" unquote the humanity of Estate Agents requires your sacrifice to grow into greater community of people. As such it is my wish that the membership must now take ownership of what we are doing, what we want to do and where our vision should lead us. Last but not least make MIEA a symbol of unity, relevance and progressiveness for the fraternity and for the community of Estate Agents. May the force of MIEA be with you!

Thank you.

Yours in MIEA
Soma Sundram Krishnaswamy
Immediate Past President



IPP K SOMA SUNDRAM

farewell.

Malaysia Property Incorporated (MPI):

Bringing Malaysian Real Estate to the World

The real estate sector is a major driver of the nation's economy

The potential for expansion of this industry to foreign investors is tremendous. Malaysia Property Incorporated or MPI, the brainchild of the Economic Planning Unit (EPU). Malaysia Property Incorporated or MPI, was thus established to perform a very important task - to promote Malaysia as a preferred property investment destination to the world.

Driven by FIABCI Malaysia, in collaboration with Malaysia's real estate leaders - REHDA, MIEA and the private sector, MPI commenced full operations in December 2008

Since then, MPI has embarked on branding and marketing missions to introduce Malaysia internationally as a much sought-after destination for property investment, highlighting the many qualities that make Malaysia attractive -- diverse properties available, competitive prices, world-class living standards, strategic location, foreign-investor friendly real estate laws and abundant natural resources -- to foreign investors for business, joint ventures and even retirement.

There are 3 main markets which MPI targets for foreign investment for real estate - Asia Pacific, Europe and West Asia, including the Middle East. So far, MPI has held successful property exhibitions and seminars in Tokyo and Osaka Japan and completed general branding excursions to the UK, Dubai, Singapore and Pakistan. The response from the overseas markets is very encouraging as they begin to understand the opportunities for both business expansion or for private investment that await them here.

MPI also works together with local associations, agents, developers, companies and government agencies to promote Malaysia. They include Tourism Malaysia, MIDA, MATRADE, and MM2H Agents Association to name just a few.

MPI's efforts to promote Malaysia real estate internationally are wide-ranging, far-reaching and never-ending. Whether it is using tour operators and foreign journalists to disseminate information, advertising in the print and electronic media, keeping an online presence via the MPI website or being part of a government trade mission, every avenue, media and opportunity is maximized to achieve optimum results.

Barely 6 months into its mission, MPI is on track to raise the profile of Malaysia real estate both locally and abroad. But with the scale, importance and enormity of the task ahead, the work has only just begun.

To find out how you can participate in MPI's activities, call 03 7724 1878/79, email info@malaysiapropertyinc.com or visit www.malaysiapropertyinc.com



MPI's Booth at A Place Earls Court London



Putting up MPI signage



Round Table Discussion with Japanese Real Agent



MPI's Fair in Tokyo Apr'09

> Focus

Education, branding the way forward

By Julia Jamaldin

New elected Malaysian Institute of Estate Agents (MIEA) president Julie Wong has over two decades experience in selling commercial, industrial and residential properties, and leasing of land. She has also managed project sales with outstanding results.

Last year, she represented the country as a guest speaker at the University of Konkuk and University of Wangu in Seoul, Korea. She was also invited to share her views at the United States-based CCIM Institute involved in commercial real estate in the areas of education, networking and technologies.

Wong, who has served as MIEA deputy chief and is actively involved in the Malaysian chapter of the International Real Estate Federation's (Fiares) Asia Pacific taskforce, considers herself "highly motivated and dynamic". She tells *NST Property* how she intends to attain her goals.

Your plans for MIEA?

My main focus will be education as MIEA has to provide continuous training for qualified estate agents, students and the public in using agents for transactions. The targets are to help enhance the image of our profession and to attain high industry standards.

Please elaborate.

There will be certification courses such as Certified International Property Specialist (CIPS), Certified Residential Specialist (CRS) and the Fiares International Real Estate Certificate (FIREC). MIEA will also focus on the Online Training Programme for agents. It's similar to those offered by universities to working people unable to attend normal classes due to time constraints. It incorporates interactive education tools and agents who have successfully gone through it will be awarded certificates of achievement.

