

NATIONAL REAL ESTATE AWARDS 2021

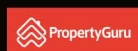
AWARDS PACK



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INTRODUCTION

"Most awards, you know, they don't give you unless you go and get them - did you know that?" **Barbara Streissand**

The MIEA National Real Estate Awards is an established annual awards Program to recognize the top achievement of Real Estate practitioners in Malaysia. Since its inaugural debut in 2009, it has grown to be the nation's highest and most recognized Real Estate awards, a symbol of achievement, recognition and success.

The award recognizes the contribution of Real Estate Agents, Probationary Estate Agents, Real Estate Negotiators and leaders in Real Estate for their hard work, dedication, relentless effort and contribution to the advancement of Real Estate practice. The award covers every spectrum of the practice from Sales & Rental of Residential, Commercial and Industrial Properties and land transactions.

National recognition awaits all winners of the awards through extensive press coverage, social media marketing, awards night, write up in magazine and profiling on website. The recognition enables positioning of the firm, enhancing recruitment, inhouse staff moral upliftment, networking and respect among the peers.

2021 was a tough and challenging year and we expect some outstanding achievement amidst the pandemic.

1. To strengthen the awards recognition, we have appointed a local established accounting firm Syarikat Ong to audit the awards category, judging criteria, marks distribution, etc. As such marks allotted for judging criteria are more specific & fairly distributed.
2. The Real Estate Firm of the Year will now see three groups of winners; Large, Medium-sized and Small firm category
3. We have rebranded the Million Dollar Producer to the 'MIEA Million Dollar Achievers'
4. We are coming out with a stronger branding positioning and
5. Giving more publicity to the winners



The NREA trophy is specially designed as a symbol of achievement and recognition in Real Estate. The gold-plated 'U' shaped icon trophy reflects the following;

1. The free 'U' form symbolizes the agility of Real Estate practitioners dealing with various types of properties and managing the challenges that comes with it.
2. The round base holding the 'U' icon represents earth and the world of real estate that supports our economic endeavour.
3. The 'U' shape connotes the unity of the membership in working together to achieve excellence in our practise.
4. The raised icon with a pointed edge shows the limitless possibilities in our endeavour to deliver the best of our services.

GUIDELINES

A. PARTICIPATION

The award is open to all;

- a. Registered Estate Agents
- b. Registered Real Estate Firms
- c. Real Estate Negotiators / Probationary Estate Agents

Both Members and Non-Members of MIEA are eligible to participate. However, different submission fees shall be applicable to members and non-members as referred in item K under guideline.

B. PARTICIPATING FIRMS

CATEGORY 1

Participation shall be by a group or combination of branches.

OTHER CATEGORIES

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

C. QUALIFYING PERIOD FOR SALE

Consideration is for sales concluded from 1st January 2020 to 31st December 2020 only.

D. OPEN AND CLOSING DATE

Entries are open from 16 April 2021 and should reach the MIEA secretariat by 12:00 noon on 28th May 2021. All documentation should be sent by registered post or courier or hand delivered to the Secretariat.

E. JUDGING CRITERIA

Winners are not judged by sales performance only but on other areas as stated under the awards criteria in each category. Submission of relevant info under each category is important to maximize your score. Tables and example are given to assist in the submissions.

F. PROFESSIONAL FEES

Fees is referred to as fees collected/earned from a sale, rental, lease or tenancy management.

G. GROUP/INDIVIDUAL SALES

For individual REA, PEA and REN the fees earned shall be based on individual performance and not from group or team sales including overriding. For co-agency deals, you should only add the fee portion earned by his/her firm.

H. SERVICE TAX

To ensure accuracy in professional fees earned, the judges will strictly correlate your sales performance with payment of service tax to Royal Customs Department during the qualifying period. All copies of receipts for the year 2020 up to March 2021 to be attached and all authentications of sales concluded must correspond with receipts of payment of service tax.

I. SALES/RENTAL TARGET

Refers to the agent target as to how much professional fees the firm/person wanted to achieve for the year.

J. SALES/RENTAL ACHIEVEMENT

Refers to what was the actual professional fees collected/earned by the firm for the year.



GUIDELINES

K. JUDGES

The awards will be judged by a panel of experienced independent judges outside of MIEA and non-estate agents.

L. ACCURACY OF INFORMATION PROVIDED

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

M. SUBMISSION FEE

Please enclose the submission fee for each category and the fees are not Refundable under any circumstances.

N. 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 and for the purpose of promoting the awards.

O. AWARDS GALA NIGHT

The Awards Gala Dinner is scheduled to be held on 31 July 2021.

P. WINNERS COMMITMENT

All winners to undertake and support the Awards by committing to the 'Awards Charter'.

O. THE MIEA MILLION DOLLAR ACHIEVERS

For the above category the REA, PEA & REN will be classified in one group for judging as this is not a competitive award. The judging will be based on Performance on Sales achievement

All correspondence and enquiries are to be made to

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

Tel: 603 7960 2577
WhatsApp: 6010 262 8342
Email: events@miea.com.my

Contact Person: Afina





2021 AWARDS TIMELINE



- | | | |
|----|---------------------------------|--|
| a. | AWARDS LAUNCH: | 16 April 2021 Friday |
| b. | SUBMISSION CLOSING DATE: | 28 May 2021 Friday |
| c. | AWARDS JUDGING: | 17 June 2021 & 18 June 2021 Thursday & Friday |
| d. | WINNERS BRIEFING: | 2 July 2021 Friday |
| e. | WINNERS REHEARSAL: | 31 July 2021 Saturday |
| f. | GALA DINNER: | 31 July 2021 Saturday |

DETAILS OF THE AWARD & GALA NIGHT

While we are planning for a physical event in July 2021, we reserve the right to stream live via zoom in the event of Movement Control Order or Government rulings.





AWARDS CLASSIFICATIONS

RECOGNITION AWARDS	
RECOGNITION	LIFETIME ACHIEVEMENT AWARD OF THE YEAR
RECOGNITION	REAL ESTATE AGENT OF THE YEAR
NATIONAL REAL ESTATE FIRM AWARDS	
CATEGORY 1	REAL ESTATE FIRM OF THE YEAR
	Category 1A: Large firms - With 501 or more RENs
	Category 1B: Medium Sized firm - With 51 - 500 RENs
	Category 1C: Small firms - With 50 RENs or less
CATEGORY 2	RESIDENTIAL REAL ESTATE FIRM OF THE YEAR
CATEGORY 3	MIEA-TRITERRA COMMERCIAL REAL ESTATE FIRM OF THE YEAR
CATEGORY 4	INDUSTRIAL REAL ESTATE FIRM OF THE YEAR
CATEGORY 5	PROJECT MARKETING FIRM OF THE YEAR
CATEGORY 6	MOST INNOVATIVE MARKETING IDEA OF THE YEAR
CATEGORY 7	SPECIALIZED PROJECT OF THE YEAR
CATEGORY 8	MIEA-PROPERTYGURU TECH REAL ESTATE FIRM OF THE YEAR
NATIONAL REAL ESTATE NEGOTIATOR AWARDS	
CATEGORY 9	REAL ESTATE NEGOTIATOR OF THE YEAR
CATEGORY 10	ROOKIE REN OF THE YEAR
CATEGORY 11	RESIDENTIAL REN OF THE YEAR
CATEGORY 12	COMMERCIAL REN OF THE YEAR
CATEGORY 13	INDUSTRIAL REN OF THE YEAR
MILLION DOLLAR ACHIEVERS AWARDS	
CATEGORY 14	MIEA MILLION DOLLAR ACHIEVER
STATE REAL ESTATE AWARDS	
CATEGORY 15	STATE REAL ESTATE FIRM OF THE YEAR
CATEGORY 16	STATE RESIDENTIAL REAL ESTATE FIRM OF THE YEAR
CATEGORY 17	STATE REN OF THE YEAR
CATEGORY 18	STATE RESIDENTIAL REN OF THE YEAR
CATEGORY 19	STATE COMMERCIAL REN OF THE YEAR
CATEGORY 20	STATE INDUSTRIAL REN OF THE YEAR
ASEAN REAL ESTATE AWARDS	
CATEGORY 21	ASEAN REAL ESTATE FIRM OF THE YEAR



SUBMISSION FEE

AWARD CLASSIFICATION 2021

NREA 2021		SUBMISSION FEE	
CATEGORIES		MEMBER	NON-MEMBER
RECOGNITION AWARDS			
RECOGNITION	LIFETIME ACHIEVEMENT AWARD OF THE YEAR		
RECOGNITION	REAL ESTATE AGENT OF THE YEAR		
NATIONAL REAL ESTATE FIRM AWARDS			
CATEGORY 1	REAL ESTATE FIRM OF THE YEAR		
	Category 1A: Large firms - With 501 or more RENs	RM2,000.00	RM4,000.00
	Category 1B: Medium Sized firm - With 51 - 500 RENs	RM2,000.00	RM4,000.00
	Category 1C: Small firms - With 50 RENs or less	RM2,000.00	RM4,000.00
CATEGORY 2	RESIDENTIAL REAL ESTATE FIRM OF THE YEAR	RM1,500.00	RM3,000.00
CATEGORY 3	MIEA-TRITERRA COMMERCIAL REAL ESTATE FIRM OF THE YEAR	RM1,500.00	RM3,000.00
CATEGORY 4	INDUSTRIAL REAL ESTATE FIRM OF THE YEAR	RM1,500.00	RM3,000.00
CATEGORY 5	PROJECT MARKETING FIRM OF THE YEAR	RM1,500.00	RM3,000.00
CATEGORY 6	MOST INNOVATIVE MARKETING IDEA OF THE YEAR	RM1,500.00	RM3,000.00
CATEGORY 7	SPECIALIZED PROJECT OF THE YEAR	RM1,500.00	RM3,000.00
CATEGORY 8	MIEA-PROPERTYGURU TECH REAL ESTATE FIRM OF THE YEAR	RM1,500.00	RM3,000.00
NATIONAL REAL ESTATE NEGOTIATOR AWARDS			
CATEGORY 9	REAL ESTATE NEGOTIATOR OF THE YEAR	RM1,000.00	RM2,000.00
CATEGORY 10	ROOKIE REN OF THE YEAR	RM1,000.00	RM2,000.00
CATEGORY 11	RESIDENTIAL REN OF THE YEAR	RM1,000.00	RM2,000.00
CATEGORY 12	COMMERCIAL REN OF THE YEAR	RM1,000.00	RM2,000.00
CATEGORY 13	INDUSTRIAL REN OF THE YEAR	RM1,000.00	RM2,000.00
MILLION DOLLAR ACHIEVERS AWARDS			
CATEGORY 14	MIEA MILLION DOLLAR ACHIEVER	RM2,000.00	RM4,000.00
STATE REAL ESTATE AWARDS			
CATEGORY 15	STATE REAL ESTATE FIRM OF THE YEAR	RM1,500.00	RM3,000.00
CATEGORY 16	STATE RESIDENTIAL REAL ESTATE FIRM OF THE YEAR	RM1,500.00	RM3,000.00
CATEGORY 17	STATE REN OF THE YEAR	RM1,000.00	RM2,000.00
CATEGORY 18	STATE RESIDENTIAL REN OF THE YEAR	RM1,000.00	RM2,000.00
CATEGORY 19	STATE COMMERCIAL REN OF THE YEAR	RM1,000.00	RM2,000.00
CATEGORY 20	STATE INDUSTRIAL REN OF THE YEAR	RM1,000.00	RM2,000.00
ASEAN REAL ESTATE AWARDS			
CATEGORY 21	ASEAN REAL ESTATE FIRM OF THE YEAR	USD 500	





AWARDS CHARTER

AWARD CHARTER 2021

NREA 2020		Charter	
CATEGORIES		No. of Table	No. of Advertisement
RECOGNITION AWARDS			
RECOGNITION	LIFETIME ACHIEVEMENT AWARD OF THE YEAR	1	1
RECOGNITION	REAL ESTATE AGENT OF THE YEAR	1	1
NATIONAL REAL ESTATE FIRM AWARDS			
CATEGORY 1	REAL ESTATE FIRM OF THE YEAR		
	Category 1A: Large firms - With 501 or more RENs	3	2
	Category 1B: Medium Sized firm - With 51 - 500 RENs	4	1
	Category 1C: Small firms - With 50 RENs or less	3	1
CATEGORY 2	RESIDENTIAL REAL ESTATE FIRM OF THE YEAR	2	1
CATEGORY 3	MIEA-TRITERRA COMMERCIAL REAL ESTATE FIRM OF THE YEAR	2	1
CATEGORY 4	INDUSTRIAL REAL ESTATE FIRM OF THE YEAR	2	1
CATEGORY 5	PROJECT MARKETING FIRM OF THE YEAR	2	1
CATEGORY 6	MOST INNOVATIVE MARKETING IDEA OF THE YEAR	2	1
CATEGORY 7	SPECIALIZED PROJECT OF THE YEAR	2	1
CATEGORY 8	MIEA-PROPERTYGURU TECH REAL ESTATE FIRM OF THE YEAR	2	1
NATIONAL REAL ESTATE NEGOTIATOR AWARDS			
CATEGORY 9	REAL ESTATE NEGOTIATOR OF THE YEAR	1	1
CATEGORY 10	ROOKIE REN OF THE YEAR	1	1
CATEGORY 11	RESIDENTIAL REN OF THE YEAR	1	1
CATEGORY 12	COMMERCIAL REN OF THE YEAR	1	1
CATEGORY 13	INDUSTRIAL REN OF THE YEAR	1	1
MILLION DOLLAR ACHIEVERS AWARDS			
CATEGORY 14	MIEA MILLION DOLLAR ACHIEVER	1	1
STATE REAL ESTATE AWARDS			
CATEGORY 15	STATE REAL ESTATE FIRM OF THE YEAR	1	1
CATEGORY 16	STATE RESIDENTIAL REAL ESTATE FIRM OF THE YEAR	1	1
CATEGORY 17	STATE REN OF THE YEAR	1	1
CATEGORY 18	STATE RESIDENTIAL REN OF THE YEAR	1	1
CATEGORY 19	STATE COMMERCIAL REN OF THE YEAR	1	1
CATEGORY 20	STATE INDUSTRIAL REN OF THE YEAR	1	1
ASEAN REAL ESTATE AWARDS			
CATEGORY 21	ASEAN REAL ESTATE FIRM OF THE YEAR	1	





WINNERS ENTITLEMENT



**Gold
plated
winners
trophy**

01



**An
Exclusive
Framed
Certificate**

02

**Award Winners Recipient
Lapel pin**



03

**Million Dollar Achiever
Lapel pin**



04



**Press Conference &
Media Release in
the press**

05



**Profile on Recipient
Front Page - Jacket**

06



**Announcement of Recipients
in MIEA Official "Award
Recipient's Handbook"**

07



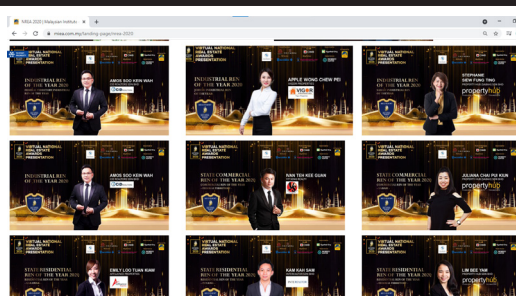
**Winners
write up
in MIEA
D'REAM
Magazine**

08



**The right to
use the
approved
winner's
logo in all
publications**

09



**Permanent listing of
Winners on MIEA
Website**

10



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 under executive summary in not more than 500 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, sales listings, invoice, income tax, etc.
- 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.
- c. Evidence like EDM, video, letter of testimonial will help in supporting your write up.

