

Awards Pack



W W W . M I E A . C O M . M Y

NATIONAL REAL ESTATE AWARDS

AUDITED BY:

ORGANISED BY:



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introduction

"THE GREATEST THING ABOUT WINNING AN AWARD IS THAT IT CREATES OPPORTUNITIES"

KEVIN BACON (ACTOR)

The MIEA National Real Estate Awards is an established annual awards Programme 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.

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

2019 was a good performing year and we expect more competition and greater number of participation, some new ideas are being introduced;

1. To strengthen the awards recognition, We appointed a local 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. Added some new categories

- International Category - The ASEAN real estate firm of the year
- Agents choice developer of the year
- Tech Real Estate Firm of the year
- Introducing the 'State' Residential firm of the Year

3. The Real Estate Firm of the Year will now see three groups of winners;

- Large firm, Medium-sized and Small firm category

4. We have rebranded the Million Dollar Producer to the 'Real Estate MDRT Club'

5. We are coming out with a stronger branding positioning and

6. Giving more publicity to the winners

2020 Organizing Committee

The NREA trophy is a specially designed trophy representing symbol of achievement and recognition.

'U' shaped icon trophy reflects the following;

The free form reflects the agility of real estate practitioners dealing with many types of properties. The round base reflects the world of real estate.

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

The raised icon with a pointed edge shows the limitless possibilities in our achievement and doing our best to serve our clients.



guidelines

A. PARTICIPATION

The award is open to all

- 1) Registered Estate Agents
- 2) Registered Real Estate Firms
- 3) 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

a. CATEGORY 1

Participation shall be by a group or combination of branches.

b. 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 2019** to **31st December 2019** only.

D. OPEN AND CLOSING DATE

Entries are open from **24th July, 2020** and should reach the MIEA secretariat by **12:00 noon** on **28th August, 2020** All documentation should be sent by Registered post/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. SERVICE TAX

To ensure accuracy in sales achievement, the judges will strictly correlate your performance with payment of **service tax** to Royal Customs Department during the qualifying period. All copies of receipts for the year 2019 up to May 2020 to be attached and all authentications of sales concluded must correspond with receipts of payment of service tax.

H. FEES

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

G. FEES EARNED

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.

I. JUDGES

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



J. 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.

K. SUBMISSION FEE

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

L. 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 purpose of promoting the awards.

M. AWARDS GALA NIGHT

The Awards Gala Dinner is scheduled to be held on **10th October 2020** at Berjaya Time Square Hotel

N. WINNERS COMMITMENT

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

O. THE REAL ESTATE MDRT CLUB

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: 60 3 7960 2577
Email: events@miea.com.my

Contact Person : Afina

2020 awards timelines

- | | | |
|-----------------------------|---|----------------------------|
| 1. Awards Launch | - | 24 July 2020 (Friday) |
| 2. Submission Closing Date | - | 28 August 2020 (Friday) |
| 3. Winners Briefing | - | 8 September 2020 (Tuesday) |
| 4. Awards Winners Rehearsal | - | 10 October 2020 (Saturday) |
| 5. Awards Gala Dinner | - | 10 October 2020 (Saturday) |

details of the awards & gala night

- | | | |
|-------|---|--|
| VENUE | - | Manhattan Ballroom
Berjaya Time Square Hotel
1, Jalan Imbi, Bukit Bintang,
55100 Kuala Lumpur,
Wilayah Persekutuan |
| DATE | - | 10 th October 2020, Saturday |
| TIME | - | 5.00 pm |



awards classification



N R E A
2 0 2 0
MALAYSIAN INSTITUTE OF
ESTATE AGENTS

RECOGNITION AWARDS

Recognition	:	Lifetime Achievement Award
	:	Real Estate Agent of the Year

REAL ESTATE FIRM AWARDS

REA Category 1	:	Real Estate Firm of the Year Category 1A: Large firms -with 501 or more RENs Category 1B: Medium Sized -with 51 - 500 RENs Category 1C: with 50 RENs or less
REA Category 2	:	Residential Real Estate Firm of the Year
REA Category 3	:	Commercial Real Estate Firm of the Year
REA Category 4	:	Industrial Real Estate Firm of the Year
REA Category 5	:	Project Marketing Firm of the Year
REA Category 6	:	Most Innovative Marketing Idea of the Year
REA Category 7	:	Specialized Project of the Year
REA Category 8	:	MIEA-PropertyGuru Tech Real Estate Firm of the Year

REAL ESTATE NEGOTIATOR AWARDS

REN Category 9	:	Real Estate Negotiator of the Year
REN Category 10	:	Rookie Real Estate Negotiator of the Year
REN Category 11	:	Residential Real Estate Negotiator of the Year
REN Category 12	:	Commercial Real Estate Negotiator of the Year
REN Category 13	:	Industrial Real Estate Negotiator of the Year
REN Category 14	:	The Real Estate MDRT Club

STATE REAL ESTATE AWARDS

STATE Category 15	:	State Real Estate Firm of the Year
STATE Category 16	:	State Residential Real Estate Firm of the Year
STATE Category 17	:	State REN of the Year
STATE Category 18	:	State Residential REN of the Year
STATE Category 19	:	State Commercial REN of the Year
STATE Category 20	:	State Industrial REN of the Year

ASEAN REAL ESTATE AWARDS

Category 21	:	ASEAN Real Estate Firm of the Year
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submission fee table 2020

AWARD CLASSIFICATION 2020

RECOGNITION AWARDS	Submission Fee(RM)	
	Member	Non Member
Lifetime Achievement Award	-	-
Real Estate Agent of the Year	-	-
REAL ESTATE FIRM AWARDS		
1) Real Estate Firm of the Year		
1A. Large (501 RENs or more)	2,000	4,000
1B. Medium (51-500 RENs)	2,000	4,000
1C. Small (50 RENs or less)	2,000	4,000
2) Residential Real Estate Firm of the Year	1,500	3,000
3) Commercial Real Estate Firm of the Year	1,500	3,000
4) Industrial Real Estate Firm of the Year	1,500	3,000
5) Project Marketing Firm of the Year	1,500	3,000
6) Most Innovative Marketing Idea of the Year	1,500	3,000
7) Specialized Project of the Year	1,500	3,000
8) MIEA-PropertyGuru Tech real Estate Firm of the Year	1,500	3,000
REAL ESTATE NEGOTIATOR (REN) AWARDS		
9) Real Estate Negotiator of the Year	1,000	2,000
10) Rookie Real Estate Negotiator of the Year	1,000	2,000
11) Residential Real Estate Negotiator of the Year	1,000	2,000
12) Commercial Real Estate Negotiator of the Year	1,000	2,000
13) Industrial Real Estate Negotiator of the Year	1,000	2,000
14) The Real Estate MDRT Club	2,000	4,000
STATE REAL ESTATE AWARDS		
15) State Real Estate Firm of the Year	1,500	3,000
16) State Residential Real Estate Firm of the Year	1,500	3,000
17) State REN of the Year	1,000	2,000
18) State Residential REN of the Year	1,000	2,000
19) State Commercial REN of the Year	1,000	2,000
20) State Industrial REN of the Year	1,000	2,000