As to handling cross-border transactions, MIEA will work with Malaysia Property Inc, tasked by the



A 20-year veteran, Wong brings with her a wealth of experience and international exposure.

government to promote the country as an international real estate investment destination, to provide training to our agents.

With all this, MIEA aims to become the forerunner in real estate education.

Apart from education, I want

to organise mini-conventions nationwide for agents to clock a minimum of 10 CPD (Continuing Professional Development) hours per year.

This will be in addition to our annual Malaysian Real Estate Convention (Marec) in Kuala Lumpur where agents can also clock CPD hours by attending the seminars.

For those staying outside KL who find it difficult to attend Marec, MIEA intends to hold mini-conventions in those states with a high number of members.

Besides education, how else would you advance MIEA?

Branding is also important but it has to be more than catchy slogans and pictures to project our sales listing. We have to project consistency as to who we are and the benefits we can offer our clients.

Our branding exercise can be conducted through exhibitions, roadshows, networking workshops together with international participants, as well as sales activities

locally and abroad.

Providing a professional working environment for our estate agents is another way to uplift the industry.

Currently, many work from homes but they still require a professional environment to take clients to. They want a formal and functional office with quality support staff and support system. Good support keep their stress levels low and enables them to focus on production.

MIEA may work out a plan to have a place rented to one-man-show agencies to lessen the burden of having their own professional offices while providing the right support.

Major issues faced by agents and ways to address them?

The illegal agents who undercut commissions and who place advertisements in prohibited locations.

MIEA will form surveillance groups to monitor the illegal agencies and report them to the authorities.

Julie Wong in the Press

It is said that “Nothing is so powerful as an idea whose time has come”. ‘The MIEA National Real Estate Awards’ was introduced for the first time at MAREC’09 Convention in January 2009. It was the brainchild of the Immediate Past President K. Soma Sundram who saw the formulation of the Awards criteria in mid 2008. The National Real Estate Awards is designed to recognize outstanding achievements and contribution in Real Estate fraternity. These National Awards will be presented annually to Real Estate Agents, Real Estate Firms & Real Estate Salesperson (Negotiators) and those who have contributed to the Real Estate industry as a whole.

The winner’s will be judged based on their performance every year and the winners of the Awards will be announced at the MIEA Annual Dinner and presented with the Award. It is anticipated that Winners of the Award’s will be recognized throughout the country as leaders in their respective field and it will be an attestation of their contribution to the industry.

There are 7 categories of Awards and for this inaugural event the judges decided the winners on four categories of Awards. The fifth category is the recognition of an individual who have shown leadership and contributed to Real Estate fraternity in particular.