Step 4 — Award Submission

It is compulsory to submit the following:

- i. 7 sets of printed copies for judges.
- ii. CV/Profile of the individual person / company who is submitting for the award on the first page
- iii. Softcopy in CD or pen drive. You are required to attach the following:
 1. Logo of the firm (PNG)
 2. Details of full name, E/PEA/REN number, company name, firm E number.
 3. Attach submission form together with relevant submission fee payable to;

All Payment must be made in RM to the following account.
Bank transfer charges to be borne by the respective submitters.

Payment Details

Beneficiary Name	: Malaysian Institute of Estate Agents
Bank Name	: Public Bank Berhad
Bank Account Number	: 3184-1974-10
Bank Address	: No. 8 & 10, Jalan 21/12 46300 Petaling Jaya, Selangor, Malaysia
Swift Code	: PBBEMYKL

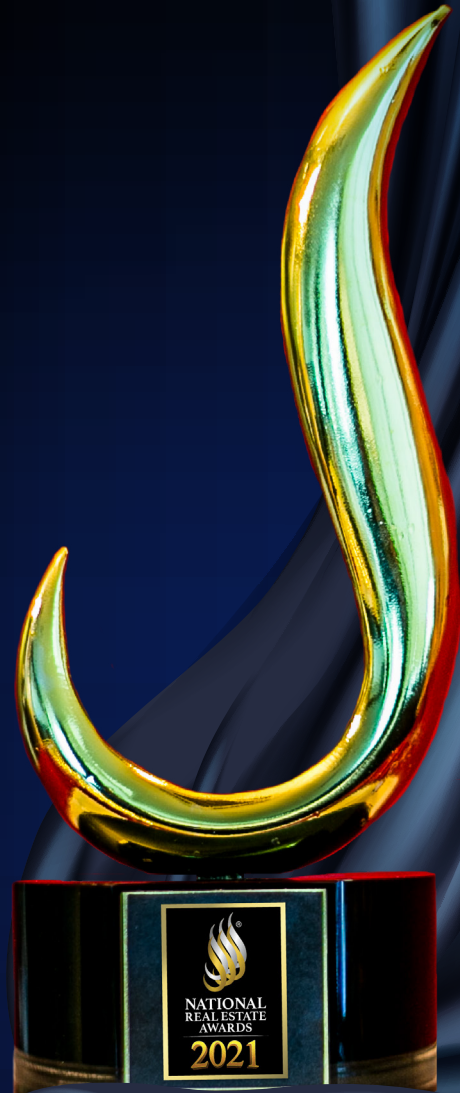
4. Please attach "Entry Form" on the envelope for each category separately.
5. The "Declaration Form" is compulsory to be signed by the Registered Estate Agent/Principal of the firm or the branches.

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





NREA FORMS





ENTRY FORM

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

AWARD CATEGORY

Name of Firm: _____ E NO. : _____

Name of principal/REA: _____ NO. : _____

Name of REN: _____ REN NO. : _____
/ PEA/ PV

☐ 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 the softcopy in a pendrive 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 : _____

OFFICE ADDRESS : _____

CONTACT NO. (OFF): _____ H/P No: _____

EMAIL : _____





DECLARATION FORM

(To be enclosed with the Entry Form)

CATEGORY: _____

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 Real Estate Awards Committee reserves the right to withdraw the Awards at any point of time may cause to publish such information in any media. Upon withdrawal of the Award, the trophy and the certificates shall be returned to the Institute.

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

Verified by:

Confirmed by:

Principal:
Firm:

Applicant:
Firm:

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 and
- ii. Accept the advertisement package for the Award Recipients Handbook and
- iii. Attend the rehearsal and
- iv. Attend any call to do publicity/PR/recording for the event and
- v. Support and promote the award in any way possible

Confirmed by:

Company Chop:

Applicant:
Date:



2021 NATIONAL REAL ESTATE AWARDS (NREA)





LIFETIME ACHIEVEMENT AWARD

RECOGNITION CATEGORY

INTRODUCTION

The 'MIEA Lifetime Achievement Award' is a special Award that is awarded by the Malaysian Institute of Estate Agents to "Registered Real Estate Agents who;

- a. During their lifetime, have made contribution of outstanding value and significance to the advancement and cause of the Real Estate Practice and the Fraternity at all levels.
- b. He or She must be a person with high integrity and exude good moral character and
- c. Whose work and contribution shall be an example to all practitioners.

This award is distinct from any of the NREA Awards as it's the highest recognition bestowed on an individual Real Estate Agent.

1. The Nomination Process

- a. Two MIEA active members in good standing shall nominate and second the individual and submit a write up of not less than 500 words outlining
 - i. his /her contribution
 - ii. Exemplary work done,
 - iii. His/her services to MIEA
 - iv. Any other recognition or award received or facts to support the nomination
- b. The MIEA Awards select committee or the MIEA Board can nominate any candidate as they see fit
- c. The MIEA Awards select committee shall short list two candidates for the MIEA Board members to decide on the Recipient
- d. The submission should reach the select committee by the 17TH OF JUNE 2021

Past Recipients

2020	-	Puan Khatijah Abdullah
2019	-	Mr Thinahara Kumar
2018	-	Mr Nixon Paul
2017	-	Mr Raymond Tang
2016	-	Mr Lim Eng Chong
2015	-	Mr Stephen Tew
2014	-	Mr Lim Ah Leck
2013	-	Mr Soma Sundram
2012	-	Dato' Leslie Lee
2011	-	Dato Alan Tong Kok Mau
2010	-	Datuk Ravindra Dass (late)
2009	-	Datu Haji Abdul Rahim Rahman





REAL ESTATE AGENT OF THE YEAR

RECOGNITION CATEGORY

1. The Award Criteria

This is an award recognized by industry peers and is presented to an active practicing estate agent who had proven to be a role model in the profession in the following areas

- a. Has shown personal leadership in managing his firm
- b. Shown strong ability to organize plan, execute and to achieve desired results
- c. Possess good entrepreneurial & communication skills
- d. Adopted good agency practice and adhere to ethical standards of the profession
- e. Having the ability to work and built teams

2. The Nomination Process

- a. Two MIEA active members in good standing shall nominate and second the individual and submit a write up of not less than 500 words outlining the above item 1 a, b, c, d, e achievements
- b. The MIEA Awards select committee or the MIEA Board can nominate any candidate as they see fit
- c. The MIEA Awards select committee shall short list two candidates for the MIEA Board members to decide on the Recipient
- d. The submission should reach the select committee by the 17TH OF JUNE 2021

Past Recipient

- | | |
|------|------------------------|
| 2020 | - Aldrin Tan Tong Heng |
| 2019 | - Sarkunan Subramaniam |
| 2018 | - Dato Adrian Wang |
| 2017 | - Lau Yock Yin |
| 2015 | - Adrian Wang |
| 2014 | - Eric Lim Chin Heng |
| 2012 | - David Ong |
| 2011 | - Adrian Wang |
| 2010 | - David Ong |





REAL ESTATE FIRM OF THE YEAR

REA CATEGORY 1

This is an Award that recognizes firms in their respective group division who have shown exemplary achievements in the following areas of evaluation. Any Small, Medium or Large firms can apply under the following categories

Category 1A: Large firms With 501 or more RENs

Category 1B: Medium Sized firms With 51 - 500 RENs

Category 1C: Small firms With 50 RENs or less

*MIEA shall nominate one firm from Category 1 to be awarded the 'ASEAN Real Estate Firm of the Year 2020 Malaysia'

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: Why do you deserve this Award? In your own words state in no more than 500 words why your firm deserves this award.	10
Section 2: Firm's Business Plan and Execution Outline what you set out to do (the firm's business plan) and how you carried it out (execution plan) in the following areas: <ol style="list-style-type: none"> 1. Please state the firm's business plan for the year 2. What are the sales activities planned and initiatives to be taken to drive the firm's sales performance? 3. State your marketing plan and strategies carried out to achieve your goals 4. State your goals to set up new branches for the year 5. Elaborate on the challenges & obstacles faced and what were the solutions implemented to overcome them 	10 6 6 4 4
Section 3: Firm's Achievement Outline your firm's achievement over the qualifying period based on: <ol style="list-style-type: none"> 1. Sales: <ul style="list-style-type: none"> - Sales target (including rental) set for RENs vs their personal achievement - Show breakdown of sales, rentals concluded and professional fees earned for each sector i.e., Residential, Commercial, Industrial, Land & Project Marketing. 2. State overall Listing targets and achievement for Exclusive & Non-Exclusive. 3. What's the overall Marketing Budget, and money spent on each activity based on Section 2 item 3 above? 4. Please state the number of new branches set up, its location, performance and the size of the team 	5 5 5 5
Section 4: Recruitment & Human Development <ol style="list-style-type: none"> 1. What is your firm's mission statement & core belief/values & how you apply them to your team? 2. The total number of new RENs recruited, number of resignations and balance at the end of the year. State retention plan if any [All RENs employed must be currently active with their tags as at 31st December 2020] 3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? 4. Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out. 	5 5 2.5 2.5
Section 5: Commitment to Quality Client Service QCS <ol style="list-style-type: none"> 1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients 2. Describe the overall impact of the service level & client satisfaction based on the QCS initiative and share with us the testimonials from clients 	5 5
Section 6: Firm's Technologies & Innovation Initiatives <ol style="list-style-type: none"> 1. What new technology initiatives undertaken by the firm to support RENs 2. Share how these new applications have helped your firm in that respective area 	5
Section 7: Corporate Social Responsibility CSR Initiative <ol style="list-style-type: none"> 1. Elaborate any short or long term philanthropic, charitable or volunteer work carried out by the firm for the year that has benefitted the community 	5
TOTAL	100



TEMPLATE - REAL ESTATE FIRM OF THE YEAR CATEGORY 1

Section 1: Why do you deserve this Award?

In your own words state in no more than 500 words why your firm deserves this award.

Section 2: Firm's Business Plan and Execution *[Elaborate in not more than 250 words]*

Outline what you set out to do (the firm's business plan) and how you carried it out (execution plan) in the following areas:

1. Please state the firm's business plan for the year
2. What are the sales activities planned and initiatives to be taken to drive the firm's sales performance?
3. State your marketing plan and strategies carried out to achieve your goals
4. State your goals to set up new branches for the year
5. Elaborate on the challenges & obstacles faced and what were the solutions implemented to overcome them

Section 3: Firm's Achievement

Outline your firm's achievement over the qualifying period based on:

1. Sales:
 - a. Sales target set for RENs vs their personal achievement

A	B	SALES/RENTAL	
Total Professional Fees Earned for 2020	Total No. of REN	TARGET	ACHIEVEMENT (A-B)
RM30,000,000.00	30	RM500,000	RM1,000,000.00

Professional Fees per REN

- b. Show breakdown of sales, rentals concluded and professional fees earned for each sector i.e. Residential, Commercial, Industrial, Land & Project Marketing.

SECTOR	PROFESSIONAL FEES		PROFESSIONAL FEES	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	RM500,000.00	RM250,000.00		
Commercial	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Industrial	RM300,000.00	RM100,000.00		
Land	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Projects	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,020,000.00	RM730,000.00	RM80,000.00	RM70,000.00

SALES/RENTAL TARGET refers to the agent target as to how much professional fees you wanted to achieve for the year
SALES RENTAL ACHIEVEMENT refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED	RM730,000.00	+	RM70,000.00
TOTAL PROFESSIONAL FEES EARNED	RM800,000.00		

2. State overall Listing targets and achievement for Exclusive & Non-Exclusive.

2020	EXCLUSIVE		NON-EXCLUSIVE	
	Target	Achivement	Target	Achivement
Residential	20	10	10	5
Commercial	20	10	10	5
Industrial	20	10	10	5
Project Marketing	20	10	10	5
Land	20	10	10	5
Total	100	50	50	25

LISTING TARGET refers to the agent target as to how many listings you wanted to achieve for the year
LISTING ACHIEVEMENT refers to what was the actual listings collected for the year

TOTAL LISTINGS	50	+	50
TOTAL LISTINGS	100		

**Please add attachment or evidence to support your explanation.*



TEMPLATE - REAL ESTATE FIRM OF THE YEAR CATEGORY 1

3. What's the overall Marketing Budget, and money spent on each activity based on Section 2 item 3 above?

Marketing

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

4. Please state the number of new branches set up, its location, performance and the size of the team

REAL ESTATE FIRM BRANCHES

No.	Branch Name	E No.	Address	Name of Estate Agent(s)	No. of REN(s)	Sales Performance (RM)
1						
2						
3						

Section 4: Recruitment & Human Development *[Elaborate in not more than 250 words]*

- What is your firm's mission statement & core belief/values & how you apply them to your team?
- The total number of new RENs recruited, number of resignations and balance at the end of the year. State retention plan if any
[All RENs employed must be currently active with their tags as at 31st December 2020]

A	B	C	D	E
Existing RENs as at 1st January	Total No. of REN(s) to Recruit		Total No. of REN(s) Resigned	Balance as @ 31st December 2020
	Target	Achievement		
100	50	30	10	120
TOTAL = 130 (A+C)				(A+C-D)

- Do you have a dedicated training department, state type and number of educational and coaching programs carried out?
- Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out.

Section 5: Commitment to Quality Client Service QCS *[Elaborate in not more than 250 words]*

- State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients
- Describe the overall impact of the service level & client satisfaction based on the QCS initiative and share with us the testimonials from clients

Section 6: Firm's Technologies & Innovation Initiatives *[Elaborate in not more than 250 words]*

- What new technology initiatives undertaken by the firm to support RENs
- Share how these new applications have helped your firm in that respective area

Section 7: Corporate Social Responsibility CSR Initiative *[Elaborate in not more than 250 words]*

Elaborate any short or long term philanthropic, charitable or volunteer work carried out by the firm for the year that has benefitted the community



RESIDENTIAL REAL ESTATE FIRM OF THE YEAR

REA CATEGORY 2

INTRODUCTION

This award recognizes outstanding achievement by a Real Estate Firm in the 'Residential Sector'.