AWARD CHARTER 2020

RECOGNITION AWARDS

	Charter	
	No. of Table	No. of Advertisement
Lifetime Achievement Award	1	1
Real Estate Agent of the Year	1	1

REAL ESTATE FIRM AWARDS

1) Real Estate Firm of the Year		
1A. Large (501 RENs or more)	3	2
1B. Medium (51-500 RENs)	3	1
1C. Small (50 RENs or less)	3	1
2) Residential Real Estate Firm of the Year	2	1
3) Commercial Real Estate Firm of the Year	2	1
4) Industrial Real Estate Firm of the Year	2	1
5) Project Marketing Firm of the Year	2	1
6) Most Innovative Marketing Idea of the Year	2	1
7) Specialized Project of the Year	2	1
8) MIEA-PropertyGuru Tech real Estate Firm of the Year	2	1

REAL ESTATE NEGOTIATOR (REN) AWARDS

9) Real Estate Negotiator of the Year	1	1
10) Rookie Real Estate Negotiator of the Year	1	1
11) Residential Real Estate Negotiator of the Year	1	1
12) Commercial Real Estate Negotiator of the Year	1	1
13) Industrial Real Estate Negotiator of the Year	1	1
14) The Real Estate MDRT Club	1	1

STATE REAL ESTATE AWARDS

15) State Real Estate Firm of the Year	1	1
16) State Residential Real Estate Firm of the Year	1	1
17) State REN of the Year	1	1
18) State Residential REN of the Year	1	1
19) State Commercial REN of the Year	1	1
20) State Industrial REN of the Year	1	1

ASEAN REAL ESTATE AWARDS

21) ASEAN Real Estate Firm of the Year	USD 1000
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winners' entitlements

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



1. Gold Plated Winners Trophy.



2. An Exclusively Framed Certificate.



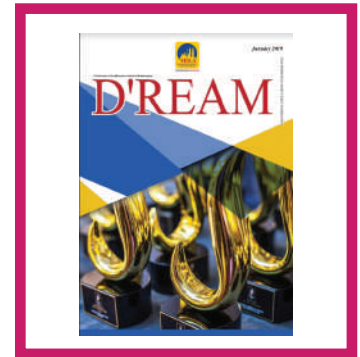
3. Award winners lapel pin.



4. Press conference and media release in the press.



5. Announcement of recipients in MIEA official "Award Recipient's Handbook".



6. Winners write up in MIEA D'REAM magazine.



7. Permanent listing of winners on MIEA website.



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

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.
- 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 of testimonial will help in supporting your write up.

Step 4 – Attachments

You are required to attach the following :

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

Step 5 – Award Submission

It is compulsory to submit the following :

- i) Executive summary covering individual section.
- ii) 7 sets of hardcopy for judges.
- iii) Softcopy in CD or pen drive to preview on powerpoint.

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.

— n r e a f o r m —



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)

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 and may cause to publish such information in any media. Upon withdrawal of the Award, the trophy and the certificate shall be returned to the Institute.

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

Part 2

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

- I. Take up the number of tables allocated for this award;
- II. To accept the advertisement package for the Award Recipients Handbook
- III. Attend the rehearsal.
- iv. Attend any call to do publicity PR/ recording for the event.
- V. Support the award in any way possible

Principal / Real Estate Agent _____

Negotiator _____

Date _____

Co. Chop / Rubber Stamp



N R E A 2 0 2 0
MALAYSIAN INSTITUTE OF
ESTATE AGENTS

2020 national real estate awards (nrea)



RECOGNITION CATEGORY

lifetime achievement award

INTRODUCTION

This award is designed to recognize a Real Estate Agent who has contributed towards the advancement of the real estate fraternity either at the personal, company or industry level in his lifetime.

The candidate should have shown exemplary work and sacrifice which has helped improve the practice and have shown to have high standards in his/her personal character.

Two voting members in good standing are eligible to nominate a candidate with a minimum write up of 500 words explaining the individual's contribution in these areas:

- i) His/her exemplary work towards the profession and his/her firm;
- ii) Personal contribution to the profession;
- iii) His/her services to the Malaysian Institute of Estate Agents; and
- iv) Any other recognition received or facts to support the nomination.



RECOGNITION CATEGORY

real estate agent of the year

INTRODUCTION

This is an Award of recognition by industry peers and is presented to a practising registered Real Estate Agent who has proven to be a role model in the profession and his peers in the following areas;

1. Has shown personal leadership in managing the firm
 2. Shown strong ability to organize, plan, execute and to achieve the desired results
 3. Possess good entrepreneurial & communication skills
 4. Has adopted good agency practice, adhere to high ethical standards of the profession,
 5. Having the ability to work and built teams
- The candidates are to be nominated by members of MIEA
 - The nominations are to be reviewed & shortlisted by the Special Awards Select Committee
 - Awardees will be endorsed by the MIEA Board of Directors



REA CATEGORY 1

real estate firm of the year

INTRODUCTION

This is a 'competitive 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 - 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: Firm's Business Plan and Execution

30

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

1. 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 marks)
2. What were the sales activity carried out and initiatives to drive the firm's sales performance? (6 marks)
3. Detail the marketing plan and strategies that was carried out that contributed to your success (6 marks)
4. State any new branch set up goals under your business plan (4 marks)
5. Elaborate on the challenges and obstacles faced and what were the solutions implemented to overcome them (4 marks)

Section 2: Firm Achievements

25

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

1. Sales:
 - a. Sales target set for RENs vs their personal achievement (5 marks)
 - b. Show breakdown of sales, rentals done and professional fees earned for each sector i.e. Residential, Commercial, Industrial, land & Project Marketing (5 marks)
2. State overall Listing targets for Exclusive & Non-Exclusive and steps taken to encourage Exclusive Listings. (5 marks)
3. What's the overall Marketing Budget & marketing activities carried out & budget spent for each activity based on section 1 item 3 above (5 marks)
4. Please state the number of new branches set up, its location, performance and the size of the team (5 marks)

Section 3: Recruitment & Human Development

15

1. What is your firm's mission statement & core belief/values & how you apply them to your team? (5 marks)
2. The total number of new RENs recruited, number of resignations and balance at the end of the year. State retention plan if any (5 marks)
[All RENs employed must be currently active with their tags as at 31st December 2019]
3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? (2.5 marks)
4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out. (2.5 marks)

Section 4: Commitment to Quality Client Service (QCS)

10

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients (5 marks)
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 marks)

Section 5: Firm's Technologies & Innovation Initiatives

5

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

Section 6: Corporate Social Responsibility (CSR) Initiative

5

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

Section 7: Your conviction to win the Award

10

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

Total

100



Section 1: Firm's Business Plan and Execution

30 marks

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

1. 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 marks)

[Elaborate in not more than 250 words]

2. What were the, sales activity carried out and initiatives to drive the firm's sales performance? (6 marks)

SALES	DETAILS
ACTIVITY	1.
	2.
	3.
INITIATIVE	1.
	2.
	3.