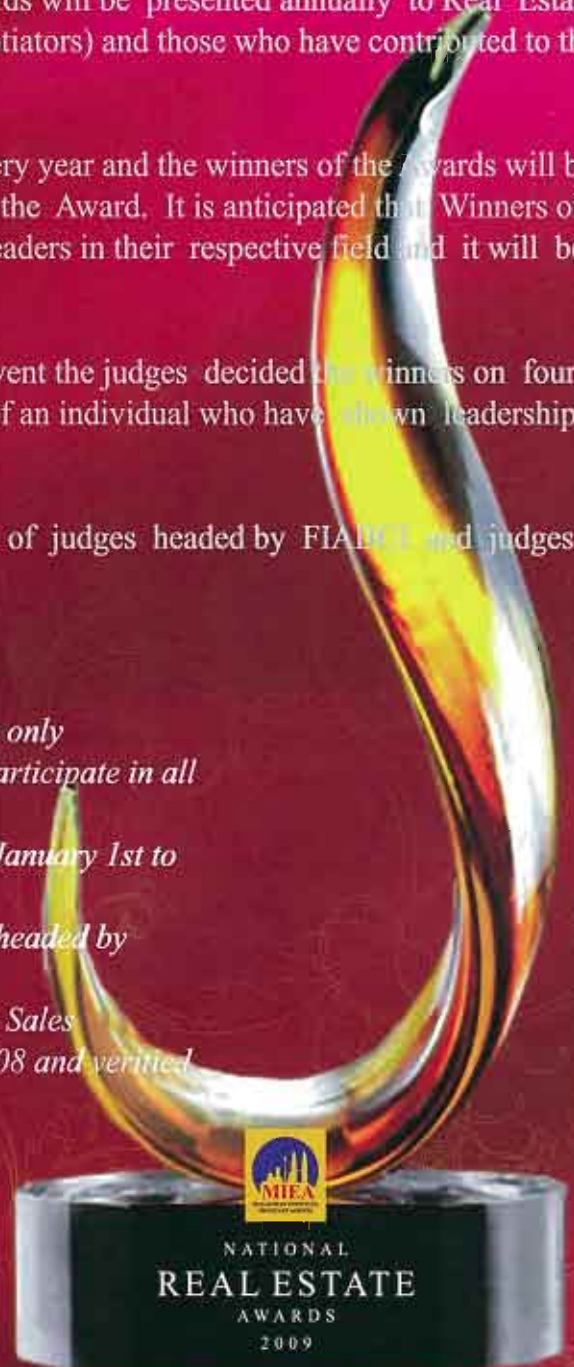
The 2008 Awards were judged independently by a panel of judges headed by FIABCI and judges comprising of peers in the Real Estate industry.

Qualifying Criteria

- 1. The award is open to active members of the Institute only*
- 2. Only individual registered Estate Agency firm can participate in all categories.*
- 3. Qualifying period is sales concluded for the period January 1st to December 31st 2008.*
- 4. The awards is judged by an independent committee headed by FIABCI.*
- 5. The judging criteria was based on 5 areas including Sales achievement from January 1st to December 31st 2008 and verified through Service Tax payments.*

e Award Includes

- * A Trophy*
- * Certificate of Recognition*
- * Media release to all national Dailies*
- * Permanent listing on MIEA website for a year*
- * One free MAREC Convention ticket*
- * A free seminar/Negotiator package worth RM 600 for categories 1, 2 & 5*
- * A free seminar/Negotiator package worth RM 300 for categories 3 & 4*



The Best of 2008

The Council of Management and members of MIEA congratulate all the winners of the National Real Estate Awards.



MIEA REAL ESTATE LEADERSHIP AWARD
Rahim & Co Surveyors Sdn Bhd
Dato' Haji Abdul Rahim Rahman



REAL ESTATE AGENCY OF THE YEAR
Reapfield Properties Sdn Bhd
David Ong



COMMERCIAL AGENCY OF THE YEAR
GDS Properties
Govindasamy Balaguru



REAL ESTATE AGENT OF THE YEAR
Zerin Properties
Previndran Sathurgasinghe



SPECIALIZED CATEGORY
Hartanah Consultants
Noor Sharina Tham

We thank YB Dato' Wira Chor Chee Heung for presenting the Awards to the winners.



And Legacy continue.....



from previous page

1. Council of Management
2. President Julie Wong & Dato' Wira Chor
3. Dato' Haji Abdul Rahim Rahman
4. Recipient of the Honorary & Fellow Award
5. Co-Founder Paul Lee
6. IPP K.Soma, President Julie Wong
7. Maureen Cheah, Serene Sew
8. Serene Sew, Tan Guat Eng
9. Ipp K.Soma, President Julie Wong
10. Khatijah Ibrahim

current page....

1. Winners, Dato' Wira Chor, President Julie Wong
2. President Julie Wong & Dato' Wira Chor
3. IPP K. Soma, Dato' Wira Chor & President
4. Stage performances
5. Esther Umarani
6. President Julie Wong
7. Honorary & Fellow Award
8. Dato' Haji Abdul Rahim Rahman
9. President Julie Wong
10. President Julie Wong, Dato' Wira Chor, IPP K.Soma
11. President Julie Wong on stage
12. IPP K. Soma Sundram, President Julie Wong



"Nothing is so powerful as an idea whose time has come"



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

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

Associate Professor Dr. Ting Kien Hwa
Head

*Center for Real Estate Research (CORE),
Universiti Teknologi MARA*

&

Mona Isa

Head Programme

*Department of Estate Management,
Universiti Teknologi MARA*

INTRODUCTION (Part 1)

The last century has witnessed a tremendous development of mass media with the emergence of newspapers, radio, and television right to the internet in the modern era.