Participation for this award can only be made by an independent office/Branch and not collectively as a group or organization e.g. If a firm has 3 branch offices, the application can only be made by a branch or by the Head office and not collectively as a group.

The evaluation will be based on the sales concluded & revenues earned from the Residential Sector;

1. Secondary Property
2. Project sales
3. Tenancy/Lease
4. Tenancy Management

JUDGING CRITERIA	MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? In your own words state in no more than 500 words why your firm deserves this award.	10
Section 2: Firm's Business Plan and Execution Outline the firm's business plan and its execution for the following areas: <ol style="list-style-type: none"> 1. Please state the firm's overall goals & strategies in the business plan creative and innovative ideas introduced in the year 2. What were the sales activity carried out and initiatives to drive the firm's sales performance? 3. Detail the marketing plan and strategies that was carried out that enabled your success 4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them 	10 5 5 10
Section 3: Firm Achievements Outline your firm's achievement over the qualifying period based on: <ol style="list-style-type: none"> 1. Sales Achievement Detail the targets set in the business plan & sales and rentals revenue achieved for the Residential Sector; <ol style="list-style-type: none"> a. Sales of secondary properties b. Tenancy/Leases c. Project Sales d. Tenancy Management 2. Listing targets vs achievement 3. Marketing budget spent, type & number of activities carried out, number of advertisements published & number of leads generated 4. Share with us your firm's Unique Selling Proposition (USP) culture and how you have positioned the firm compared to your competitor? 	10 5 5 5
Section 4: Commitment to Human Development & Management <ol style="list-style-type: none"> 1. What is your firm's mission statement & core belief/values & how you apply them to your team? 2. The total number of new RENs recruited, number of resignations and balance at the end of the year and state retention plan if any [All RENs employed must be currently active with their tags as at 31st December 2020] 3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? 4. Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out. 	5 5 2.5 2.5
Section 5: Commitment to Quality Client Service (QCS) <ol style="list-style-type: none"> 1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients 2. Describe the overall impact of the service level & client satisfaction based on the QCS Initiative and share with us the testimonials from clients 	5 5
Section 6: Firm's Technology & Innovation Initiatives <ol style="list-style-type: none"> 1. What new technology initiatives undertaken by the firm to support RENs 2. Share how these new applications have helped your firm in that respective area 	5
Section 7: Corporate Social Responsibility CSR Initiative Elaborate any short or long term philanthropic, charitable or volunteer work carried out by the firm for the year that has benefitted the community	5
TOTAL	100





TEMPLATE - RESIDENTIAL REAL ESTATE FIRM OF THE YEAR CATEGORY 2

Section 1: Why Do You Deserve This Award?

In your own words state in no more than 500 words why your firm deserves this award.

Section 2: Firm's Business Plan and Execution *[Elaborate in not more than 250 words]*

Outline the firm's business plan and its execution for the following areas:

1. Please state the firm's overall goals & strategies in the business plan creative and innovative ideas introduced in the year
2. What were the sales activity carried out and initiatives to drive the firm's sales performance?
3. Detail the marketing plan and strategies that was carried out that enabled your success
4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them

Section 3: Firm Achievements

Outline your firm's achievement over the qualifying period based on:

1. Sales Achievement

Detail the targets set in the business plan & sales and rentals revenue achieved for the Residential Sector;

- A. Sales of secondary properties
- B. Tenancy/Leases
- C. Project Sales
- D. Tenancy Management

SECTOR	PROFESSIONAL FEES		PROFESSIONAL FEES	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	RM500,000.00	RM250,000.00		
Tenancy/Leases	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Projects	RM300,000.00	RM100,000.00		
Tenancy Management	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,000,000.00	RM630,000.00	RM60,000.00	RM50,000.00

SALES/RENTAL TARGET

refers to the agent target as to how much professional fees you wanted to achieve for the year

SALES RENTAL ACHIEVEMENT

refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED **RM630,000.00**
TOTAL PROFESSIONAL FEES EARNED **RM680,000.00**

+

RM50,000.00

2. Listing targets vs achievement

SECTOR	No. of Listings/Unit		No. of Listings/Unit	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	10	20	10	20
Tenancy/Leases	10	30	10	30
Projects	10	20	10	20
Tenancy Management	10	30	10	30
Grand Total	40	100	40	100

LISTING TARGET

refers to the agent target as to how many listings you wanted to achieve for the year

LISTING ACHIEVEMENT

refers to what was the actual listings collected for the year

TOTAL LISTINGS **100**
TOTAL LISTINGS **200**

+

100

**Please add attachment or evidence to support your explanation.*

TEMPLATE - RESIDENTIAL REAL ESTATE FIRM OF THE YEAR CATEGORY 2

- Marketing budget spent, type & number of activities carried out, number of advertisements published & number of leads generated
- Share with us your firm's Unique Selling Proposition (USP) culture and how you have positioned the firm compared to your competitor?

Marketing

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

Section 4: Commitment to Human Development & Management *[Elaborate in not more than 250 words]*

- What is your firm's mission statement & core belief/values & how you apply them to your team?
- The total number of new RENs recruited, number of resignations and balance at the end of the year and state retention plan if any [All RENs employed must be currently active with their tags as at 31st December 2020]

A	B	C	D	E
Existing RENs as at 1st January	Total No. of REN(s) to Recruit		Total No. of REN(s) Resigned	Balance as @ 31st December 2020
	Target	Achievement		
100	50	30	10	120
TOTAL = 130 (A+C)				(A+C-D)

- Do you have a dedicated training department, state type and number of educational and coaching programs carried out?
- Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out.

Section 5: Commitment to Quality Client Service (QCS) *[Elaborate in not more than 250 words]*

- State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients
- Describe the overall impact of the service level & client satisfaction based on the QCS initiative and share with us the testimonials from clients

Section 6: Firm's Technology & Innovation Initiatives *[Elaborate in not more than 250 words]*

- What new technology initiatives undertaken by the firm to support RENs
- Share how these new applications have helped your firm in that respective area

Section 7: Corporate Social Responsibility CSR Initiative *[Elaborate in not more than 250 words]*

Elaborate any short or long term philanthropic, charitable or volunteer work carried out by the firm for the year that has benefitted the community

**Please add attachment or evidence to support your explanation.*





COMMERCIAL REAL ESTATE FIRM OF THE YEAR

REA CATEGORY 3

INTRODUCTION

This award recognizes outstanding achievement by a Real Estate Firm in the 'Commercial Sector'. Participation for this award can only be made by an independent office/Branch and not collectively as a group or organization e.g. If a firm has 3 branch offices, the application can only be made by a branch or by the Head office and not collectively as a group.

The evaluation will be based on the sales concluded & revenues earned from the Commercial Sector;

1. Commercial Sub Sales
2. Project sales
3. Tenancy and Leasing
4. Tenancy Management

JUDGING CRITERIA	MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? In your own words state in no more than 500 words why your firm deserves this award.	10
Section 2: Firm's Business Plan and Execution Outline the firm's business plan and its execution for the following areas: <ol style="list-style-type: none"> 1. Please state the firm's overall goals & strategies in the business plan creative and innovative ideas introduced in the year 2. What were the sales activity carried out and initiatives to drive the firm's sales performance? 3. Detail the marketing plan and strategies that was carried out that enabled your success 4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them 	10 5 5 10
Section 3: Firm Achievements Outline your firm's achievement over the qualifying period based on: <ol style="list-style-type: none"> 1. Sales Achievement Detail the targets set in the business plan & sales and rentals revenue achieved for the Commercial sector; <ol style="list-style-type: none"> a. Sales of secondary properties b. Tenancy/Leases c. Project Sales d. Tenancy Management 2. Listing targets vs achievement 3. Marketing budget spent, type & number of activities carried out, number of advertisements published & number of leads generated 4. Share with us your firm's Unique Selling Proposition (USP) culture and how you have positioned the firm compared to your competitor? 	10 5 5 5
Section 4: Commitment to Human Development & Management <ol style="list-style-type: none"> 1. What is your firm's mission statement & core belief/values & how you apply them to your team? 2. The total number of new RENs recruited, number of resignations and balance at the end of the year and state retention plan if any [All RENs employed must be currently active with their tags as at 31st December 2020] 3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? 4. Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out. 	5 5 2.5 2.5
Section 5: Commitment to Quality Client Service (QCS) <ol style="list-style-type: none"> 1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients 2. Describe the overall impact of the service level & client satisfaction based on the QCS initiative and share with us the testimonials from clients 	5 5
Section 6: Firm's Technology & Innovation Initiatives <ol style="list-style-type: none"> 1. What new technology initiatives undertaken by the firm to support RENs 2. Share how these new applications have helped your firm in that respective area 	5
Section 7: Corporate Social Responsibility CSR Initiative Elaborate any short or long term philanthropic, charitable or volunteer work carried out by the firm for the year that has benefitted the community	5
TOTAL	100



TEMPLATE - COMMERCIAL REAL ESTATE FIRM OF THE YEAR CATEGORY 3

Section 1: Why Do You Deserve This Award?

In your own words state in no more than 500 words why your firm deserves this award.

Section 2: Firm's Business Plan and Execution *[Elaborate in not more than 250 words]*

Outline the firm's business plan and its execution for the following areas:

1. Please state the firm's overall goals & strategies in the business plan creative and innovative ideas introduced in the year
2. What were the sales activity carried out and initiatives to drive the firm's sales performance?
3. Detail the marketing plan and strategies that was carried out that enabled your success
4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them

Section 3: Firm Achievements

Outline your firm's achievement over the qualifying period based on:

1. Sales Achievement

Detail the targets set in the business plan & sales and rentals revenue achieved for the Commercial Sector;

- A. Sales of secondary properties
- B. Tenancy/Leases
- C. Project Sales
- D. Tenancy Management

SECTOR	PROFESSIONAL FEES SALES		PROFESSIONAL FEES RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	RM500,000.00	RM250,000.00		
Tenancy/Leases	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Projects	RM300,000.00	RM100,000.00		
Tenancy Management	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,000,000.00	RM630,000.00	RM60,000.00	RM50,000.00

SALES/RENTAL TARGET

refers to the agent target as to how much professional fees you wanted to achieve for the year

SALES RENTAL ACHIEVEMENT

refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED **RM630,000.00**

+

RM50,000.00

TOTAL PROFESSIONAL FEES EARNED RM680,000.00

2. Listing targets vs achievement

SECTOR	No. of Listings/Unit SALES		No. of Listings/Unit RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	10	20	10	20
Tenancy/Leases	10	30	10	30
Projects	10	20	10	20
Tenancy Management	10	30	10	30
Grand Total	40	100	40	100

LISTING TARGET

refers to the agent target as to how many listings you wanted to achieve for the year

LISTING ACHIEVEMENT

refers to what was the actual listings collected for the year

TOTAL LISTINGS

100

+

100

TOTAL LISTINGS

200

3. Marketing budget spent, type & number of activities carried out, number of advertisements published & number of leads generated

**Please add attachment or evidence to support your explanation.*



TEMPLATE - COMMERCIAL REAL ESTATE FIRM OF THE YEAR CATEGORY 3

- Share with us your firm's Unique Selling Proposition (USP) culture and how you have positioned the firm compared to your competitor?

Marketing

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

Section 4: Commitment to Human Development & Management *[Elaborate in not more than 250 words]*

- What is your firm's mission statement & core belief/values & how you apply them to your team?
- The total number of new RENs recruited, number of resignations and balance at the end of the year and state retention plan if any [All RENs employed must be currently active with their tags as at 31st December 2020]

A	B	C	D	E
Existing RENs as at 1st January	Total No. of REN(s) to Recruit		Total No. of REN(s) Resigned	Balance as @ 31st December 2020
	Target	Achievement		
100	50	30	10	120
TOTAL = 130 (A+C)			(A+C-D)	

- Do you have a dedicated training department, state type and number of educational and coaching programs carried out?
- Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out.

Section 5: Commitment to Quality Client Service (QCS) *[Elaborate in not more than 250 words]*

- State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients
- Describe the overall impact of the service level & client satisfaction based on the QCS initiative and share with us the testimonials from clients

Section 6: Firm's Technology & Innovation Initiatives *[Elaborate in not more than 250 words]*

- What new technology initiatives undertaken by the firm to support RENs
- Share how these new applications have helped your firm in that respective area

Section 7: Corporate Social Responsibility CSR Initiative *[Elaborate in not more than 250 words]*

Elaborate any short or long term philanthropic, charitable or volunteer work carried out by the firm for the year that has benefitted the community

**Please add attachment or evidence to support your explanation.*





TEMPLATE - INDUSTRIAL REAL ESTATE FIRM OF THE YEAR CATEGORY 4

Section 1: Why Do You Deserve This Award?

In your own words state in no more than 500 words why your firm deserves this award.

Section 2: Firm's Business Plan and Execution *[Elaborate in not more than 250 words]*

Outline the firm's business plan and its execution for the following areas:

1. Please state the firm's overall goals & strategies in the business plan creative and innovative ideas introduced in the year
2. What were the sales activity carried out and initiatives to drive the firm's sales performance?
3. Detail the marketing plan and strategies that was carried out that enabled your success
4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them

Section 3: Firm Achievements

Outline your firm's achievement over the qualifying period based on:

1. Sales Achievement

Detail the targets set in the business plan & sales and rentals revenue achieved for the Industrial Sector;

- A. Sales of secondary properties
- B. Tenancy/Leases
- C. Project Sales
- D. Tenancy Management

SECTOR	PROFESSIONAL FEES SALES		PROFESSIONAL FEES RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	RM500,000.00	RM250,000.00		
Tenancy/Leases	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Projects	RM300,000.00	RM100,000.00		
Tenancy Management	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,000,000.00	RM630,000.00	RM60,000.00	RM50,000.00

SALES/RENTAL TARGET refers to the agent target as to how much professional fees you wanted to achieve for the year
SALES RENTAL ACHIEVEMENT refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED **RM630,000.00** + **RM50,000.00**
TOTAL PROFESSIONAL FEES EARNED **RM680,000.00**

2. Listing targets vs achievement

SECTOR	No. of Listings/Unit SALES		No. of Listings/Unit RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	10	20	10	20
Tenancy/Leases	10	30	10	30
Projects	10	20	10	20
Tenancy Management	10	30	10	30
Grand Total	40	100	40	100

LISTING TARGET refers to the agent target as to how many listings you wanted to achieve for the year
LISTING ACHIEVEMENT refers to what was the actual listings collected for the year

TOTAL LISTINGS **100** + **100**
TOTAL LISTINGS **200**

**Please add attachment or evidence to support your explanation.*



TEMPLATE - INDUSTRIAL REAL ESTATE FIRM OF THE YEAR CATEGORY 4

- Marketing budget spent, type & number of activities carried out, number of advertisements published & number of leads generated
- Share with us your firm's Unique Selling Proposition (USP) culture and how you have positioned the firm compared to your competitor?