3. Detail the marketing plan and strategies that was carried out that contributed to your success (6 marks)

No.	Type/Platform	Activity
1	Portal	1.
		2.
		3.
		4.
		5.
2	Exhibition / Road Show	1.
		2.
		3.
		4.
		5.

4. State any new branch set up goals under your business plan (4 marks)

[Elaborate in not more than 250 words]

5. Elaborate on the challenges and obstacles faced and what were the solutions implemented to overcome them (4 marks)

	OBSTACLE	SOLUTION IMPLEMENTED
1		
2		
3		
4		
5		

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

Section 2: Firm Achievements (25 marks)

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

1. Sales:

- a. Sales target set for RENs vs their personal achievement (5 marks)

	TARGET	ACHIEVEMENT
SALES (RM)		

- b. Show breakdown of sales, rentals done and professional fees earned for each sector i.e. Residential, Commercial, Industrial, land & Project Marketing (5 marks)

Sector	SALES (RM)		RENTAL (RM)	
	Target	Achievement	Target	Achievement
Residential				
Commercial				
Industrial				
Land				
Projects				
Total				

2. State overall Listing targets for Exclusive & Non-Exclusive and steps taken to encourage Exclusive Listings. (5 marks)

2019	Target (RM)	
	Exclusive	Non-Exclusive
Residential		
Commercial		
Industrial		
Project Marketing		
Land		
Total		

3. What's the overall Marketing Budget & marketing activities carried out & budget spent for each activity based on section 1 item 3 above (5 marks)

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent
1	Portal		
2	Exhibition / Road Show		
3	Facebook		

4. Please state the number of new branches set up, its location, performance and the size of the team (5 marks)

No.	Branch Name	E No.	Address	Name of Estate Agent(s)	No. of REN(s)	2019 Sales Performance (RM)
1						
2						
3						

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

Section 3: Recruitment & Human Development (15 marks)

1. What is your firm's mission statement & core belief/values & how you apply them to your team? (5 marks)

[Elaborate in not more than 250 words]

2. The total number of new RENs recruited, number of resignations and balance at the end of the year. State retention plan if any (5 marks)

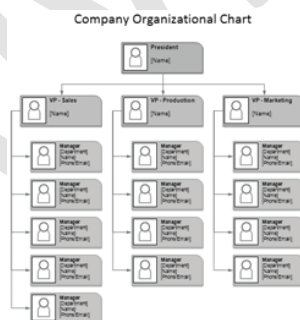
Total No. of REN(s) Recruited		Total No. of REN(s) Resigned	Balance as @ 31st December 2019
Target	Achievement		
X	Y	Z	Y - Z

[All RENs employed must be currently active with their tags as at 31st December 2019]

3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? (2.5 marks)

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

4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out (2.5 marks)



	Motivation, Recognition & Incentive
1	
2	
3	
4	
5	

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

Section 4: Commitment to Quality Client Service (QCS) (10 marks)

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients (5 marks)

[Elaborate in not more than 250 words]

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 marks)

[Elaborate in not more than 250 words]

Section 5: Firm's Technologies & Innovation Initiatives (5 marks)

1. What new technology initiatives undertaken by the firm to support RENS

[Elaborate in not more than 250 words]

2. Share how this new technology have helped your firm in that respective area

[Elaborate in not more than 250 words]

Section 6: Corporate Social Responsibility (CSR) Initiative (5 marks)

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

[Elaborate in not more than 250 words]

Section 7: Your conviction to win the Award (10 marks)

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

[Elaborate not more than 500 words]

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



residential real estate firm of the year

INTRODUCTION

This award will recognize 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 | 3. Project sales |
| 2. Tenancy/Lease | 4. Tenancy Management |

JUDGING CRITERIA

Total Marks Allotted

Section 1: Firm's Business Plan and Execution 30

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 for the Residential sector year including creative and innovative ideas introduced in the year | (10 marks) |
| 2. What were the sales activity carried out and initiatives to drive the firm's sales performance? | (5 marks) |
| 3. Detail the marketing plan and strategies that was carried out that enabled your success | (5 marks) |
| 4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them | (10 marks) |

Section 2: Firm Achievements 25

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

- | | |
|---|-----------------------|
| 1. Sales Achievement | (10 marks) |
| Detail the targets set in the business plan & sales and rentals revenue achieved for the Residential Sector | |
| a. Sales of secondary properties | c. Project Sales |
| b. Tenancy/Leases | d. Tenancy Management |
| 2. Listing: Targets vs achievement | (5 marks) |
| 3. Marketing: Budget spent, type & number of activities carried out, number of advertisements published & leads generated | (5 marks) |
| 4. Share with us your firm's USP (culture) and how you have positioned the firm compared to your competitor? | (5 marks) |

Section 3: Commitment to Human Development & Management 15

- | | |
|---|-------------|
| 1. What is your firm's mission statement & core belief/values & how you apply them to your team? | (5 marks) |
| 2. The total number of new RENs recruited, number of resignations and balance at the end of the year in the Residential Sector and state retention plan if any
[All RENs employed must be currently active with their tags as at 31st December 2019] | (5 marks) |
| 3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? | (2.5 marks) |
| 4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out. | (2.5 marks) |

Section 4: Commitment to Quality Client Service (QCS) 10

- | | |
|---|-----------|
| 1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients | (5 marks) |
| 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 marks) |

Section 5: Firm's Technologies & Innovation Initiatives 5

- | | |
|---|--|
| 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 | |

Section 6: Corporate Social Responsibility (CSR) Initiative 5

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

Section 7: Your conviction to win the Award 10

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

Total 100



Section 1: Firm's Business Plan and Execution (30 marks)

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 for the Residential sector year including creative and innovative ideas introduced in the year (10 marks)

[Elaborate in not more than 250 words]

2. What were the sales activity executed and initiatives to drive firm's sales performance? (5 marks)

SALES	DETAILS
ACTIVITY	1. 2. 3.
INITIATIVE	1. 2. 3.

3. Detail the marketing plan and strategies that was carried out that enabled your success (5 marks)

No.	Type/Platform	Activity
1	Portal	1. 2. 3. 4. 5.
2	Exhibition / Road Show	1. 2. 3. 4. 5.

4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them (10 marks)

	OBSTACLE	SOLUTION IMPLEMENTED
1		
2		
3		
4		
5		

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

Section 2: Firm Achievements (25 marks)

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

1. Sales Achievement (10 marks)

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

RESIDENTIAL	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Secondary Properties				
Tenancy/Leases				
Projects				
Tenancy Management				
Grand Total				

2. Listing: Targets vs achievement (5 marks)

LISTINGS	TARGET	ACHIEVED
Secondary Properties		
Tenancy/Leases		
Project Sales		
Tenancy Management		
Grand Total		

3. Marketing: Budget spent, type & number of activities carried out, number of advertisements published & leads generated (5 marks)

No.	Type/Platform	Activity
1	Portal	1. 2. 3. 4. 5.
2	Exhibition / Road Show	1. 2. 3. 4. 5.