The evolution of internet and other forms of information technology are changing dramatically the way real estate brokerage industry does business. The flow of information in the property market is increasingly quicker because of the proliferation of company websites, online linkage and other technological advances.

New technology is transforming the marketing practices and opening up new venues, as many traditional brokerage activities can be delivered more quickly and with more efficiency.

The internet is perceived as cost effective and coupled with telecommunication technology, the internet is deemed a powerful tool in marketing.

Those new media have been used by estate agents and property developers to

market various types of property products. Real estate marketers spend a large amount of money on these marketing options in order to attract the prospective buyers/sellers.

Background of study

Currently various promotional activities have been used by real estate agents to market real estate. Table 1 shows the various promotional tools commonly used by real estate agents.

Table 1: Promotional tools commonly used by real estate agents

Internet	Broadcast vehicles	Print media	Traditional agency promotional tools
Internet/website	Television	Advertisements in newspaper	Open house
Emails	Radio	Advertisements in weeklies	Show house
	SMS / MMS	Flyers	Invitation / tea party
		Direct mailings	Signages
			Business Cards
			Property exhibitions
			Trade exhibition
			Promotional booths in public areas
			Personality promotions
			Promotional items (e.g. pens, calendars)
			Community event sponsorship

The promotions are also different for primary market and secondary market. The primary market refers to the new property launches of the developers. The secondary market refers to the properties transacted by the initial property buyers who purchase the properties from the developers.

In the real estate brokerage industry across the country, various promotional activities are used by real estate agent. With the advent of modern marketing tools such as internet, the marketing landscape is expected to change and effect the way traditional marketing tools are used. Yet few research studies have investigated the effectiveness of these marketing tools.

The Malaysian Institute of Estate Agents (MIEA) has jointly conducted a survey with the Center for Real Estate Research (CORE), Universiti Teknologi MARA, Shah Alam to investigate the effectiveness of the various tools used in Malaysia.

To gain insights into the promotional practices of real estate agents, a questionnaire survey was carried out on 14th February 2009 during the Malaysian Annual Real Estate Convention (MAREC 2009) at Sime Darby Convention Center, Kuala Lumpur. The survey examined the perceived effectiveness, current use and planned changes in the future use of promotional tools. A total of 97 estate agents have responded to the questionnaire survey.

Effectiveness of marketing promotional tools

(a) Perceived effectiveness of promotional tools

With the many promotional tools available to estate agents, it would be useful to gauge the perceived effectiveness of these promotional tools. Hence in the questionnaire survey, the respondents are firstly asked to provide their opinion of the effectiveness of promotional tools by rating them as very effective, moderately effective, effective, moderately effective or ineffective. The responses are assigned the value of 2, 1, 0, -1 and -2 to provide weightage to the above responses respectively. The mean value for each promotional tools is calculated and are shown in Table 2 according to their perceived effectiveness in declining order of perceived effectiveness.

Signages/signboards at the subject property are perceived as the most effective promotional tool; followed by newspaper advertisement, internet and emails. This result indicates that there is

perceived change in the effectiveness of promotional tools where new promotional tools e.g. internet and emails are now perceived as highly effective after the traditional signages and newspaper advertisement. The finding is in-line with the general perception that modern marketing tools are more popular and more effective.

The least effective promotion tools identified by the respondents are:

- the promotional items (e.g. pens, calendars),
- personality promotion (e.g. movie stars, singers),
- community event sponsorship followed by
- radio and television.

Table 2: Perceived effectiveness of promotional tools.