Marketing

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

Section 4: Commitment to Human Development & Management *[Elaborate in not more than 250 words]*

- What is your firm's mission statement & core belief/values & how you apply them to your team?
- The total number of new RENs recruited, number of resignations and balance at the end of the year and state retention plan if any [All RENs employed must be currently active with their tags as at 31st December 2020]

A	B	C	D	E
Existing RENs as at 1st January	Total No. of REN(s) to Recruit		Total No. of REN(s) Resigned	Balance as @ 31st December 2020
	Target	Achievement		
100	50	30	10	120
TOTAL = 130 (A+C)				(A+C-D)

- Do you have a dedicated training department, state type and number of educational and coaching programs carried out?
- Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out.

Section 5: Commitment to Quality Client Service (QCS) *[Elaborate in not more than 250 words]*

- State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients
- Describe the overall impact of the service level & client satisfaction based on the QCS initiative and share with us the testimonials from clients

Section 6: Firm's Technology & Innovation Initiatives *[Elaborate in not more than 250 words]*

- What new technology initiatives undertaken by the firm to support RENs
- Share how these new applications have helped your firm in that respective area

Section 7: Corporate Social Responsibility CSR Initiative *[Elaborate in not more than 250 words]*

Elaborate any short or long term philanthropic, charitable or volunteer work carried out by the firm for the year that has benefitted the community

**Please add attachment or evidence to support your explanation.*



TEMPLATE - PROJECT MARKETING FIRM OF THE YEAR CATEGORY 5

Section 1: Why Do You Deserve This Award?

Tell us in writing in no more than 500 words.

Section 2: Firm's Business Plan and Execution *[Elaborate in not more than 250 words]*

Outline what you set out to do (the firm's business plan) and how you carried it out (execution plan) in the following areas:

1. What were your goals in terms of acquiring projects for the year?
2. State your marketing plan and strategies to acquire the projects and your sales target for the corresponding period
3. What are the sales activities planned and initiatives to be taken to drive the firm's sales performance?
4. Role played prior to your appointment i.e., feasibility study, sales launch planning, consultancy, etc.

Section 3: Achievement on Acquiring Projects

A. Write a short brief on the projects acquired

- Project Name
- Location
- Developed By
- Type of Appointments
- Appointment Period
- Total Unit Allocated
- Percentage Fee Receivable
- Gross Development Value (GDV)

B. Sales Achievement

- Units Sold
- Percentage Sold
- Total Professional Fees Earned**
- Total GDV Sold

***The professional fees earned should be the firm's nett fees (less the co-agency fees paid)*

**For lead agents the firm can only state the sales that was concluded by the firm*

**Please attach short description of development with pictures*

PROJECT MARKETING	PART 1 - DETAILS ON THE PROJECTS ACQUIRED								PART 2 - SALES ACHIEVEMENT			
	Project Name	Location	Developed by	Type of Appointment	Appointment Period	Total Unit Allocated	Percentage Fee Receivable	Gross Development Value (GDV)	Units Sold	Percentage Sold	Total Professional Fees Earned	Total GDV Sold
PROJECT 1												
PROJECT 2												
PROJECT 3												
PROJECT 4												
PROJECT 5												
TOTAL												

Section 4: Marketing *[Elaborate in not more than 250 words]*

1. State your marketing plan and strategies applied for each project that helped in achieving your sales results
2. List the activities carried out under your marketing plan for each project

**Please add attachment or evidence to support your explanation.*





TEMPLATE - PROJECT MARKETING FIRM OF THE YEAR CATEGORY 5

2020	Marketing Plan	Activities
PROJECT 1		
PROJECT 2		
PROJECT 3		
PROJECT 4		
PROJECT 5		

3. State whether there were any new ideas introduced to garner sales
4. Elaborate on the challenges & obstacles faced and what were the solutions implemented to overcome them

Section 5: Negotiators Involvement *[Elaborate in not more than 250 words]*

State the number of Negotiators in your team responsible for the sales achievement

Section 6: Service Delivery *[Elaborate in not more than 250 words]*

Give examples on what were the service delivery programs carried out that resulted in repeat sales or referrals towards the project sales. Also include how they created client satisfaction and attach testimonies received.

SAMPLE

**Please add attachment or evidence to support your explanation.*





MOST INNOVATIVE MARKETING IDEA OF THE YEAR

REA CATEGORY 6

INTRODUCTION

This award recognizes innovative services, products and ideas developed and introduced by a firm in the year to help in marketing / sales/ service delivery that are unique, different and exemplary.

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing with no more than 500 words.	10
Section 2: Innovation 1. Describe the essential elements of the innovation made in your service delivery 2. State its contribution to the success of your firm. This may include customer service enhancements, cost savings, business efficiencies, staff support or any other value add to increase sales / market presence / branding / unique service to clients etc.	15 15
Section 3: Innovative Process 1. Describe the process undertaken to identify, develop and implement the innovation. 2. State work undertaken internally by your staff and/or any work conducted by external service providers.	15 10
Section 4: Collaterals Attach the evidence on the use of this innovative marketing idea, e.g. App development, brochure, action plan etc.	15
Section 5: Benefit to Industry Describe any potential benefits of the 'innovation' to the profession or the practitioners.	10
Section 6: Benefit to Consumer Describe how your current and future clients or staff will benefit from the innovations you have introduced.	10
TOTAL	100





TEMPLATE - MOST INNOVATIVE MARKETING IDEA OF THE YEAR CATEGORY 6

Section 1: Why Do You Deserve This Award?

Tell us in writing with no more than 500 words.

Section 2: Innovation *[Elaborate in not more than 250 words]*

1. Describe the essential elements of the innovation made in your service delivery
2. State its contribution to the success of your firm. This may include customer service enhancements, cost savings, business efficiencies, staff support or any other value add to increase sales / market presence / branding / unique service to clients etc.

Section 3: Innovative Process *[Elaborate in not more than 250 words]*

1. Describe the process undertaken to identify, develop and implement the innovation.
2. State work undertaken internally by your staff and/or any work conducted by external service providers.

Section 4: Collaterals *[Elaborate in not more than 250 words]*

Attach the evidence on the use of this innovative marketing idea, e.g. App development, brochure, action plan etc.

Section 5: Benefit to Industry *[Elaborate in not more than 250 words]*

Describe any potential benefits of the 'innovation' to the profession or the practitioners.

Section 6: Benefit to Consumer *[Elaborate in not more than 250 words]*

Describe how your current and future clients or staff will benefit from the innovations you have introduced.

**Please add attachment or evidence to support your explanation.*





SPECIALIZED PROJECT OF THE YEAR

REA CATEGORY 7

INTRODUCTION

This award recognizes excellence by a firm or an Estate Agent who has undertaken a project, which can be considered Unique or Special. It must be different from a normal real estate transaction e.g., selling an island, reviving an abandoned project, contributing to Real Estate education & training, sales of hotel / using a specific tool to increase productivity etc.

The judges may consider giving more than one award under this category if the submissions are uniquely different; however, it must be real estate related. Please specify the name of the "special project" under which you are bidding for e.g. "Category 7 - Specialized Projects: Selling an Island"

*Award can be given to more than one person/firm provided it's under different type of specialization

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: What Special Project & Key Achievements 1. The conceptualization or motivation as to why you undertook the project 2. Give a brief on the Special Project undertaken 3. The uniqueness of the transaction & how it has impacted the firm 4. Key Achievements of the projects 5. What were the professional fees earned (Sale - Only for those units sold where SPA has been signed) or the idea contributed to the advancement of the firm in any specific area	5 5 5 10 5
Section 2: Impact of the Project State how this specialized work benefitted the client and/or the community at large.	20
Section 3: Obstacle & Challenges faced What were the challenges faced and how was it overcome?	20
Section 4: Other contributory factors State your personal contribution towards the success of this specialized project.	20
Section 5: Tell us why your firm should win this Prestigious Award Tell us in writing with no more than 500 words.	10
TOTAL	100





TEMPLATE - SPECIALIZED PROJECT OF THE YEAR CATEGORY 7

Section 1: Tell us why your firm should win this Prestigious Award (10 Marks)

Tell us in writing with no more than 500 words.

Section 2: what special project and key achievements (30 Marks)

1. The conceptualization or motivation as to why you undertook the project (5 marks)
2. Give a brief on the Special Project undertaken (5 marks)
3. The uniqueness of the transactions & how it has impacted the firm (5 marks)
4. Key Achievements of the projects (10 marks)
5. What are the professional fees earned out of this project? (Only for those units sold where SPA has been signed) (5 marks)

Section 3: Impact of the Project (20 Marks)

What were the challenges faced and how was it overcome?

Section 4: obstacle & challenges faced (20 Marks)

What were the challenges faced and how was it overcome?

	OBSTACLE	SOLUTION IMPLEMENTED
1		
2		
3		
4		
5		

Section 5: other contributory factors (20 Marks)

State your personal contribution towards the success of this specialized project.

**Please add attachment or evidence to support your explanation.*





MIEA-PROPERTYGURU TECH REAL ESTATE FIRM OF THE YEAR

REA CATEGORY 8

INTRODUCTION

This award is given to a firm that is technologically well informed about or proficient in the use of modern technology to effectively help the firm and the employees to use technology effectively for grow sales, to be productive and to be efficient in their daily work.

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing with no more than 500 words.	10
Section 2: What is the Technology? 1. Describe the new technology innovation developed and implemented during the corresponding period. 2. Describe what type of technology and what it is used for.	15 10
Section 3: Innovativeness and Effectiveness of the Solution Describe how the technology has contributed to the firm's success in area of; 1. Sales 2. Listings 3. Management	10 5 10
Section 4: How the Technology has helped RENs and/or your Clients at large? Provide evidence and examples how the technology has benefitted to your clients, RENs and your firms.	25
Section 5: Investment on Development of Tech Solution 1. State the amount of invested money to develop and implement the use of the technology 2. State whether the tech solution customised for your firm or using a current technology?	15
TOTAL	100





TEMPLATE - MIEA-PROPERTYGURU TECH REAL ESTATE FIRM OF THE YEAR CATEGORY 8

Section 1: Tell Us Why Your Firm Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

Section 2: What is the Technology?

25 marks

1. Describe the new technology innovation developed and implemented during the corresponding period. (15 Marks)

[Elaborate in not more than 250 words]

2. Describe what type of technology and what it is used for. (10 Marks)

[Elaborate in not more than 250 words]

Section 3: Innovativeness and Effectiveness of the Solution

25 marks

Describe how has the technology contributed to the firm's success in area of;

1. Sales (10 Marks)
2. Listings (5 Marks)
3. Management (10 Marks)

	FIRM'S SUCCESS
SALES	1. 2. 3.
LISTINGS	1. 2. 3.
MANAGEMENT	1. 2. 3.

Section 4: How the Technology has helped RENs and or your Clients at large?

25 marks

Provide evidence and examples how the technology has benefitted your clients, RENs and your firm.

[Elaborate in not more than 250 words]

Section 5: Investment on Development of Tech Solution

15 marks

1. State amount of money invested to develop and implement the use of the technology

[Elaborate in not more than 250 words]

2. State whether the tech solution was customised for your firm or using a current technology?

[Elaborate in not more than 250 words]

**Please add attachment or evidence to support your explanation.*





REAL ESTATE NEGOTIATOR OF THE YEAR

REA CATEGORY 9

INTRODUCTION

The Award is presented to a Real Estate Negotiator and/or a Probationary Estate Agent who in the corresponding year has shown overall personal leadership in being an exemplary REN. He/She must have shown his personal ability to organize, plan, execute the business plan to attain the desired personal sales. He/She should possess good personal organizational skills, adopt good agency practice, maintain high ethical values, adhere to the standards of the profession, having the ability to work as a team and being a result oriented individual. He/She will be a role model to the industry upon winning the award. These are based on personal sales achieved and not any overriding.

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing with no more than 500 words.	10
Section 2: Your Personal Achievements Outline your achievement over the qualifying period based on: 1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for all sectors e.g. residential, commercial, industrial, rentals, leases, secondary sales, project marketing and etc. 2. Listing: Targets and achievements 3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platforms etc.	10 10 10
Section 3: Your Sales Plan and Execution Outline your sales plan and its execution for the following areas: 1. Share with us the ideas, strategies, creativity and innovative approaches that has been introduced. Tell us its impact to your sales performance. 2. What is the planning and execution of sales activity and initiatives to drive your sales performance? 3. Detailed the marketing plan and strategies that provided the edge among the other competitors.	10 5 5
Section 4: Commitment to Quality Client Service 1. Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients. 2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.	10 5
Section 5: Personal Milestone 1. Tell us more about your personal achievements, reached milestones, received awards, recognition and the experienced that helped you to be an exemplary REA/PEA 2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials.	10 5
Section 6: Personal Development Plan The type and number of attended educational, training and coaching programs for continuous self-improvement proof of programs certificate and photos.	10
TOTAL	100



TEMPLATE - REAL ESTATE NEGOTIATOR OF THE YEAR

REN CATEGORY 9

Section 1: Why Do You Deserve This Award?

Tell us in writing with no more than 500 words.

Section 2: Your Personal Achievements [Elaborate in not more than 250 words]

Outline your achievement over the qualifying period based on:

1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for all sector (e.g. residential, commercial, industrial, rentals, leases, secondary sales, project marketing and etc).

SECTOR	PROFESSIONAL FEES		PROFESSIONAL FEES	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	RM500,000.00	RM250,000.00		
Commercial	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Industrial	RM300,000.00	RM100,000.00		
Land	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Projects	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,020,000.00	RM730,000.00	RM80,000.00	RM70,000.00

SALES/RENTAL TARGET

refers to the agent target as to how much professional fees you wanted to achieve for the year

SALES RENTAL ACHIEVEMENT

refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED **RM730,000.00**

+

RM70,000.00

TOTAL PROFESSIONAL FEES EARNED RM800,000.00

2. Listing: Targets and achievement (10 Marks)

SECTOR	No. of Listings/Unit		No. of Listings/Unit	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	10	10	10	10
Commercial	10	10	10	10
Industrial	10	10	10	10
Project Marketing	10	10	10	10
Land	10	10	10	10
Grand Total	50	50	50	50

LISTING TARGET

refers to the agent target as to how many listings you wanted to achieve for the year

LISTING ACHIEVEMENT

refers to what was the actual listings collected for the year

TOTAL LISTINGS

50

+

50

TOTAL LISTINGS 200

3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g., portals, YouTube and other social media platform etc.