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1	Portal			
2	Exhibition / Road Show			
3	Facebook			
4				

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

4. Share with us your firm's USP (culture) and how you have positioned the firm compared to your competitor? (5 marks)

[Elaborate in not more than 250 words]

Section 3: Commitment to Human Development & Management

15 marks

1. What is your firm's mission statement & core belief/values & how you apply them to your team? (5 marks)

[Elaborate in not more than 250 words]

2. The total number of new RENs recruited, number of resignations and balance at the end of the year in the Residential Sector and state retention plan if any (5 marks)

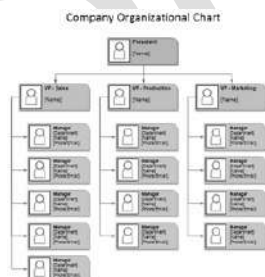
Total No. of REN(s) Recruited		Total No. of REN(s) Resigned	Balance as @ 31st December 2019
Target	Achievement		
X	Y	Z	Y - Z

[All RENs employed must be currently active with their tags as at 31st December 2019]

3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? (2.5 marks)

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

4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out (2.5 marks)



Motivation, Recognition & Incentive	
1	
2	
3	
4	
5	

Section 4: Commitment to Quality Client Service (QCS) (10 marks)

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients (5 marks)

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

[Elaborate in not more than 250 words]

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 marks)

[Elaborate in not more than 250 words]

Section 5: Firm's Technologies & Innovation Initiatives (5 marks)

1. What new technology initiatives undertaken by the firm to support RENS

[Elaborate in not more than 250 words]

2. Share how this new technology have helped your firm in that respective area

[Elaborate in not more than 250 words]

Section 6: Corporate Social Responsibility (CSR) Initiative (5 marks)

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

[Elaborate in not more than 250 words]

Section 7: Your conviction to win the Award (10 marks)

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

[Elaborate in not more than 500 words]

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

commercial real estate firm of the year

INTRODUCTION

This award will recognize 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 | 3. Commercial Project Sales |
| 2. Tenancy/Lease | 4. Tenancy Management |

JUDGING CRITERIA

Total Marks Allotted

Section 1: Firm's Business Plan and Execution

30

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 for the Commercial Sector year including creative and innovative ideas introduced in the year **(10 marks)**
2. What were the sales activity carried out and initiatives to drive the firm's sales performance? **(5 marks)**
3. Detail the marketing plan and strategies that was carried out that enabled your success **(5 marks)**
4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them **(10 marks)**

Section 2: Firm Achievements

25

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 Sub-Sector **(10 marks)**
 - a. Sales of secondary properties
 - b. Tenancy/Leases
 - c. Project Sales
 - d. Tenancy Management
2. Listing: Targets vs achievement **(5 marks)**
3. Marketing: Budget spent, type & number of activities carried out, number of advertisements published & leads generated **(5 marks)**
4. Share with us your firm's USP (culture) and how you have positioned the firm compared to your competitor? **(5 marks)**

Section 3: Commitment to Human Development & Management

15

1. What is your firm's mission statement & core belief/values & how you apply them to your team? **(5 marks)**
2. The total number of new RENs recruited, number of resignations and balance at the end of the year in the Commercial Sector and state retention plan if any **(5 marks)**
[All RENs employed must be currently active with their tags as at 31st December 2019]
3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? **(2.5 marks)**
4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out. **(2.5 marks)**

Section 4: Commitment to Quality Client Service (QCS)

10

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients **(5 marks)**
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 marks)**

Section 5: Firm's Technologies & Innovation Initiatives

5

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

Section 6: Corporate Social Responsibility (CSR) Initiative

5

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

Section 7: Your conviction to win the Award

10

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

Total

100



Section 1: Firm's Business Plan and Execution (30 marks)

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 for the Commercial sector year including creative and innovative ideas introduced in the year (10 marks)

[Elaborate not more than 250 words]

2. What were the sales targets, sales activity executed and initiatives to drive firm's sales performance? (5 marks)

SALES	DETAILS
ACTIVITY	1. 2. 3.
INITIATIVE	1. 2. 3.

3. Detail the marketing plan and strategies that was carried out that enabled your success (5 marks)

No.	Type/Platform	Activity
1	Portal	1. 2. 3. 4. 5.
2	Exhibition / Road Show	1. 2. 3. 4. 5.

4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them (10 marks)

	OBSTACLE	SOLUTION IMPLEMENTED
1		
2		
3		
4		
5		

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

Section 2: Firm Achievements (25 marks)

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

1. Sales Achievement (10 marks)

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

- a. Sub sales
- b. Tenancy/Leases
- c. Commercial Project Sales
- d. Tenancy Management

COMMERCIAL	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub sales				
Tenancy/Leases				
Projects				
Tenancy Management				
Grand Total				

2. Listing: Targets vs achievement (5 marks)

LISTINGS	TARGET	ACHIEVED
Commercial Properties		
Tenancy/Leases		
Commercial Project Sales		
Tenancy Management		
Grand Total		

3. Marketing: Budget spent, type & number of activities carried out, number of advertisements published & leads generated (5 marks)

No.	Type/Platform	Activity
1	Portal	1. 2. 3. 4. 5.
2	Exhibition / Road Show	1. 2. 3. 4. 5.

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1	Portal			
2	Exhibition / Road Show			
3	Facebook			
4				

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

4. Share with us your firm's USP (culture) and how you have positioned the firm compared to your competitor? (5 marks)

[Elaborate not more than 250 words]

Section 3: Commitment to Human Development & Management

15 marks

1. What is your firm's mission statement & core belief/values & how you apply them to your team? (5 marks)

[Elaborate not more than 250 words]

2. The total number of new RENs recruited, number of resignations and balance at the end of the year in the Commercial Sector and state retention plan if any (5 marks)

Total No. of REN(s) Recruited		Total No. of REN(s) Resigned	Balance as @ 31st December 2019
Target	Achievement		
X	Y	Z	Y - Z

[All RENs employed must be currently active with their tags as at 31st December 2019]

3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? (2.5 marks)

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

4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out (2.5 marks)



Motivation, Recognition & Incentive	
1	
2	
3	
4	
5	

Section 4: Commitment to Quality Client Service (QCS) (10 marks)

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients (5 marks)

[Elaborate not more than 250 words]

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

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 marks)

[Elaborate not more than 250 words]

Section 5: Firm's Technologies & Innovation Initiatives (5 marks)

1. What new technology initiatives undertaken by the firm to support RENs

[Elaborate not more than 250 words]

2. Share how this new technology have helped your firm in that respective area

[Elaborate not more than 250 words]

Section 6: Corporate Social Responsibility (CSR) Initiative (5 marks)

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

[Elaborate not more than 250 words]

Section 7: Your conviction to win the Award (10 marks)

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

[Elaborate not more than 500 words]

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



industrial real estate firm of the year

INTRODUCTION

This award will recognize outstanding achievement by a Real Estate Firm in the 'Industrial 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 branches offices with a Head office, 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 Industrial Sector

- | | |
|-------------------------|-----------------------------|
| 1. Industrial Sub Sales | 3. Industrial Project Sales |
| 2. Tenancy/Lease | 4. Tenancy Management |