Promotion Tools	Very effective	Moderately effective	Neither effective or ineffective	Moderately ineffective	Ineffective	Mean rating
Signages/signboards at subject property	57	26	2	2	0	1.59
Advertisement/Newspaper classified section	42	40	4	2	0	1.39
Emails	40	37	7	6	1	1.20
Internet / websites	36	42	7	4	1	1.20
Flyers	30	35	7	8	0	1.09
Show house/model house	29	30	9	5	1	1.09
Business cards	26	43	9	7	1	1.00
SMS/MMS	18	42	17	4	0	0.91
Invitation/tea party	18	36	13	5	1	0.89
Property exhibitions	14	40	12	7	1	0.80
Direct mailings	15	41	13	10	0	0.77
Advertisement in weekly publications (eg. The Edge)	14	41	10	10	1	0.75
Open house	16	34	18	8	1	0.73
Promotional booths in public areas (eg. shopping centres, LRT station)	9	35	18	4	2	0.66
Trade exhibition	9	34	21	7	2	0.56
Television	15	21	16	6	6	0.52
Radio	6	30	18	7	5	0.38
Community event sponsorship	5	24	26	9	3	0.28
Personality promotion (eg. Movie stars, singers)	7	21	25	9	5	0.24
Promotional items (eg. pens, calendars)	2	20	26	11	5	0.05

To be continue...



MALAYSIAN INSTITUTE OF REAL ESTATE AGENTS

OBJECTIVES

- To Unite**
Those engaged in the estate agency practice for the purpose of extending beneficial influence on the profession and related interests.
- To Promote**
And maintain a high standard of conduct amongst members in accordance with the code of ethics of the institute.
- To Improve**
The technical and general knowledge of persons engaged in the profession.
- To Develop**
And foster and maintain relations between members of the institute and provide a platform for the networking and exchanging of ideas and opinions amongst practitioners.
- To Provide**
For the upholding of honour, reputation and status of members.
- To Provide Education**
For the training, education, examination of persons practicing or intending to practice as Estate Agents or who are otherwise employed or engaged in the profession.
- To Represent**
Members in discussion and dialogues with others trade/industry bodies and government agencies.
- To Safeguard**
And protect the interest of the general public against fraud by practitioners or illegal agents.
- To Elevate**
And encourage the maintenance of a high level of professionalism amongst practitioners.

MEMBERSHIP BENEFITS

- Recognition**
You are part of an organization that upholds the integrity of the profession, find common grounds for practitioners to air their views and to find out common grounds to benefits each other.
- Affiliation - Local & International**
You will immediately reach associations as far as the USA, Australia & The Asean Countries.
- Free Bulletin**
You will receive a Bi-monthly bulletin 'The Dream' and get to know the latest happening in the industry and market.
- Website**
An interactive website to get the latest updates and to connect with members and to display properties for sale among members.
- Legal Advice**
Free legal advice for members through a Panel of MIEA lawyers. Any members can get free legal advice on any real estate issue.
- Education & Training**
You will be able to learn and educate yourself through the many educational and training programmes at members rate.
- Source of Information**
The Institute has a wealth of real estate information and members can update themselves with these information.
- Marketing & Networking**
With members there is trust & one can market themselves and provide the network for the negotiators.
- Seminar Discounts**
Our seminars and conventions attract hundreds of participants. Only members benefit from the discounts given.
- Library & Resource**
We have a comprehensive library for members and they can borrow books, make duplicate articles, brochures and other relevant real estate information.
- Social Avenue**
We organize many social events including bowling, karaoke, annual dinner and this give members of the fraternity a social avenue.
- Arbitration**
In the event of disputes between members the institute have avenues for the arbitration thereby solving issues without going to the courts.
- Government Legislation Updates**
Members are updated with changes in the legislation on real estate.
- Professional Awards**
Starting 2008 all members can via for The Real Estate Industry Awards for recognition and services standards.
- Annual Conventions**
The major event in the MIEA calendar is The Malaysian Real Estate Convention (MAREC) an event not to be missed by estate agents. Savings for members on recognition fees.