**Please add attachment or evidence to support your explanation.*



TEMPLATE - REAL ESTATE NEGOTIATOR OF THE YEAR

REN CATEGORY 9

Marketing

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

Section 3: Your Sales Plan and Execution [Elaborate in not more than 250 words]

Outline your sales plan and its execution for the following areas:

1. Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact on your sales performance. (10 Marks)
2. What is the planning and execution of sales activity and initiatives to drive your sales performance? (5 Marks)

No.	PLAN	EXECUTION
1		
2		
3		
4		
5		

3. Detailed the marketing plan and strategies that provided the edge among the other competitors. (5 Marks)

Section 4: Commitment to Quality Client Service [Elaborate in not more than 250 words]

1. Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients. (10 Marks)
2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.

Section 5: Personal Milestone [Elaborate in not more than 250 words]

1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced that helped you to be exemplary REN/PEA. (10 Marks)
2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials. (5 Marks)

Section 6: Personal Development Plan

The type and number of attended educational, training and coaching programs for continuous self-improvement (proof of programs certificate and photos).

No.	Date	Training/Coaching/Program
1		
2		
3		
4		
5		

**Please add attachment or evidence to support your explanation.*





ROOKIE REAL ESTATE NEGOTIATOR OF THE YEAR

REA CATEGORY 10

INTRODUCTION

The Award is presented to a Real Estate Negotiator/ Probationary Estate Agent who has been in the practice for not more than two years preceding the year of application. The REN should have shown overall progress in being a productive REN lead to high personal sales, adopt good agency practice, maintain high ethical values, adhere to the standards of the profession and being a result oriented individual. He will be a role model to the new RENs upon winning the award

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing in with not more than 500 words.	10
Section 2: Your Personal Achievements Outline your achievement over the qualifying period based on: 1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for all sectors e.g. residential, commercial, industrial, rentals, leases, secondary sales, project marketing and etc. 2. Listing: Targets and achievement 3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.	10 10 10
Section 3: Your Sales Plan and Execution Outline your sales plan and its execution for the following areas: 1. Share with us the ideas, strategies, creativity and innovative approaches that has been introduced. Tell us its impact to your sales performance. 2. What is the planning and execution of sales activity and initiatives to drive your sales performance? 3. Detailed the marketing plan and strategies that provided the edge among the other competitors.	10 5 5
Section 4: Commitment to Quality Client Service 1. Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients. 2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.	10 5
Section 5: Personal Milestone 1. Tell us more about your personal achievements, milestones reached, awards received, recognition and the experience that helped you to be an exemplary REA/PEA 2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials.	10 5
Section 6: Personal Development Plan The type and number of attended educational, training and coaching programs for continuous self-improvement proof of programs certificate and photos.	10
TOTAL	100



TEMPLATE - ROOKIE REAL ESTATE NEGOTIATOR OF THE YEAR REN CATEGORY 10

Section 1: Why Do You Deserve This Award?

Tell us in writing in no more than 500 words.

Section 2: Your Personal Achievements [Elaborate in not more than 250 words]

Outline your achievement over the qualifying period based on:

1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for all sector (e.g. residential, commercial, industrial, rentals, leases, secondary sales, project marketing and etc). (10 Marks)

SECTOR	PROFESSIONAL FEES SALES		PROFESSIONAL FEES RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	RM500,000.00	RM250,000.00		
Commercial	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Industrial	RM300,000.00	RM100,000.00		
Land	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Projects	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,020,000.00	RM730,000.00	RM80,000.00	RM70,000.00

SALES/RENTAL TARGET

refers to the agent target as to how much professional fees you wanted to achieve for the year

SALES RENTAL ACHIEVEMENT

refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED **RM730,000.00**

+

RM70,000.00

TOTAL PROFESSIONAL FEES EARNED RM800,000.00

2. Listing: Targets and achievement (10 Marks)

SECTOR	No. of Listings/Unit SALES		No. of Listings/Unit RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	10	10	10	10
Commercial	10	10	10	10
Industrial	10	10	10	10
Project Marketing	10	10	10	10
Land	10	10	10	10
Grand Total	50	50	50	50

LISTING TARGET

refers to the agent target as to how many listings you wanted to achieve for the year

LISTING ACHIEVEMENT

refers to what was the actual listings collected for the year

TOTAL LISTINGS

50

+

50

TOTAL LISTINGS

200

3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g., portals, YouTube and other social media platform etc. (5 Marks)

**Please add attachment or evidence to support your explanation.*





TEMPLATE - ROOKIE REAL ESTATE NEGOTIATOR OF THE YEAR REN CATEGORY 10

Marketing

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

Section 3: Your Sales Plan and Execution [Elaborate in not more than 250 words]

Outline your sales plan and its execution for the following areas:

1. Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance. (10 Marks)
2. What is the planning and execution of sales activity and initiatives to drive your sales performance? (5 Marks)

No.	PLAN	EXECUTION
1		
2		
3		
4		
5		

3. Detailed the marketing plan and strategies that provided the edge among the other competitors. (5 Marks)

Section 4: Commitment to Quality Client Service [Elaborate in not more than 250 words]

1. Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients. (10 Marks)
2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.

Section 5: Personal Milestone [Elaborate in not more than 250 words]

1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced helped you to be an exemplary REN/PEA. (10 Marks)
2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials. (5 Marks)

Section 6: Personal Development Plan

The type and number of educational, training and coaching programs attended for continuous self-improvement (proof of programs certificate and photos).

No.	Date	Training/Coaching/Program
1		
2		
3		
4		
5		

**Please add attachment or evidence to support your explanation.*





RESIDENTIAL REAL ESTATE NEGOTIATOR OF THE YEAR

REN CATEGORY 11

INTRODUCTION

The Award is presented to a Real Estate Negotiator/ Probationary Estate Agent who has been excelled in the Sales & Rental in the Residential Sector and the fees earned shall cover sales, tenancies, leases in the secondary market and residential project sales only. The REN should have shown overall progress in being a productive REN leading to high personal sales in the residential sector, adopt good agency practice, maintain high ethical values, adhere to the standards of the profession and a result oriented individual. He will be a role model as a top residential salesperson upon winning the award.

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing with no more than 500 words.	10
Section 2: Your Personal Achievements Outline your achievement over the qualifying period based on: 1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for residential sector. 2. Listing: Targets and achievement 3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.	10 10 5
Section 3: Your Sales Plan and Execution Outline your sales plan and its execution for the following areas: 1. Share with us the ideas, strategies, creativity and innovative approaches that has been introduced. Tell us its impact to your sales performance. 2. What is the planning and execution of sales activity and initiatives to drive your sales performance? 3. Detailed the marketing plan and strategies that provided the edge among the other competitors.	10 5 5
Section 4: Commitment to Quality Client Service 1. Elaborate your commitment and initiatives to ensure the delivery of outstanding and trustworthy service to clients. 2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.	10 5
Section 5: Personal Milestone 1. Tell us more about your personal achievements, milestones reached, received awards, recognition and the experience that helped you to be an exemplary REN/PEA. 2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials.	10 5
Section 6: Personal Development Plan The type and number of attended educational, training and coaching programs for continuous self-improvement proof of programs certificate and photos.	15
TOTAL	100



TEMPLATE - RESIDENTIAL REAL ESTATE NEGOTIATOR OF THE YEAR REN CATEGORY 11

Section 1: Why Do You Deserve This Award?

Tell us in writing in no more than 500 words.

Section 2: Your Personal Achievements [Elaborate in not more than 250 words]

Outline your achievement over the qualifying period based on:

1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for **Residential Sector**.

SECTOR	PROFESSIONAL FEES		PROFESSIONAL FEES	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	RM500,000.00	RM250,000.00		
Tenancy/Leases	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Projects	RM300,000.00	RM100,000.00		
Tenancy Management	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,000,000.00	RM630,000.00	RM60,000.00	RM50,000.00

SALES/RENTAL TARGET refers to the agent target as to how much professional fees you wanted to achieve for the year
SALES RENTAL ACHIEVEMENT refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED **RM630,000.00** + **RM50,000.00**
TOTAL PROFESSIONAL FEES EARNED **RM680,000.00**

2. Listing: Targets and achievement

SECTOR	No. of Listings/Unit		No. of Listings/Unit	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	10	10	10	10
Commercial	10	10	10	10
Industrial	10	10	10	10
Project Marketing	10	10	10	10
Land	10	10	10	10
Grand Total	50	50	50	50

LISTING TARGET refers to the agent target as to how many listings you wanted to achieve for the year
LISTING ACHIEVEMENT refers to what was the actual listings collected for the year

TOTAL LISTINGS **50** + **50**
TOTAL LISTINGS **200**

3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.

Marketing				
No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

**Please add attachment or evidence to support your explanation.*





TEMPLATE - RESIDENTIAL REAL ESTATE NEGOTIATOR OF THE YEAR REN CATEGORY 11

Section 3: Your Sales Plan and Execution [Elaborate in not more than 250 words]

Outline your sales plan and its execution for the following areas:

1. Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance. (10 Marks)
2. What is the planning and execution of sales activity and initiatives to drive your sales performance? (5 Marks)

No.	PLAN	EXECUTION
1		
2		
3		
4		
5		

3. Detailed the marketing plan and strategies that provided the edge among the other competitors. (5 Marks)

Section 4: Commitment to Quality Client Service [Elaborate in not more than 250 words]

1. Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients. (10 Marks)
2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

Section 5: Personal Milestone [Elaborate in not more than 250 words]

1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced helped you to be an exemplary REN/PEA. (10 Marks)
2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials. (5 Marks)

Section 6: Personal Development Plan [Elaborate in not more than 250 words]

The type and number of educational, training and coaching programs attended for continuous self-improvement (proof of programs certificate and photos).

No.	Date	Training/Coaching/Program
1		
2		
3		
4		
5		

**Please add attachment or evidence to support your explanation.*





COMMERCIAL REAL ESTATE NEGOTIATOR OF THE YEAR

REN CATEGORY 12

INTRODUCTION

The Award is presented to a Real Estate Negotiator/ Probationary Estate Agent who has been excelled in the sales & Rental in the Commercial Sector and the fees earned shall cover sales, tenancies, leases in the commercial market and project sales only. The REN should have shown overall progress in being a productive REN leading to high personal sales in the commercial sector, adopt good agency practice, maintain high ethical values, adhere to the standards of the profession and being a result oriented individual. He will be a role model as a top residential salesperson upon winning the award.

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing with no more than 500 words.	10
Section 2: Your Personal Achievements Outline your achievement over the qualifying period based on: 1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for Commercial Sector. 2. Listing: Targets and achievement 3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.	10 10 5
Section 3: Your Sales Plan and Execution Outline your sales plan and its execution for the following areas: 1. Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance. 2. What is the planning and execution of sales activity and initiatives to drive your sales performance? 3. Detailed the marketing plan and strategies that provided the edge among the other competitors.	10 5 5
Section 4: Commitment to Quality Client Service 1. Elaborate your commitment and initiatives to ensure the delivery of outstanding and trustworthy service to clients. 2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.	10 5
Section 5: Personal Milestone 1. Tell us more about your personal achievements, milestones reached, received awards, recognition and the experience that helped you to be an exemplary REN/PEA 2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials.	10 5
Section 6: Personal Development Plan The type and number of attended educational, training and coaching programs for continuous self-improvement proof of programs certificate and photos.	15
TOTAL	100



TEMPLATE - COMMERCIAL REAL ESTATE NEGOTIATOR OF THE YEAR REN CATEGORY 12

Section 1: Why Do You Deserve This Award?

Tell us in writing in no more than 500 words.

Section 2: Your Personal Achievements [Elaborate in not more than 250 words]

Outline your achievement over the qualifying period based on:

1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for **Commercial Sector**.

SECTOR	PROFESSIONAL FEES SALES		PROFESSIONAL FEES RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	RM500,000.00	RM250,000.00		
Tenancy/Leases	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Projects	RM300,000.00	RM100,000.00		
Tenancy Management	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,000,000.00	RM630,000.00	RM60,000.00	RM50,000.00

SALES/RENTAL TARGET

refers to the agent target as to how much professional fees you wanted to achieve for the year

SALES RENTAL ACHIEVEMENT

refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED

RM630,000.00

+

RM50,000.00

TOTAL PROFESSIONAL FEES EARNED

RM680,000.00

2. Listing: Targets and achievement

SECTOR	No. of Listings/Unit SALES		No. of Listings/Unit RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	10	10	10	10
Commercial	10	10	10	10
Industrial	10	10	10	10
Project Marketing	10	10	10	10
Land	10	10	10	10
Grand Total	50	50	50	50

LISTING TARGET

refers to the agent target as to how many listings you wanted to achieve for the year

LISTING ACHIEVEMENT

refers to what was the actual listings collected for the year

TOTAL LISTINGS

50

+

50

TOTAL LISTINGS

200

1. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g., portals, YouTube and other social media platform etc.

Marketing				
No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

**Please add attachment or evidence to support your explanation.*





TEMPLATE - COMMERCIAL REAL ESTATE NEGOTIATOR OF THE YEAR REN CATEGORY 12

Section 3: Your Sales Plan and Execution [Elaborate in not more than 250 words]

Outline your sales plan and its execution for the following areas:

1. Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance. (10 Marks)
2. What is the planning and execution of sales activity and initiatives to drive your sales performance? (5 Marks)

No.	PLAN	EXECUTION
1		
2		
3		
4		
5		

3. Detailed the marketing plan and strategies that provided the edge among the other competitors. (5 Marks)

Section 4: Commitment to Quality Client Service [Elaborate in not more than 250 words]

1. Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients. (10 Marks)
2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

Section 5: Personal Milestone [Elaborate in not more than 250 words]

1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced helped you to be an exemplary REN/PEA. (10 Marks)
2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials. (5 Marks)

Section 6: Personal Development Plan [Elaborate in not more than 250 words]

The type and number of educational, training and coaching programs attended for continuous self-improvement (proof of programs certificate and photos).