JUDGING CRITERIA

Total Marks Allotted

Section 1: Firm's Business Plan and Execution

30

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 for the Industrial Sector year including creative and innovative ideas introduced in the year **(10 marks)**
2. What were the sales activity carried out and initiatives to drive the firm's sales performance? **(5 marks)**
3. Detail the marketing plan and strategies that was carried out that enabled your success **(5 marks)**
4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them **(10 marks)**

Section 2: Firm Achievements

25

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 **(10 marks)**
3. Industrial Sub-Sector **(10 marks)**

a. Sales of secondary properties	c. Project Sales
b. Tenancy/Leases	d. Tenancy Management
2. Listing: Targets vs achievement **(5 marks)**
3. Marketing: Budget spent, type & number of activities carried out, number of advertisements published & leads generated **(5 marks)**
4. Share with us your firm's USP (culture) and how you have positioned the firm compared to your competitor? **(5 marks)**

Section 3: Commitment to Human Development & Management

15

1. What is your firm's mission statement & core belief/values & how you apply them to your team? **(5 marks)**
2. The total number of new RENs recruited, number of resignations and balance at the end of the year in the Industrial Sector and state retention plan if any **(5 marks)**
[All RENs employed must be currently active with their tags as at 31st December 2019]
3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? **(2.5 marks)**
4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out. **(2.5 marks)**

Section 4: Commitment to Quality Client Service (QCS)

10

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients **(5 marks)**
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 marks)**

Section 5: Firm's Technologies & Innovation Initiatives

5

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

Section 6: Corporate Social Responsibility (CSR) Initiative

5

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

Section 7: Your conviction to win the Award

10

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

Total

100

Section 1: Firm's Business Plan and Execution (30 marks)

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 for the Industrial sector year including creative and innovative ideas introduced in the year (10 marks)

[Elaborate not more than 250 words]

2. What were the sales targets, sales activity executed and initiatives to drive firm's sales performance? (5 marks)

SALES	DETAILS
ACTIVITY	1. 2. 3.
INITIATIVE	1. 2. 3.

3. Detail the marketing plan and strategies that was carried out that enabled your success (5 marks)

No.	Type/Platform	Activity
1	Portal	1. 2. 3. 4. 5.
2	Exhibition / Road Show	1. 2. 3. 4. 5.

4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them (10 marks)

	OBSTACLE	SOLUTION IMPLEMENTED
1		
2		
3		
4		
5		

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

Section 2: Firm Achievements (25 marks)

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

1. Sales Achievement (10 marks)

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

- a. Sub sales
- b. Tenancy/Leases
- c. Industrial Project Sales
- d. Tenancy Management

INDUSTRIAL	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub sales				
Tenancy/Leases				
Projects				
Tenancy Management				
Grand Total				

2. Listing: Targets vs achievement (5 marks)

LISTINGS	TARGET	ACHIEVED
Industrial Properties		
Tenancy/Leases		
Industrial Project Sales		
Tenancy Management		
Grand Total		

3. Marketing: Budget spent, type & number of activities carried out, number of advertisements published & leads generated (5 marks)

No.	Type/Platform	Activity
1	Portal	1. 2. 3. 4. 5.
2	Exhibition / Road Show	1. 2. 3. 4. 5.

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1	Portal			
2	Exhibition / Road Show			
3	Facebook			
4				

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

4. Share with us your firm's USP (culture) and how you have positioned the firm compared to your competitor? (5 marks)

[Elaborate not more than 250 words]

Section 3: Commitment to Human Development & Management

15 marks

1. What is your firm's mission statement & core belief/values & how you apply them to your team? (5 marks)

[Elaborate not more than 250 words]

2. The total number of new RENs recruited, number of resignations and balance at the end of the year in the Industrial Sector and state retention plan if any (5 marks)

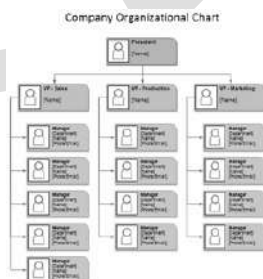
Total No. of REN(s) Recruited		Total No. of REN(s) Resigned	Balance as @ 31st December 2019
Target	Achievement		
X	Y	Z	Y - Z

[All RENs employed must be currently active with their tags as at 31st December 2019]

3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? (2.5 marks)

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

4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out (2.5 marks)



	Motivation, Recognition & Incentive
1	
2	
3	
4	
5	

Section 4: Commitment to Quality Client Service (QCS) (10 marks)

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients (5 marks)

[Elaborate not more than 250 words]

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

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 marks)

[Elaborate not more than 250 words]

Section 5: Firm's Technologies & Innovation Initiatives (5 marks)

1. What new technology initiatives undertaken by the firm to support RENS

[Elaborate not more than 250 words]

2. Share how this new technology have helped your firm in that respective area

[Elaborate not more than 250 words]

Section 6: Corporate Social Responsibility (CSR) Initiative (5 marks)

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

[Elaborate not more than 250 words]

Section 7: Your conviction to win the Award (10 marks)

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

[Elaborate not more than 500 words]

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

REA CATEGORY 5

project marketing firm of the year

INTRODUCTION

The Award will recognize a firm that has attained a high standard of achievement in Project Marketing sales

This would include one or multiple projects undertaken which have been successfully marketed by the firm itself and shall not include units sold by other firms in a co-agency or Lead Agent Basis.

For this category exception has been given in that proof of service tax is not compulsory for concluded sales. However, the firm is required to get a letter from the developer confirming the number of sales concluded (SPA signed) by the firm and the amount of fees due.

JUDGING CRITERIA

Total Marks Allotted

Section 1: Project Brief	20
Draw table for submission	
1. State the name(s) of the projects undertaken during the corresponding period and status of project whether it is a new, abandoned or with unsold units	(5 marks)
2. Brief on the development, type of agency appointment and period of appointment plus number of units allotted to the firm for sale including Gross Development Value of units allocated for sale	(5 marks)
3. Any role your firm played prior to your appointment i.e. sales launch planning, consultancy, etc	(5 marks)
4. Percentage of Fees payable by developer for each of the project	(5 marks)
Section 2: Sales Achievement of the firm	30
1. State the sales target vs number of units sold including sales value achieved.	(20 marks)
2. What was the total nett professional fees earned (less other agents' fees paid for co agency etc)?	(10 marks)
(For Lead agents the firm can only claim for the sales that they have concluded themselves)	
Section 3: Marketing	20
1. Share your marketing plan of action & the strategies employed that helped in achieving the results for the sales	(10 marks)
2. List the activities carried out for each project?	(10 marks)
Section 4: Negotiators Involvement	10
1. State the number of Negotiators in your team responsible for the sales achievement	(5 marks)
2. State whether there were any new ideas introduced to garner sales	(5 marks)
Section 5: Service Delivery	10
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.	
Section 6: Tell Us Why Your Firm Should Win This Prestigious Award?	10
Tell us in writing in no more than 500 words.	
Total	100



Section 1: Project Brief (20 marks)