For Advertisement, kindly call : +603-7960 2577

STEADFAST REALTY
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(JOIN US CALL : 03-7987 2500) E (3)0978

				
Principal	Management	Sport Club Committee	Bumi Group Div	Developer Project
				
Training	Computer Lesson	Appreciation Dinner	Incentive Trip	Recreation

Steadfast Realty was incorporated since 2003. It was established to provide better Real Estate Services and support the MM2H project in Malaysia.

STEADFAST REALTY
12A-2, Jalan 2/109E, Desa Business Centre, Taman Desa, 58100 Kuala Lumpur.
Email: officesteadfast@gmail.com Fax : 03-7987 2577 www.steadfast.com.my

DOCUMENTS TO BE SUBMITTED (All documents MUST be submitted with application form)

- Certificate of Practice: E Certificate
- Certified copies of NRIC, testimonials, Certificate and other documents to support the application
- 2 copies of latest passport-size photograph
- Cheque/Money or Postal Order payable to "Malaysian Institute of Estate Agents" and Crossed "A/c Payee Only". Please add appropriate commission for outstation cheque.
- Business Card

Membership Fees - ORDINARY MEMBER

Registration Fee (non-refundable)	RM 10.00
Entrance Fee	RM200.00
Yearly Subscription Fee	RM200.00
Total	RM410.00

FOR OFFICE USE

Date Of Receipt: _____

Recommended By Membership Committee

Chairman's Signature _____ Date _____

Approved By Council/President

President's Signature _____ Date _____

Remarks _____

FOR SECRETARIAT USE

The Council reserves the right to deny application for membership without assigning any reasons thereto. All payments received except for the registration fees shall be refunded in the event that the application is not successful.

- Board Constitution
- Membership Kit
- Membership Card

Please send this Form to

The Secretariat

Malaysian Institute of Estate Agents (MIEA)

Unit C-27-05 , Dataran 3 Dua, No.2 , Jalan 19/1, 46300 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

Tel: +603 - 7960 2577 Fax: +603 - 7960 3757

Email: secretariat@mlea.com.my



MALAYSIAN INSTITUTE OF ESTATE AGENTS

CREN APPLICATION FORM

Please attach 2
Passport Size
Photographs
write name at back

OM

PART I - APPLICANT'S PROFILE

Name: _____ Gender: M / F
(Name as per NRIC) (date/month/year)

NRIC: Date of Birth:

Place of Birth: _____ Citizenship: _____

Correspondence Address: _____

Tel: _____ Fax: _____ HP: _____ Email: _____

No. of Years in Estate Agency Practice: _____ Current MIEA AF No. (if any): _____

PART II - COMPANY'S PROFILE

Name of Company: _____

Name of Principal _____ Board's E No.: _____ MIEA Membership No.: _____

Company Address : _____

Tel: _____ Fax: _____ Website: _____

PART III - APPLICATION'S DECLARATION

I hereby declare that the particular given above are true. If accepted as a Certified Real Estate Negotiator, I agree to abide by the rules of certification as laid down by the Institute.

Signature _____ Date: _____

Category of Membership Applied for: CREN AF

Payment Enclosed: RM _____ Bank: _____ Cheque No.: _____

MIEA Public Bank Account No: 3061910528 & fax a copy to +603 7960 3757

PART IV - DOCUMENTS TO SUBMIT

Please enclosed the following with your application.

- 1) 3 copies of latest passport-sized photos with your name written behind.
- 2) Cheque /Money or Postal Order payable to "Malaysian Institute Of Estate Agents", and crossed "A/C Payee Only". Please add appropriate commission for outstation cheque.
- 3) Employer's "Confirmation of Employment" Letter.

MEMBERSHIP FEES	CREN	AFFILIATED MEMBER(AF)
Registration Fee (non-refundable)		RM 10.00
Entrance Fee	RM 50.00	RM 200.00
Yearly Subscription Fee	RM 50.00	RM 80.00
Total	RM100.00	RM 290.00

The Council reserves the right to deny application for membership without assigning any reason thereto.
All payments received by MIEA shall be refunded full to the applicant.