No.	Date	Training/Coaching/Program
1		
2		
3		
4		
5		

**Please add attachment or evidence to support your explanation.*





INDUSTRIAL REAL ESTATE NEGOTIATOR OF THE YEAR

REN CATEGORY 13

INTRODUCTION

The Award is presented to a Real Estate Negotiator/ Probationary Estate Agent who has been excelled in the Sales & Rental in the Industrial Sector and the fees earned shall cover sales, tenancies, leases in the Industrial market and project sales only. The REN should have shown overall progress in being a productive REN leading to high personal sales in the Industrial sector, adopt good agency practice, maintain high ethical values, adhere to the standards of the profession and being a result oriented individual. He will be a role model as a top residential salesperson upon winning the award.

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing with no more than 500 words.	10
Section 2: Your Personal Achievements Outline your achievement over the qualifying period based on: 1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for Industrial Sector. 2. Listing: Targets and achievement 3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.	10 10 5
Section 3: Your Sales Plan and Execution Outline your sales plan and its execution for the following areas: 1. Share with us the ideas, strategies, creativity and innovative approaches that has been introduced. Tell us its impact to your sales performance. 2. What is the planning and execution of sales activity and initiatives to drive your sales performance? 3. Detailed the marketing plan and strategies that provided the edge among the other competitors.	10 5 5
Section 4: Commitment to Quality Client Service 1. Elaborate your commitment and initiatives to ensure the delivery of outstanding and trustworthy service to clients. 2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.	10 5
Section 5: Personal Milestone 1. Tell us more about your personal achievements, milestones reached, received awards, recognition and the experienced helped you to be an exemplary REN/PEA 2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials.	10 5
Section 6: Personal Development Plan The type and number of attended educational, training and coaching programs for continuous self-improvement proof of programs certificate and photos.	15
TOTAL	100



TEMPLATE - INDUSTRIAL REAL ESTATE NEGOTIATOR OF THE YEAR REN CATEGORY 13

Section 1: Why Do You Deserve This Award? [Elaborate in not more than 250 words]

Tell us in writing with no more than 500 words.

Section 2: Your Personal Achievements [Elaborate in not more than 250 words]

Outline your achievement over the qualifying period based on:

1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for **Industrial Sector**.

SECTOR	PROFESSIONAL FEES		PROFESSIONAL FEES	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	RM500,000.00	RM250,000.00		
Tenancy/Leases	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Projects	RM300,000.00	RM100,000.00		
Tenancy Management	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,000,000.00	RM630,000.00	RM60,000.00	RM50,000.00

SALES/RENTAL TARGET refers to the agent target as to how much professional fees you wanted to achieve for the year

SALES RENTAL ACHIEVEMENT refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED	RM630,000.00	+	RM50,000.00
TOTAL PROFESSIONAL FEES EARNED	RM680,000.00		

2. Listing: Targets and achievement

SECTOR	No. of Listings/Unit		No. of Listings/Unit	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	10	10	10	10
Commercial	10	10	10	10
Industrial	10	10	10	10
Project Marketing	10	10	10	10
Land	10	10	10	10
Grand Total	50	50	50	50

LISTING TARGET refers to the agent target as to how many listings you wanted to achieve for the year

LISTING ACHIEVEMENT refers to what was the actual listings collected for the year

TOTAL LISTINGS	50	+	50
TOTAL LISTINGS	200		

1. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.

Marketing				
No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

**Please add attachment or evidence to support your explanation.*





TEMPLATE - INDUSTRIAL REAL ESTATE NEGOTIATOR OF THE YEAR REN CATEGORY 13

Section 3: Your Sales Plan and Execution [Elaborate in not more than 250 words]

Outline your sales plan and its execution for the following areas:

1. Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance. (10 Marks)
2. What is the planning and execution of sales activity and initiatives to drive your sales performance? (5 Marks)

No.	PLAN	EXECUTION
1		
2		
3		
4		
5		

3. Detailed the marketing plan and strategies that provided the edge among the other competitors. (5 Marks)

Section 4: Commitment to Quality Client Service [Elaborate in not more than 250 words]

1. Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients. (10 Marks)
2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

Section 5: Personal Milestone [Elaborate in not more than 250 words]

1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced helped you to be an exemplary REN/PEA (10 Marks)
2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials. (5 Marks)

Section 6: Personal Development Plan [Elaborate in not more than 250 words]

The type and number of educational, training and coaching programs attended for continuous self-improvement (proof of programs certificate and photos).

No.	Date	Training/Coaching/Program
1		
2		
3		
4		
5		

**Please add attachment or evidence to support your explanation.*





MIEA MILLION DOLLAR ACHIEVER CLUB

(REA, PEA, REN)

REN CATEGORY 14

INTRODUCTION

This Award is presented to any Estate Agent, Probationary Estate Agent or Real Estate Negotiator who has brought in a minimum of RM1,000,000 in professional fees to the firm in the corresponding year. The fees earned can be either from a single transaction or a combination of transactions - including Residential, Commercial Industrial. This achievement is assessed based only on fees collected from personal sales including Co Agency transactions. Fees from overriding or team sales exempted.

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing with no more than 500 words.	10
Section 2: Significant Sales Achievement Give full breakdown on all Individual sales concluded from Sales & Rental and professional fees brought in to the firm for each transaction.	60
Section 3: Professional Development Plan State the number of years in the industry and what measures you have taken to train and develop yourself to achieve your true potential. State the development plans and how it helped you.	10
Section 4: Marketing List your goals and all marketing strategies where you have adopted and contributed towards the achievement of your sales.	10
Section 5: Other Contributory Factors Name any other factors that contributed to your achievement.	10
TOTAL	100





TEMPLATE - MIEA MILLION DOLLAR ACHIEVER CLUB REN CATEGORY 14

Section 1: Why do you deserve This Award?

10 marks

Tell us in writing with no more than 500 words

Section 2: Significant Sale Achievement

60 marks

No	DATE (JAN-DEC 2020)	FULL ADDRESS OF PROPERTY	TYPE OF PROPERTY	TOTAL TRANSACTED VALUE (RM)	TOTAL FEES EARNED (RM)
1					
2					
3					
4					
5					
GRAND TOTAL					

Section 3: Professional Development Plan

10 marks

State the numbers of years in the industry and what measures you have taken to train and develop yourself to achieve your true potential. State the developments plans and how it helped you.

[Elaborate in writing with no more than 250 words]

Section 4: Marketing

10 marks

List your goals and all marketing strategies which you have adopted and contributed towards the achievement of your sales.

[Elaborate in writing with no more than 250 words]

Section 5: Other Contributory Factors

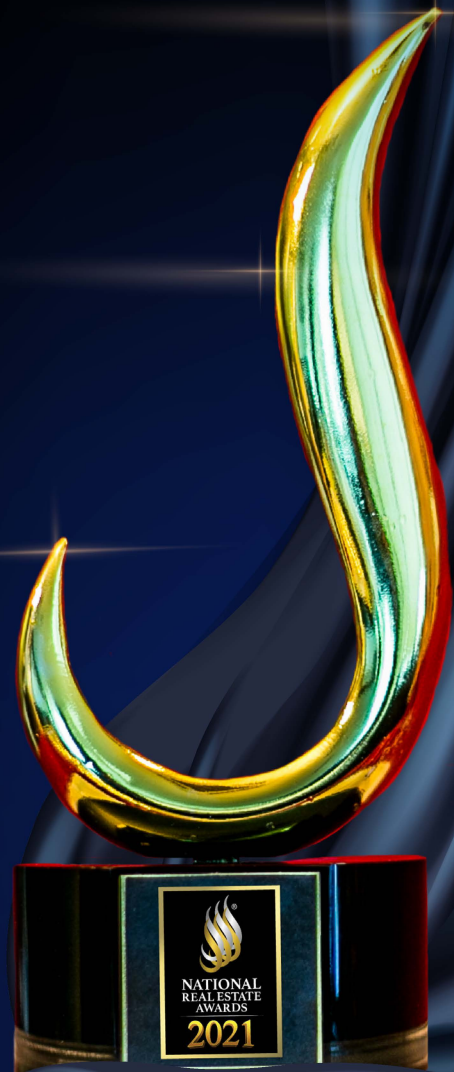
10 marks

Name any other factors that contributed to your achievement.

[Elaborate in writing with no more than 250 words]

**Please add attachment or evidence to support your explanation.*





STATE REAL ESTATE AWARDS 2021



STATE REAL ESTATE FIRM OF THE YEAR

REA CATEGORY 15

INTRODUCTION

One award for each state will be presented in this category. This award recognizes 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	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? In your own words state with no more than 500 words why your firm deserves this award.	10
Section 1: Firm's Business Plan and Execution Outline the firm's business plan and its execution in the following areas: Please state the firm's overall goals & strategies in the business plan for the year including creative and innovative ideas introduced in the year.	10
1. What were the sales activities carried out and initiatives to drive the firm's sales performance?	6
2. Detail the marketing plan and strategies that was carried out and contributed to your success	6
3. State any new branch set up goals under your business plan	4
4. Elaborate on the faced challenges and obstacles what were the implemented solutions to overcome them	4
Section 2: Firm Achievements Outline your firm's achievement over the qualifying period based on:	
1. Sales:	
A. Sales target set for RENs vs their personal achievement	5
B. Show breakdown of sales, rentals done and professional fees earned for each sectors i.e. Residential, Commercial, Industrial, land & Project Marketing.	5
2. State overall Listing targets for Exclusive & Non-Exclusive and steps taken to encourage Exclusive Listings.	5
3. What's the overall marketing budget & marketing activities carried out & spent budget for each activity based on section 1 item 3 above	5
4. Please state the number of new branches set up, its location, performance and team size.	5
Section 3: Recruitment & Human Development	
5. What is your firm's mission statement & core belief/values & how you apply them to your team?	5
6. The total number of new recruited RENs recruited, number of resignations and balance at the end of the year. State retention plan if any [All RENs employed must be currently active with their tags as at 31st December 2020]	5
7. Do you have a dedicated training department, state the type and number of educational and coaching programs carried out?	2.5
8. Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out.	2.5
Section 4: Commitment to Quality Client Service QCS	
1. State & elaborate the QCS initiatives that taken by the firm to ensure delivery of high-quality service to clients	5
2. Describe the overall impact of the service level & client satisfaction based on the QCS initiative and share with us the testimonials from clients	5
Section 5: Firm's Technologies & Innovation Initiatives	5
1. What was the new technology initiatives undertaken by the firm to support RENs	
2. Share how these new applications have helped your firm in that respective area	
Section 6: Corporate Social Responsibility CSR Initiative Elaborate any short or long term philanthropic, charitable or volunteer work that carried out by the firm for the year and has benefitted the community	5
TOTAL	100





TEMPLATE - STATE REAL ESTATE FIRM OF THE YEAR REA CATEGORY 15

Section 1: Why do you deserve this Award?

In your own words state in no more than 500 words why your firm deserves this award.

Section 2: Firm's Business Plan and Execution *[Elaborate in not more than 250 words]*

Outline what you set out to do (the firm's business plan) and how you carried it out (execution plan) in the following areas:

1. Please state the firm's business plan for the year
2. What are the sales activities planned and initiatives to be taken to drive the firm's sales performance?
3. State your marketing plan and strategies carried out to achieve your goals
4. State your goals to set up new branches for the year
5. Elaborate on the challenges & obstacles faced and what were the solutions implemented to overcome them

Section 3: Firm's Achievement

Outline your firm's achievement over the qualifying period based on:

1. Sales:
 - a. Sales target set for RENs vs their personal achievement

A	B	SALES/RENTAL	
Total Professional Fees Earned for 2020	Total No. of REN	TARGET	ACHIEVEMENT (A-B)
RM30,000,000.00	30	RM500,000	RM1,000,000.00
Professional Fees per REN			

- b. Show breakdown of sales, rentals concluded and professional fees earned for each sector i.e. Residential, Commercial, Industrial, Land & Project Marketing.

SECTOR	PROFESSIONAL FEES		PROFESSIONAL FEES	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	RM500,000.00	RM250,000.00		
Commercial	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Industrial	RM300,000.00	RM100,000.00		
Land	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Projects	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,020,000.00	RM730,000.00	RM80,000.00	RM70,000.00

SALES/RENTAL TARGET refers to the agent target as to how much professional fees you wanted to achieve for the year
SALES RENTAL ACHIEVEMENT refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED RM730,000.00 + RM70,000.00
TOTAL PROFESSIONAL FEES EARNED RM800,000.00

2. State overall Listing targets and achievement for Exclusive & Non-Exclusive.

2020	EXCLUSIVE		NON-EXCLUSIVE	
	Target	Achievement	Target	Achievement
Residential	20	10	10	5
Commercial	20	10	10	5
Industrial	20	10	10	5
Project Marketing	20	10	10	5
Land	20	10	10	5
Total	100	50	50	25

LISTING TARGET refers to the agent target as to how many listings you wanted to achieve for the year
LISTING ACHIEVEMENT refers to what was the actual listings collected for the year

TOTAL LISTINGS 50 + 50
TOTAL LISTINGS 100

**Please add attachment or evidence to support your explanation.*



TEMPLATE - STATE REAL ESTATE FIRM OF THE YEAR

REA CATEGORY 15

No. of Listings/Unit

2020	EXCLUSIVE		NON-EXCLUSIVE	
	Target	Achievement	Target	Achievement
Residential				
Commercial				
Industrial				
Project Marketing				
Land				
Total				

- What's the overall Marketing Budget, and money spent on each activity based on Section 2 item 3 above?
- Please state the number of new branches set up, its location, performance and the size of the team

Marketing

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

REAL ESTATE FIRM BRANCHES

No.	Branch Name	E No.	Address	Name of Estate Agent(s)	No. of REN(s)	Sales Performance (RM)
1						
2						
3						

Section 4: Recruitment & Human Development *[Elaborate in not more than 250 words]*

- What is your firm's mission statement & core belief/values & how you apply them to your team?
- The total number of new RENs recruited, number of resignations and balance at the end of the year. State retention plan if any
[All RENs employed must be currently active with their tags as at 31st December 2020]

A	B	C	D	E
Existing RENs as at 1st January	Total No. of REN(s) to Recruit		Total No. of REN(s) Resigned	Balance as @ 31st December 2020
	Target	Achievement		
100	50	30	10	120
TOTAL = 130 (A+C)				(A+C-D)

- Do you have a dedicated training department, state type and number of educational and coaching programs carried out?
- Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out.

Section 5: Commitment to Quality Client Service QCS *[Elaborate in not more than 250 words]*

- State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients
- Describe the overall impact of the service level & client satisfaction based on the QCS initiative and share with us the testimonials from clients

**Please add attachment or evidence to support your explanation.*





REN CATEGORY 16

1. Secondary Property
2. Tenancy/Lease
3. Tenancy Management
4. Project sales

60

TEMPLATE - STATE RESIDENTIAL REAL ESTATE FIRM OF THE YEAR REN CATEGORY 16

Section 1: Why Do You Deserve This Award?