Draw table for submission

1. State the name(s) of the projects undertaken during the corresponding period and status of project whether it is a new, abandoned or with unsold units (5 marks)
2. Brief on the development, type of agency appointment and period of appointment plus number of units allotted to the firm for sale including Gross Development Value of units allocated for sale (5 marks)
3. Any role your firm played prior to your appointment i.e. sales launch planning, consultancy, etc (5 marks)
4. Percentage of Fees payable by developer for each of the project (5 marks)

PROJECT MARKETING	Project Name	Developer	Type of Agency Appointment	Appointment Period	Gross Development Value (GDV)	Location	Total Units Allocated	Total No. Unit Sold	Total Value Sold (RM)
PROJECT 1									
PROJECT 2									
PROJECT 3									
PROJECT 4									
PROJECT 5									

Brief of Development

[Elaborate in not more than 250 words]

Section 2: Sales Achievement of the firm (30 marks)

1. State the sales target vs number of units sold including sales value achieved. (20 Marks)
2. What was the total nett professional fees earned (less other agents' fees paid for co agency etc)? (For Lead agents the firm can only claim for the sales that they have concluded themselves) (10 Marks)

2019	NO OF UNITS		TOTAL PROFESSIONAL FEES EARNED (RM)
	TARGET	ACHIEVEMENT	
PROJECT 1			
PROJECT 2			
PROJECT 3			
PROJECT 4			
PROJECT 5			

Section 3: Marketing

20 marks

1. Share your marketing plan of action & the strategies employed that helped in achieving the results (10 marks)
2. List the activities carried out for each project? (10 marks)

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

**TEMPLATE
PROJECT MARKETING FIRM OF THE YEAR
CATEGORY 5**

No.	Type/Platform	Activity
1	Portal	1. 2. 3. 4. 5.
2	Exhibition / Road Show	1. 2. 3. 4. 5.

Section 4: Negotiators Involvement

10 marks

1. State the number of Negotiators in your team responsible for the sales achievement (5 marks)

2019	No. of RENs Involved	Total Value Sold (RM)	Average Professional Fees per REN
PROJECT 1	X	Y	$Y \div X$
PROJECT 2			
PROJECT 3			
PROJECT 4			
PROJECT 5			

2. State whether there were any new ideas introduced to garner sales (5 marks)

[Elaborate not more than 250 words]

Section 5: Service Delivery

10 marks

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.

[Elaborate not more than 250 words]

Section 6: Tell Us Why Your Firm Should Win This Prestigious Award?

10 marks

Tell us in writing in no more than 500 words.

[Elaborate not more than 500 words]

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

most innovative marketing idea of the year

INTRODUCTION

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

JUDGING CRITERIA

Total Marks Allotted

Section 1: Innovation	30
1. Describe the essential elements of the innovation made in your service delivery <i>(15 marks)</i>	
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. <i>(15 marks)</i>	
Section 2: Innovative Process	25
1. Describe the process undertaken to identify, develop and implement the innovation. <i>(15 marks)</i>	
2. State work undertaken internally by your staff and/or any work conducted by external service providers. <i>(10 marks)</i>	
Section 3: Collaterals	15
Attach the evidence on the use of this innovative marketing idea, e.g. App development, brochure, action plan etc.	
Section 4: Benefit to Industry	10
Describe any potential benefits of the 'innovation' to the profession or the practitioners.	
Section 5: Benefit to Consumer	10
Describe how your current and future clients or staff will benefit from the innovations you have introduced.	
Section 6: Tell Us Why Your Firm Should Win This Prestigious Award?	10
Tell us in writing with no more than 500 words.	
Total	100



Section 1: Innovation (30 marks)

1. Describe the essential elements of the innovation made in your service delivery (15 Marks)

[Elaborate in not more than 250 words]

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 Marks)

[Elaborate in not more than 250 words]

Section 2: Innovative Process (25 marks)

1. Describe the process undertaken to identify, develop and implement the innovation. (15 Marks)

[Elaborate in not more than 250 words]

2. State work undertaken internally by your staff and/or any work conducted by external service providers. (10 Marks)

Internal Works	1. 2. 3. 4. 5.
External Works	1. 2. 3. 4. 5.

Section 3: Collaterals (15 marks)

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

Section 4: Benefit to Industry (10 marks)

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

[Elaborate in not more than 250 words]

Section 5: Benefit to Consumers (10 marks)

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

[Elaborate in not more than 250 words]

Section 6: Tell Us Why Your Firm Should Win This Prestigious Award? (10 marks)

Tell us in writing with no more than 500 words.

[Elaborate in not more than 500 words]

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

specialized project of the year

INTRODUCTION

This award recognises excellence by a firm or an Estate Agent who has undertaken a sales 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 housing 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 its under different type of specialization

JUDGING CRITERIA

Total Marks Allotted

Section 1: What Special Project & Key Achievements

30

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 were the professional fees earned out of this project? (Only for those units sold where SPA has been signed) *(5 marks)*

Section 2: Impact of the Project

20

State how this specialized work benefitted the client and/or the community at large.

Section 3: Obstacle & Challenges faced

20

What were the challenges faced and how was it overcome?

Section 4: Other contributory factors

25

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

Section 5: Tell Us Why Your Firm Should Win This Prestigious Award?

10

Tell us in writing with no more than 500 words.

Total
100


Section 1: What Special Project & Key Achievements (30 marks)

1. The conceptualization or motivation as to why you undertook the project (5 Marks)

[Elaborate in not more than 250 words]

2. Give a brief on the Special Project undertaken (5 Marks)

[Elaborate in not more than 250 words]

3. The uniqueness of the transactions & how it has impacted the firm (5 Marks)

[Elaborate in not more than 250 words]

4. Key Achievements of the projects (10 Marks)

[Elaborate in not more than 250 words]

5. What were the professional fees earned out of this project? (Only for those units sold where SPA has been signed) (5 Marks)

Professional Fees: RM _____

Section 2: Impact of the Project

20 marks

State how this specialized work benefitted the client and/or the community at large.

[Elaborate in not more than 250 words]

Section 3: Obstacle & Challenges faced

20 marks

What were the challenges faced and how was it overcome?

	OBSTACLE	SOLUTION IMPLEMENTED
1		
2		
3		
4		
5		

Section 4: Other contributory factors

25 marks

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

[Elaborate in not more than 250 words]

Section 5: Tell Us Why Your Firm Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 500 words]

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

miea-propertyguru tech

real estate firm of the year

INTRODUCTION

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

JUDGING CRITERIA

Total Marks Allotted

Section 1: What is the Technology?

25

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 marks)
(10 marks)

Section 2: Innovativeness and Effectiveness of the Solution

25

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

1. Sales
2. Listings
3. Management

(10 marks)
(5 marks)
(10 marks)

Section 3: How the Technology has helped RENs and or your Clients at large?

25

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

Section 4: Investment on Development of Tech Solution

15

1. State amount of money invested to develop and implement the use of the technology
2. State whether the tech solution was customised for your firm or using a current technology?

Section 5: Tell Us Why Your Firm Should Win This Prestigious Award?