PART V - FOR OFFICE USE ONLY

Date of Receipt: _____

Date of Approval: _____ Approved C.R.E.N. No. _____

Documents Received Payment 3 Nos. Passport Sized Photo
 Employer's confirmation Letter Certificate of Qualifications

PART VI - RECOMMENDATION / APPROVAL

Recommended By C.R.E.N. Committee

Chairman's Signature _____ Date _____

Approved By Council/President

President's Signature _____ Date _____

Remarks

Please send this Form to

The Secretariat

Malaysian Institute of Estate Agents (MIEA)

Unit C-27-05 , Dataran 3 Dua, No.2 , Jalan 19/1, 46300 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

Tel: +603 - 7960 2577 Fax: +603 - 7960 3757

Email: secretariat@miea.com.my

events & happenings

Sime Darby Properties Berhad invite MIEA members for site visit at
BUKIT JELUTONG Project



Erick YT Kho with Encik Yusrin Ome Yusof,
Assistant Vice President 1 of Sime Darby Property Berhad

The Star giving MIEA President Ms Julie token of appreciation at One World Hotel in Petaling Jaya recently.



MIEA UPCOMING EVENTS

Malaysian Institute of Estate Agents

LUNCHEON TALK ON 20TH AUGUST 2009

The Malaysian Institute of Estate Agents (MIEA) will be organizing a Luncheon Talk for Principal Members and Non-Members on Thursday, 20th August 2009.
Speaker, Topic, Time & Venue to be confirmed.

For further details, kindly contact MIEA Secretariat at 603 - 7960 2577 Latest by 18th August 2009.

Loke Fu Wah
Chairman

REAL ESTATE NEGOTIATORS COURSE

This two-day intensive course covers all aspects of Real Estate Agency practice. You will learn how to succeed in Real Estate and be taught the basic techniques of securing listings, marketing as well as closing deals.

Date : 22nd & 23th August 2009 (Saturday & Sunday)
Time : 9.00 a.m. to 6.00 p.m.
Venue : Malaysian Institute of Estate Agents
(Will be held in Sarawak)

For more information or to register, contact us at
Tel No. (603) 7960 2577 Fax No. (603) 7960 3757
Email. secretariat@miea.com.my

REAL ESTATE NEGOTIATORS COURSE

This two-day intensive course covers all aspects of Real Estate Agency practice. You will learn how to succeed in Real Estate and be taught the basic techniques of securing listings, marketing as well as closing deals.

Date : 11th & 12th Sept 2009 (Saturday & Sunday)
Time : 9.00 a.m. to 6.00 p.m.
Venue : Malaysian Institute of Estate Agents
Unit C-27-05, Dataran 3 Dua
No. 2 Jalan 19/1
46300 Petaling Jaya
Selangor Darul Ehsan
(opp. Toyota Showroom)

For more information or to register, contact us at
Tel No. (603) 7960 2577 Fax No. (603) 7960 3757
Email. secretariat@miea.com.my

Maureen Cheah
Chairman
Negotiators' Affair



MIEA JOHOR CONVENTION 2009

Date : 1st Oct & 1st Nov 2009 (Saturday & Sunday)
Time : To be confirmed
Theme : Iskandar Malaysia -
The Rise of A New Metropolis
Venue : Prasada Convention Centre - Hall 302
CPD applied : *10 points

For more information or to register, contact us at
Tel No. (603) 7960 2577 Fax No. (603) 7960 3757
Email. secretariat@miea.com.my

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What our customers say:

"The technology is practical and business-friendly that is why MIEA has endorsed it."
- Soma Sundram, President of Malaysian Institute of Estate Agents

"X-Panels has exceeded our expectations in every way. A must-have for property agencies."
- Michael Geh, Raine & Home

"X-Panels addresses the need to embrace IT development to advance the real estate industry to the next level."
- Edward Eow, Edbid Properties

"This thing is revolutionary. Every real estate agency principal should take it up."
- Randy Chua, Dutama Properties

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