In your own words state in no more than 500 words why your firm deserves this award.

Section 2: Firm's Business Plan and Execution *[Elaborate in not more than 250 words]*

Outline the firm's business plan and its execution for the following areas:

1. Please state the firm's overall goals & strategies in the business plan creative and innovative ideas introduced in the year for residential sector
2. What were the sales activity carried out and initiatives to drive the firm's sales performance?
3. Detail the marketing plan and strategies that was carried out that enabled your success
4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them

Section 3: Firm Achievements

Outline your firm's achievement over the qualifying period based on:

1. Sales Achievement

Detail the targets set in the business plan & sales and rentals revenue achieved for the Residential Sector;
Residential Sector;

- A. Sales of secondary properties
- B. Tenancy/Leases
- C. Project Sales
- D. Tenancy Management

SECTOR	PROFESSIONAL FEES SALES		PROFESSIONAL FEES RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	RM500,000.00	RM250,000.00		
Tenancy/Leases	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Projects	RM300,000.00	RM100,000.00		
Tenancy Management	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,000,000.00	RM630,000.00	RM60,000.00	RM50,000.00

SALES/RENTAL TARGET

refers to the agent target as to how much professional fees you wanted to achieve for the year

SALES RENTAL ACHIEVEMENT

refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED **RM630,000.00**

+

RM50,000.00

TOTAL PROFESSIONAL FEES EARNED RM680,000.00

2. Listing targets vs achievement

SECTOR	No. of Listings/Unit SALES		No. of Listings/Unit RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	10	20	10	20
Tenancy/Leases	10	30	10	30
Projects	10	20	10	20
Tenancy Management	10	30	10	30
Grand Total	40	100	40	100

LISTING TARGET

refers to the agent target as to how many listings you wanted to achieve for the year

LISTING ACHIEVEMENT

refers to what was the actual listings collected for the year

TOTAL LISTINGS **100**

+

100

TOTAL LISTINGS 200

**Please add attachment or evidence to support your explanation.*



TEMPLATE - STATE RESIDENTIAL REAL ESTATE FIRM OF THE YEAR REN CATEGORY 16

- Marketing budget spent, type & number of activities carried out, number of advertisements published & number of leads generated
- Share with us your firm's Unique Selling Proposition (USP) culture and how you have positioned the firm compared to your competitor?

Marketing

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

Section 4: Commitment to Human Development & Management *[Elaborate in not more than 250 words]*

- What is your firm's mission statement & core belief/values & how you apply them to your team?
- The total number of new RENs recruited, number of resignations and balance at the end of the year and state retention plan if any [All RENs employed must be currently active with their tags as at 31st December 2020]

A	B	C	D	E
Existing RENs as at 1st January	Total No. of REN(s) to Recruit		Total No. of REN(s) Resigned	Balance as @ 31st December 2020
	Target	Achievement		
100	50	30	10	120
TOTAL = 130 (A+C)				(A+C-D)

- Do you have a dedicated training department, state type and number of educational and coaching programs carried out?
- Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out.

Section 5: Commitment to Quality Client Service (QCS) *[Elaborate in not more than 250 words]*

- State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients
- Describe the overall impact of the service level & client satisfaction based on the QCS initiative and share with us the testimonials from clients

Section 6: Firm's Technology & Innovation Initiatives *[Elaborate in not more than 250 words]*

- What new technology initiatives undertaken by the firm to support RENs
- Share how these new applications have helped your firm in that respective area

Section 7: Corporate Social Responsibility CSR Initiative *[Elaborate in not more than 250 words]*

Elaborate any short or long term philanthropic, charitable or volunteer work carried out by the firm for the year that has benefitted the community

**Please add attachment or evidence to support your explanation.*





STATE REN OF THE YEAR

REN CATEGORY 17

INTRODUCTION

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

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing with no more than 500 words.	10
Section 2: Your Personal Achievements Outline your achievement over the qualifying period based on: <ol style="list-style-type: none">1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for all sector e.g. residential, commercial, industrial, rentals, leases, secondary sales, project marketing and etc.2. Listing: Targets and achievement3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.	10 10 10
Section 3: Your Sales Plan and Execution Outline your sales plan and its execution for the following areas: <ol style="list-style-type: none">1. Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance.2. What is the planning and execution of sales activity and initiatives to drive your sales performance?3. Detailed the marketing plan and strategies that provided the edge among the other competitors.	10 5 5
Section 4: Commitment to Quality Client Service <ol style="list-style-type: none">1. Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients.2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.	10 5
Section 5: Personal Milestone <ol style="list-style-type: none">1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced that helped you to be an exemplary REN/PEA.2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials.	10 5
Section 6: Personal Development Plan The type and number of attended educational, training and coaching programs for continuous self-improvement proof of programs certificate and photos.	15
TOTAL	100



TEMPLATE - STATE REN OF THE YEAR

REN CATEGORY 17

Section 1: Why Do You Deserve This Award?

Tell us in writing in no more than 500 words.

Section 2: Your Personal Achievements [Elaborate in not more than 250 words]

Outline your achievement over the qualifying period based on:

1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for all sector (e.g., residential, commercial, industrial, rentals, leases, secondary sales, project marketing and etc). (10 Marks)

SECTOR	PROFESSIONAL FEES		PROFESSIONAL FEES	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	RM500,000.00	RM250,000.00		
Commercial	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Industrial	RM300,000.00	RM100,000.00		
Land	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Projects	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,020,000.00	RM730,000.00	RM80,000.00	RM70,000.00

SALES/RENTAL TARGET

refers to the agent target as to how much professional fees you wanted to achieve for the year

SALES RENTAL ACHIEVEMENT

refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED **RM730,000.00**

+

RM70,000.00

TOTAL PROFESSIONAL FEES EARNED RM800,000.00

2. Listing: Targets and achievement (10 Marks)

SECTOR	No. of Listings/Unit		No. of Listings/Unit	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	10	10	10	10
Commercial	10	10	10	10
Industrial	10	10	10	10
Project Marketing	10	10	10	10
Land	10	10	10	10
Grand Total	50	50	50	50

LISTING TARGET

refers to the agent target as to how many listings you wanted to achieve for the year

LISTING ACHIEVEMENT

refers to what was the actual listings collected for the year

TOTAL LISTINGS

50

+

50

TOTAL LISTINGS

200

3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g., portals, YouTube and other social media platform etc. (5 Marks)

**Please add attachment or evidence to support your explanation.*



TEMPLATE - STATE REN OF THE YEAR

REN CATEGORY 17

Marketing				
No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

Section 3: Your Sales Plan and Execution [Elaborate in not more than 250 words]

Outline your sales plan and its execution for the following areas:

1. Share with us the ideas, strategies, creativity and innovative approaches that has been introduced. Tell its impact to your sales performance. (10 Marks)
2. What is the planning and execution of sales activity and initiatives to drive your sales performance? (5 Marks)

No.	Plan	Execution
1		
2		
3		
4		
5		

3. Detailed the marketing plan and strategies that provided the edge among the other competitors. (5 Marks)

Section 4: Commitment to Quality Client Service [Elaborate in not more than 250 words]

1. Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients. (10 Marks)
2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.

Section 5: Personal Milestone [Elaborate in not more than 250 words]

1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced helped you to be an exemplary REN/PEA. (10 Marks)
2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials. (5 Marks)

Section 6: Personal Development Plan

The type and number of educational, training and coaching attended programs for continuous self-improvement (proof of programs certificate and photos).

No.	Date	Training/Coaching/Program
1		
2		
3		
4		
5		

**Please add attachment or evidence to support your explanation.*





STATE RESIDENTIAL REN OF THE YEAR

REN CATEGORY 18

INTRODUCTION

This award will be presented to a Real Estate Negotiator or Probationary Estate Agents who have excelled in Sales / Rentals under Residential 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	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing with no more than 500 words.	10
Section 2: Your Personal Achievements Outline your achievement over the qualifying period based on: 1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for residential sector. 2. Listing: Targets and achievement 3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.	10 10 5
Section 3: Your Sales Plan and Execution Outline your sales plan and its execution for the following areas: 1. Share with us the ideas, strategies, creativity and innovative approaches that has been introduced. Tell us its impact to your sales performance. 2. What is the planning and execution of sales activity and initiatives to drive your sales performance? 3. Detailed the marketing plan and strategies that provided the edge among the other competitors.	10 5 5
Section 4: Commitment to Quality Client Service 1. Elaborate your commitment and initiatives to ensure the delivery of outstanding and trustworthy service to clients. 2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.	10 5
Section 5: Personal Milestone 1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced that helped you to be an exemplary REN/PEA. 2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials.	10 5
Section 6: Personal Development Plan The type and number of educational, training and coaching programs attended for continuous self-improvement proof of programs certificate and photos.	15
TOTAL	100



TEMPLATE - STATE RESIDENTIAL REN OF THE YEAR

REN CATEGORY 18

Section 1: Why Do You Deserve This Award?

Tell us in writing in no more than 500 words.

Section 2: Your Personal Achievements [Elaborate in not more than 250 words]

Outline your achievement over the qualifying period based on:

1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for **Residential Sector**.

SECTOR	PROFESSIONAL FEES SALES		PROFESSIONAL FEES RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	RM500,000.00	RM250,000.00		
Tenancy/Leases	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Projects	RM300,000.00	RM100,000.00		
Tenancy Management	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,000,000.00	RM630,000.00	RM60,000.00	RM50,000.00

SALES/RENTAL TARGET refers to the agent target as to how much professional fees you wanted to achieve for the year
 SALES RENTAL ACHIEVEMENT refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED **RM630,000.00** + **RM50,000.00**
TOTAL PROFESSIONAL FEES EARNED RM680,000.00

2. Listing: Targets and achievement

SECTOR	No. of Listings/Unit SALES		No. of Listings/Unit RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	10	10	10	10
Commercial	10	10	10	10
Industrial	10	10	10	10
Project Marketing	10	10	10	10
Land	10	10	10	10
Grand Total	50	50	50	50

LISTING TARGET refers to the agent target as to how many listings you wanted to achieve for the year
 LISTING ACHIEVEMENT refers to what was the actual listings collected for the year

TOTAL LISTINGS **50** + **50**
TOTAL LISTINGS 200

**Please add attachment or evidence to support your explanation.*





TEMPLATE - STATE RESIDENTIAL REN OF THE YEAR REN CATEGORY 18

- Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.

Marketing

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

Section 3: Your Sales Plan and Execution [Elaborate in not more than 250 words]

Outline your sales plan and its execution for the following areas:

- Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance.
- What is the planning and execution of sales activity and initiatives to drive your sales performance?

No.	PLAN	EXECUTION
1		
2		
3		
4		
5		

- Detailed the marketing plan and strategies that provided the edge among the other competitors.

Section 4: Commitment to Quality Client Service [Elaborate in not more than 250 words]

- Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients.
- Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.

Section 5: Personal Milestone [Elaborate in not more than 250 words]

- Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced that helped you to be an exemplary REN/PEA.
- Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials.

**Please add attachment or evidence to support your explanation.*





TEMPLATE - STATE RESIDENTIAL REN OF THE YEAR REN CATEGORY 18

Section 6: Personal Development Plan [Elaborate in not more than 250 words]

The type and number of educational, training and coaching programs attended for continuous self-improvement (proof of programs certificate and photos).

No.	Date	Training/Coaching/Program
1		
2		
3		
4		
5		



**Please add attachment or evidence to support your explanation.*



STATE COMMERCIAL REN OF THE YEAR

REN CATEGORY 19

INTRODUCTION

This award will be presented to a Real Estate Negotiator or Probationary Estate Agents 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	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing in no more than 500 words.	10
Section 2: Your Personal Achievements Outline your achievement over the qualifying period based on: 1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for Commercial Sector. 2. Listing: Targets and achievement 3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.	10 10 5
Section 3: Your Sales Plan and Execution Outline your sales plan and its execution for the following areas: 1. Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance. 2. What is the planning and execution of sales activity and initiatives to drive your sales performance? 3. Detailed the marketing plan and strategies that provided the edge among the other competitors.	10 5 5
Section 4: Commitment to Quality Client Service 1. Elaborate your commitment and initiatives to ensure the delivery of outstanding and trustworthy service to clients. 2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.	10 5
Section 5: Personal Milestone 1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced helped you to be an exemplary REN/PEA. 2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials.	10 5
Section 6: Personal Development Plan The type and number of educational, training and coaching programs attended for continuous self-improvement proof of programs certificate and photos.	15
TOTAL	100



TEMPLATE - STATE COMMERCIAL REN OF THE YEAR

REN CATEGORY 19

Section 1: Why Do You Deserve This Award?

Tell us in writing in no more than 500 words.

Section 2: Your Personal Achievements [Elaborate in not more than 250 words]

Outline your achievement over the qualifying period based on:

1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for **Commercial Sector**.

SECTOR	PROFESSIONAL FEES		PROFESSIONAL FEES	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	RM500,000.00	RM250,000.00		
Tenancy/Leases	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Projects	RM300,000.00	RM100,000.00		
Tenancy Management	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,000,000.00	RM630,000.00	RM60,000.00	RM50,000.00

SALES/RENTAL TARGET refers to the agent target as to how much professional fees you wanted to achieve for the year
 SALES RENTAL ACHIEVEMENT refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED RM630,000.00 + RM50,000.00
TOTAL PROFESSIONAL FEES EARNED RM680,000.00

2. Listing: Targets and achievement

SECTOR	No. of Listings/Unit		No. of Listings/Unit	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	10	10	10	10
Commercial	10	10	10	10
Industrial	10	10	10	10
Project Marketing	10	10	10	10
Land	10	10	10	10
Grand Total	50	50	50	50

LISTING TARGET refers to the agent target as to how many listings you wanted to achieve for the year
 LISTING ACHIEVEMENT refers to what was the actual listings collected for the year

TOTAL LISTINGS 50 + 50
TOTAL LISTINGS 200

1. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g., portals, YouTube and other social media platform etc.

Marketing				
No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

**Please add attachment or evidence to support your explanation.*





TEMPLATE - STATE COMMERCIAL REN OF THE YEAR REN CATEGORY 19

Section 3: Your Sales Plan and Execution [Elaborate in not more than 250 words]

Outline your sales plan and its execution for the following areas:

1. Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance.
2. What is the planning and execution of sales activity and initiatives to drive your sales performance?

No.	PLAN	EXECUTION
1		
2		
3		
4		
5		

3. Detailed the marketing plan and strategies that provided the edge among the other competitors.

Section 4: Commitment to Quality Client Service [Elaborate in not more than 250 words]

1. Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients.
2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.