10

Tell us in writing with no more than 500 words.

Total

100



Section 1: 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 2: 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 3: 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 4: 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]

Section 5: Tell Us Why Your Firm Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 500 words]

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



real estate negotiator of the year

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 must have shown his personal ability to organize, plan, execute the business plan to attain the desired personal sales. He 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 will be a role model to the industry upon winning the award. This is based on personal sales achieved and not any overriding.

JUDGING CRITERIA

Total Marks Allotted

Section 1: Your Personal Achievements

25

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)**
2. Listing: Targets and achievement **(10 marks)**
3. Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc. **(10 marks)**

Section 2: Your Sales Plan and Execution

20

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) **(10 marks)**
2. What is the planning and execution of sales activity and initiatives to drive your sales performance? (5 Marks) **(5 marks)**
3. Detailed the marketing plan and strategies that provided the edge among the other competitors. **(5 marks)**

Section 3: Commitment to Quality Client Service

15

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 4: Personal Milestone

15

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. **(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 5: Personal Development Plan

15

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

Section 6: Tell Us Why You Should Win This Prestigious Award?

10

Tell us in writing in no more than 500 words.

Total

100



Section 1: Your Personal Achievements

25 marks

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)

SALES			RENTAL	
2019	TARGET (RM)	ACHIEVEMENT (RM)	TARGET (RM)	ACHIEVEMENT (RM)
RESIDENTIAL				
COMMERCIAL				
INDUSTRIAL				
LAND				
PROJECT MARKETING				
GRAND TOTAL				

2. Listing: Targets and achievement (10 Marks)

SALES			RENTAL	
2019	TARGET (UNIT)	ACHIEVEMENT (UNIT)	TARGET (UNIT)	ACHIEVEMENT (UNIT)
RESIDENTIAL				
COMMERCIAL				
INDUSTRIAL				
LAND				
PROJECT MARKETING				
GRAND TOTAL				

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)

NO.	MEDIUM OF MARKETING	TOTAL AMOUNT BUDGETED (RM)	AMOUNT SPENT (RM)	LISTINGS GENERATED
1	Portal			
2	Exhibition / Road Show			
3	Social Media			
4				

Section 2: Your Sales Plan and Execution

20 marks

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)

[Elaborate in not more than 250 words]

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		

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

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

[Elaborate in not more than 250 words]

Section 3: Commitment to Quality Client Service

15 marks

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)

[Elaborate in not more than 250 words]

2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

[Elaborate in not more than 250 words]

Section 4: Personal Milestone

15 marks

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. (10 Marks)

[Elaborate in not more than 250 words]

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)

[Elaborate in not more than 250 words]

Section 5: Personal Development Plan

15 marks

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		

Section 6: Tell Us Why You Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 250 words]

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

REN CATEGORY 10

rookie real estate negotiator of the year

INTRODUCTION

The Award is presented to a **Real Estate Negotiator/ Probationary Estate Agent** who been in the practice for not more than two (2) years preceding the year of application. The REN should have shown overall progress in being a productive REN leading 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: Personal Achievements		25
Outline your personal goals & achievement in the following areas over the qualifying period based on		
1. Plan - What were your plans to achieve your personal sales and challenges faced.	(10 marks)	
2. Sales - Sales target set and its achievement.	(10 marks)	
3. Listing- Targets and achievement.	(5 marks)	
Section 2: Business Plan & Its Achievement		15
1. State main priorities of your personal business plan for the year	(5 marks)	
2. Achievement of the plans	(5 marks)	
3. Outline your Personal role & contribution to the firm's success.	(5 marks)	
Section 3: Professional Development Plan		15
Detail out educational, training & personal development programs attended & State the main challenges faced in the last two years and how you overcame it.		
Section 4: Marketing		15
What were the marketing plans & strategies introduced that played an important role in you achieving the sales result for the year?		
Section 5: Commitment to Quality Client Service		10
Give examples on what were the service delivery programs carried out by you in providing outstanding Service delivery to your clients and how you have created client satisfaction and testimonies received.		
Section 6: Personal Milestone		10
1. List your personal achievement & milestones reached, awards or recognition received	(5 marks)	
2. Explain how you have personally gained and how it will help you to propel further resulting in you being an exemplary Real Estate Negotiator.	(5 marks)	
Section 7: Tell Us Why You Should Win This Prestigious Award?		10
Tell us in writing with no more than 500 words.		
Total		100



TEMPLATE
ROOKIE REAL ESTATE NEGOTIATOR OF THE YEAR
CATEGORY 10

Section 1: Your Personal Achievements

25 marks

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)

SALES			RENTAL	
2019	TARGET (RM)	ACHIEVEMENT (RM)	TARGET (RM)	ACHIEVEMENT (RM)
RESIDENTIAL				
COMMERCIAL				
INDUSTRIAL				
LAND				
PROJECT MARKETING				
GRAND TOTAL				

2. Listing: Targets and achievement (10 Marks)

SALES			RENTAL	
2019	TARGET (UNIT)	ACHIEVEMENT (UNIT)	TARGET (UNIT)	ACHIEVEMENT (UNIT)
RESIDENTIAL				
COMMERCIAL				
INDUSTRIAL				
LAND				
PROJECT MARKETING				
GRAND TOTAL				

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)

NO.	MEDIUM OF MARKETING	TOTAL AMOUNT BUDGETED (RM)	AMOUNT SPENT (RM)	LISTINGS GENERATED
1	Portal			
2	Exhibition / Road Show			
3	Social Media			
4				

Section 2: Your Sales Plan and Execution

20 marks

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)

[Elaborate in not more than 250 words]

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		

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

TEMPLATE
ROOKIE REAL ESTATE NEGOTIATOR OF THE YEAR
CATEGORY 10

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

[Elaborate in not more than 250 words]

Section 3: Commitment to Quality Client Service

15 marks

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)

[Elaborate in not more than 250 words]

2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

[Elaborate in not more than 250 words]

Section 4: Personal Milestone

15 marks

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. (10 Marks)

[Elaborate in not more than 250 words]

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)

[Elaborate in not more than 250 words]

Section 5: Personal Development Plan

15 marks

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		

Section 6: Tell Us Why You Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 250 words]

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



residential real estate negotiator of the year

INTRODUCTION

The Award is presented to a **Real Estate Negotiator/ Probationary Estate Agent** who have 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 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: 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.	25 <i>(10 marks)</i> <i>(10 marks)</i> <i>(5 marks)</i>
Section 2: 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.	20 <i>(10 marks)</i> <i>(5 marks)</i> <i>(5 marks)</i>
Section 3: 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.	15 <i>(10 marks)</i> <i>(5 marks)</i>
Section 4: Personal Milestone 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.	15 <i>(10 marks)</i> <i>(5 marks)</i>
Section 5: 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
Section 6: Tell Us Why You Should Win This Prestigious Award? Tell us in writing in no more than 500 words.	10
Total	100

Section 1: Your Personal Achievements

25 marks

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**.