Section 5: Personal Milestone [Elaborate in not more than 250 words]

1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced helped you to be an exemplary Real Estate Agent.
2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials.

Section 6: Personal Development Plan [Elaborate in not more than 250 words]

The type and number of educational, training and coaching programs attended for continuous self-improvement (proof of programs certificate and photos).

No.	Date	Training/Coaching/Program
1		
2		
3		
4		
5		

**Please add attachment or evidence to support your explanation.*





STATE INDUSTRIAL REN OF THE YEAR

REN CATEGORY 20

INTRODUCTION

This award will be presented to a Real Estate Negotiator or Probationary Estate Agents 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	TOTAL MARKS ALLOTTED
Section 1: Why Do You Deserve This Award? Tell us in writing in no more than 500 words.	10
Section 2: Your Personal Achievements Outline your achievement over the qualifying period based on: 1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for Industrial Sector. 2. Listing: Targets and achievement 3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.	10 10 5
Section 3: Your Sales Plan and Execution Outline your sales plan and its execution for the following areas: 1. Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance. 2. What is the planning and execution of sales activity and initiatives to drive your sales performance? 3. Detailed the marketing plan and strategies that provided the edge among the other competitors.	10 5 5
Section 4: Commitment to Quality Client Service 1. Elaborate your commitment and initiatives to ensure the delivery of outstanding and trustworthy service to clients. 2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients.	10 5
Section 5: Personal Milestone 1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced helped you to be an exemplary REN/PEA. 2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials.	10 5
Section 6: Personal Development Plan The type and number of educational, training and coaching programs attended for continuous self-improvement proof of programs certificate and photos.	15
TOTAL	100



TEMPLATE - STATE INDUSTRIAL REN OF THE YEAR

REN CATEGORY 20

Section 1: Why Do You Deserve This Award?

Tell us in writing in no more than 500 words.

Section 2: Your Personal Achievements [Elaborate in not more than 250 words]

Outline your achievement over the qualifying period based on:

1. Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved. for industrial sector

SECTOR	PROFESSIONAL FEES SALES		PROFESSIONAL FEES RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub Sales	RM500,000.00	RM250,000.00		
Tenancy/Leases	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Projects	RM300,000.00	RM100,000.00		
Tenancy Management	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,000,000.00	RM630,000.00	RM60,000.00	RM50,000.00

SALES/RENTAL TARGET refers to the agent target as to how much professional fees you wanted to achieve for the year
 SALES RENTAL ACHIEVEMENT refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED **RM630,000.00** + **RM50,000.00**
 TOTAL PROFESSIONAL FEES EARNED **RM680,000.00**

2. Listing: Targets and achievement

SECTOR	No. of Listings/Unit SALES		No. of Listings/Unit RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	10	10	10	10
Commercial	10	10	10	10
Industrial	10	10	10	10
Project Marketing	10	10	10	10
Land	10	10	10	10
Grand Total	50	50	50	50

LISTING TARGET refers to the agent target as to how many listings you wanted to achieve for the year
 LISTING ACHIEVEMENT refers to what was the actual listings collected for the year

TOTAL LISTINGS **50** + **50**
 TOTAL LISTINGS **100**

3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc.

Marketing				
No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

Section 3: Your Sales Plan and Execution [Elaborate in not more than 250 words]

Outline your sales plan and its execution for the following areas:

**Please add attachment or evidence to support your explanation.*





TEMPLATE - STATE INDUSTRIAL REN OF THE YEAR REN CATEGORY 20

1. Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance. (10 Marks)
2. What is the planning and execution of sales activity and initiatives to drive your sales performance? (5 Marks)

No.	PLAN	EXECUTION
1		
2		
3		
4		
5		

3. Detailed the marketing plan and strategies that provided the edge among the other competitors. (5 Marks)

Section 4: Commitment to Quality Client Service [Elaborate in not more than 250 words]

1. Elaborate the commitment and initiatives for REN and Probationary Estate Agent to ensure the delivery of outstanding and trustworthy service to clients. (10 Marks)
2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

Section 5: Personal Milestone [Elaborate in not more than 250 words]

1. Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced helped you to be an exemplary REN/PEA (10 Marks)
2. Share with us your role and contribution towards the fellow Negotiators in the firm and/or within the industry to achieve their success. Please furnish us the testimonials. (5 Marks)

Section 6: Personal Development Plan [Elaborate in not more than 250 words]

The type and number of educational, training and coaching programs attended for continuous self-improvement (proof of programs certificate and photos).

No.	Date	Training/Coaching/Program
1		
2		
3		
4		
5		

**Please add attachment or evidence to support your explanation.*



ASEAN REAL ESTATE AWARDS



ASEAN REAL ESTATE FIRM OF THE YEAR

REA CATEGORY 21

INTRODUCTION

2020 saw the launch of the inaugural 'ASEAN REAL ESTATE FIRM OF THE YEAR'. This idea arose out of an initiative of MIEA to create a regional award recognizing outstanding Real Estate Firms in the ASEAN region. This idea is to bring together real estate practitioners in the region to learn about each other and to create a platform to network among the members of the respective association and the profession as a whole.

This award is open to each country in ASEAN as a whole. For a start we would like to introduce an Annual award to recognize a leading Real Estate Firm among the 8 countries represented in ARENA. It will be named 'THE ASEAN REAL ESTATE FIRM OF THE YEAR'.

- i. The winners shall become role models of the profession in their respective country and the region. The winners from each country will be authorized to use the term 'ASEAN REAL ESTATE FIRM OF THE YEAR'.
- ii. They will receive a Plaque of recognition and a certificate of appreciation.
- iii. The award will be presented in Kuala Lumpur, Malaysia on 31st July 2021.
- iv. The event will be held live and through zoom/Facebook.

ELIGIBILITY

Participating Countries

This award is open to member firms of the following Associations

- IEA representing Singapore
- PAREB representing Philippines
- MIEA representing Malaysia *MIEA shall nominate one firm from Category 1 to be awarded the 'ASEAN Real Estate Firm of the Year 2021 Malaysia'
- MRESA representing Myanmar
- CVEA representing Cambodia
- AREBI representing Indonesia
- VNREA representing Vietnam
- Thai Appraisal and Real Estate Foundation representing Thailand

1. The Qualifying period for the award shall be for the year 2020
2. The firm must be a registered real estate firm in the country or a member in good standing of the respective association in the country
3. The core business shall be Estate Agency practice
4. The respective association shall form a panel of judges and select a winning firm from each country
5. The results to be submitted to MIEA.
6. There will only be one winning entry for each of the country
7. The submission shall be made to the ASEAN REAL ESTATE AWARDS committee in Kuala Lumpur in a sealed envelope by 28 May 2021.
8. It is recommended that a minimum of 5 judges be selected from among the industry peers or those who are involved in the real estate industry to evaluate and judge the winners on the qualifying requirements.
9. The ASEAN REAL ESTATE AWARDS committee reserves the right to receive and or reject any winning entry if the eligibility rules or the judging process are not adhered to.
10. All winning entries shall pay USD500 as per charter.
11. Winners will be notified once the results are announced by the ASEAN REAL ESTATE AWARDS committee.
12. Winners will receive a Trophy, a certificate and two nights room accommodation
13. Winners or their personal representative must be in attendance to receive the award.
14. All presidents of the respective Associations are invited as our guest for the event and will be given two nights' accommodation at a leading hotel.





ASEAN REAL ESTATE FIRM OF THE YEAR

JUDGING CRITERIA

All submissions for the award shall be submitted with facts and figures based on the following judging criteria;

JUDGING CRITERIA	TOTAL MARKS ALLOTTED
Section 1: Why do you deserve this Award? In your own words state in no more than 500 words why your firm deserves this award.	10
Section 2: Firm's Business Plan and Execution Outline what you set out to do (the firm's business plan) and how you carried it out (execution plan) in the following areas: <ol style="list-style-type: none"> 1. Please state the firm's business plan for the year 2. What are the sales activities planned and initiatives to be taken to drive the firm's sales performance? 3. State your marketing plan and strategies carried out to achieve your goals 4. State your goals to set up new branches for the year 5. Elaborate on the challenges & obstacles faced and what were the solutions implemented to overcome them 	10 6 6 4 4
Section 3: Firm's Achievement Outline your firm's achievement over the qualifying period based on: <ol style="list-style-type: none"> 1. Sales: <ol style="list-style-type: none"> a. Sales target set for RENs vs their personal achievement b. Show breakdown of sales, rentals concluded and professional fees earned for each sector i.e. Residential, Commercial, Industrial, Land & Project Marketing. 2. State overall Listing targets and achievement for Exclusive & Non-Exclusive. 3. What's the overall Marketing Budget, marketing activities carried out for each activity based on section 1 item 3 above? 4. Please state the number of new branches set up, its location, performance and the size of the team 	5 5 5 5
Section 4: Recruitment & Human Development <ol style="list-style-type: none"> 1. What is your firm's mission statement & core belief/values & how you apply them to your team? 2. The total number of new RENs recruited, number of resignations and balance at the end of the year. State retention plan if any [All RENs employed must be currently active with their tags as at 31st December 2020] 3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? 4. Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out. 	5 5 2.5 2.5
Section 5: Commitment to Quality Client Service QCS <ol style="list-style-type: none"> 1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients 2. Describe the overall impact of the service level & client satisfaction based on the QCS initiative and share with us the testimonials from clients 	5 5
Section 6: Firm's Technologies & Innovation Initiatives <ol style="list-style-type: none"> 1. What new technology initiatives undertaken by the firm to support RENs 2. Share how these new applications have helped your firm in that respective area 	5
Section 7: Corporate Social Responsibility CSR Initiative Elaborate any short or long term philanthropic, charitable or volunteer work carried out by the firm for the year that has benefitted the community	5
TOTAL	100



TEMPLATE - ASEAN REAL ESTATE FIRM OF THE YEAR REA CATEGORY 21

Section 1: Why do you deserve this Award?

In your own words state in no more than 500 words why your firm deserves this award.

Section 2: Firm's Business Plan and Execution *[Elaborate in not more than 250 words]*

Outline what you set out to do (the firm's business plan) and how you carried it out (execution plan) in the following areas:

1. Please state the firm's business plan for the year
2. What are the sales activities planned and initiatives to be taken to drive the firm's sales performance?
3. State your marketing plan and strategies carried out to achieve your goals
4. State your goals to set up new branches for the year
5. Elaborate on the challenges & obstacles faced and what were the solutions implemented to overcome them

Section 3: Firm's Achievement

Outline your firm's achievement over the qualifying period based on:

1. Sales:
 - a. Sales target set for RENs vs their personal achievement

A	B	SALES/RENTAL	
Total Professional Fees Earned for 2020	Total No. of REN	TARGET	ACHIEVEMENT (A-B)
RM30,000,000.00	30	RM500,000	RM1,000,000.00

Professional Fees per REN

- b. Show breakdown of sales, rentals concluded and professional fees earned for each sector i.e. Residential, Commercial, Industrial, Land & Project Marketing.

SECTOR	PROFESSIONAL FEES		PROFESSIONAL FEES	
	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Residential	RM500,000.00	RM250,000.00		
Commercial	RM180,000.00	RM180,000.00	RM40,000.00	RM30,000.00
Industrial	RM300,000.00	RM100,000.00		
Land	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Projects	RM20,000.00	RM100,000.00	RM20,000.00	RM20,000.00
Grand Total	RM1,020,000.00	RM730,000.00	RM80,000.00	RM70,000.00

SALES/RENTAL TARGET refers to the agent target as to how much professional fees you wanted to achieve for the year
SALES/RENTAL ACHIEVEMENT refers to what was the actual professional fees collected/earned for the year

TOTAL PROFESSIONAL FEES EARNED RM730,000.00 + RM70,000.00
TOTAL PROFESSIONAL FEES EARNED RM800,000.00

2. State overall Listing targets and achievement for Exclusive & Non-Exclusive.

2020	EXCLUSIVE		NON-EXCLUSIVE	
	Target	Achivement	Target	Achivement
Residential	20	10	10	5
Commercial	20	10	10	5
Industrial	20	10	10	5
Project Marketing	20	10	10	5
Land	20	10	10	5
Total	100	50	50	25

LISTING TARGET refers to the agent target as to how many listings you wanted to achieve for the year
LISTING ACHIEVEMENT refers to what was the actual listings collected for the year

TOTAL LISTINGS 50 + 50
TOTAL LISTINGS 100



TEMPLATE - ASEAN REAL ESTATE FIRM OF THE YEAR REA CATEGORY 21

3. What's the overall Marketing Budget, and money spent on each activity based on Section 2 item 3 above?

Marketing				
No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1				
2				
3				

4. Please state the number of new branches set up, its location, performance and the size of the team

REAL ESTATE FIRM BRANCHES						
No.	Branch Name	E No.	Address	Name of Estate Agent(s)	No. of REN(s)	Sales Performance (RM)
1						
2						
3						

Section 4: Recruitment & Human Development *[Elaborate in not more than 250 words]*

- What is your firm's mission statement & core belief/values & how you apply them to your team?
- The total number of new RENs recruited, number of resignations and balance at the end of the year. State retention plan if any
[All RENs employed must be currently active with their tags as at 31st December 2020]

A	B	C	D	E
Existing RENs as at 1st January	Total No. of REN(s) to Recruit		Total No. of REN(s) Resigned	Balance as @ 31st December 2020
	Target	Achievement		
100	50	30	10	120
TOTAL = 130 (A+C)				(A+C-D)

- Do you have a dedicated training department, state type and number of educational and coaching programs carried out?
- Share your firm's organization chart if any and state any motivational, recognition & incentive programs carried out.

Section 5: Commitment to Quality Client Service QCS *[Elaborate in not more than 250 words]*

- State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients
- Describe the overall impact of the service level & client satisfaction based on the QCS initiative and share with us the testimonials from clients

Section 6: Firm's Technologies & Innovation Initiatives *[Elaborate in not more than 250 words]*

- What new technology initiatives undertaken by the firm to support RENs
- Share how these new applications have helped your firm in that respective area.

Section 7: Corporate Social Responsibility CSR Initiative *[Elaborate in not more than 250 words]*

Elaborate any short or long term philanthropic, charitable or volunteer work carried out by the firm for the year that has benefitted the community

**Please add attachment or evidence to support your explanation.*



**WHEN I NEED TO PUSH
MYSELF, I THINK OF ALL
THOSE NICELY
POLISHED TROPHIES
WAITING TO BE LIFTED
UP BY THE WINNER AND
HOW THAT WINNER
MIGHT BE ME**



**NREA AWARDS PACK 2021
UNIT C-27-05, DATARAN 3 DUA,
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