RESIDENTIAL	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Secondary Properties				
Tenancy/Leases				
Projects				
Tenancy Management				
Grand Total				

2. Listing: Targets and achievement

LISTINGS	TARGET	ACHIEVED
Residential Properties		
Tenancy/Leases		
Residential Projects		
Tenancy Management		
Grand Total		

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

NO.	MEDIUM OF MARKETING	TOTAL AMOUNT BUDGETED (RM)	AMOUNT SPENT (RM)	LISTINGS GENERATED
1	Portal			
2	Exhibition / Road Show			
3	Social Media			
4				

Section 2: Your Sales Plan and Execution

20 marks

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)

[Elaborate in not more than 250 words]

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		

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

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

[Elaborate in not more than 250 words]

Section 3: Commitment to Quality Client Service

15 marks

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)

[Elaborate in not more than 250 words]

2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

[Elaborate in not more than 250 words]

Section 4: Personal Milestone

15 marks

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. (10 Marks)

[Elaborate in not more than 250 words]

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)

[Elaborate in not more than 250 words]

Section 5: Personal Development Plan

15 marks

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		

Section 6: Tell Us Why You Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 250 words]

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

REN CATEGORY 12

commercial real estate negotiator of the year

INTRODUCTION

The Award is presented to a Real Estate Negotiator/ Probationary Estate Agent who have 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: Your Personal Achievements		25
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 .	(10 marks)	
2. Listing: Targets and achievement	(10 marks)	
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)	
Section 2: Your Sales Plan and Execution		20
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)	
3. Detailed the marketing plan and strategies that provided the edge among the other competitors.	(5 marks)	
Section 3: Commitment to Quality Client Service		15
1. Elaborate your commitment and initiatives 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 4: Personal Milestone		15
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.	(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 5: Personal Development Plan		15
The type and number of educational, training and coaching programs attended for continuous self-improvement (proof of programs certificate and photos).		
Section 6: Tell Us Why You Should Win This Prestigious Award?		10
Tell us in writing in no more than 500 words.		
Total		100



Section 1: Your Personal Achievements

25 marks

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**.

COMMERCIAL	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub sales				
Tenancy/Leases				
Projects				
Tenancy Management				
Grand Total				

2. Listing: Targets and achievement

LISTINGS	TARGET	ACHIEVED
Commercial Properties		
Tenancy/Leases		
Commercial Projects		
Tenancy Management		
Grand Total		

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

NO.	MEDIUM OF MARKETING	TOTAL AMOUNT BUDGETED (RM)	AMOUNT SPENT (RM)	LISTINGS GENERATED
1	Portal			
2	Exhibition / Road Show			
3	Social Media			
4				

Section 2: Your Sales Plan and Execution

20 marks

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)

[Elaborate in not more than 250 words]

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		

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

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

[Elaborate in not more than 250 words]

Section 3: Commitment to Quality Client Service

15 marks

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)

[Elaborate in not more than 250 words]

2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

[Elaborate in not more than 250 words]

Section 4: Personal Milestone

15 marks

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. (10 Marks)

[Elaborate in not more than 250 words]

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)

[Elaborate in not more than 250 words]

Section 5: Personal Development Plan

15 marks

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		

Section 6: Tell Us Why You Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 250 words]

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



industrial real estate negotiator of the year

INTRODUCTION

The Award is presented to a **Real Estate Negotiator/ Probationary Estate Agent** who have 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: Your Personal Achievements Outline your achievement over the qualifying period based on: <ol style="list-style-type: none"> Sales: Sales target vs sales achievement. Detailed the sales and rentals achieved for industrial sector. (10 marks) Listing: Targets and achievement (10 marks) Marketing: Budget spent, and listing generated. To list out medium of marketing e.g. portals, YouTube and other social media platform etc. (5 marks) 	25
Section 2: Your Sales Plan and Execution Outline your sales plan and its execution for the following areas: <ol style="list-style-type: none"> Share with us the ideas, strategies, creativity and innovative approach that has been introduced. Tell us its impact to your sales performance. (10 marks) What is the planning and execution of sales activity and initiatives to drive your sales performance? (5 marks) Detailed the marketing plan and strategies that provided the edge among the other competitors. (5 marks) 	20
Section 3: Commitment to Quality Client Service <ol style="list-style-type: none"> Elaborate your commitment and initiatives to ensure the delivery of outstanding and trustworthy service to clients. (10 marks) Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 marks) 	15
Section 4: Personal Milestone <ol style="list-style-type: none"> Tell us more about your personal achievement, milestones reached, awards received, recognition and the experienced helped you to be an exemplary Real Estate Agent. (10 marks) 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) 	15
Section 5: 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
Section 6: Tell Us Why You Should Win This Prestigious Award? Tell us in writing in no more than 500 words.	10
Total	100



Section 1: Your Personal Achievements

25 marks

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**.

INDUSTRIAL	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub sales				
Tenancy/Leases				
Projects				
Tenancy Management				
Grand Total				

2. Listing: Targets and achievement

LISTINGS	TARGET	ACHIEVED
Industrial Properties		
Tenancy/Leases		
Industrial Projects		
Tenancy Management		
Grand Total		

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

NO.	MEDIUM OF MARKETING	TOTAL AMOUNT BUDGETED (RM)	AMOUNT SPENT (RM)	LISTINGS GENERATED
1	Portal			
2	Exhibition / Road Show			
3	Social Media			
4				

Section 2: Your Sales Plan and Execution

20 marks

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)

[Elaborate in not more than 250 words]

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		

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



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

[Elaborate in not more than 250 words]

Section 3: Commitment to Quality Client Service

15 marks

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)

[Elaborate in not more than 250 words]

2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

[Elaborate in not more than 250 words]

Section 4: Personal Milestone

15 marks

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. (10 Marks)

[Elaborate in not more than 250 words]

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)

[Elaborate in not more than 250 words]

Section 5: Personal Development Plan

15 marks

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		

Section 6: Tell Us Why You Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 250 words]

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

CATEGORY 14

the real estate mdrt club (REA, PEA, REN)

INTRODUCTION

This Award is presented to any Estate Agent, Probationary Estate Agent or Real Estate Negotiator who have 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: Significant Sales Achievement

60

Give full breakdown on all Individual sales concluded from Sales & Rental and professional fees brought in to the firm for each transaction.

Section 2: Professional Development Plan

10

State 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.

Section 3: Marketing

10

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

Section 4: Other Contributory Factors

10

Name any other factors that contributed to your achievement.

Section 5: Tell Us Why You Should Win This Prestigious Award?

10

Tell us in writing with no more than 500 words.

Total

100



Section 1: Significant Sales Achievement

60 Marks

Give full breakdown on all Individual sales concluded from Sales & Rental and professional fees brought in to the firm for each transaction.

No	DATE (JAN-DEC 2019)	FULL ADDRESS OF PROPERTY	TYPE OF PROPERTY	TOTAL TRANSACTED VALUE (RM)	TOTAL FEES EARNED (RM)
1					
2					
3					
4					
5					
GRAND TOTAL					

Section 2: Professional Development Plan

10 marks

State 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.

[Elaborate in not more than 250 words]

Section 3: Marketing

10 marks

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

[Elaborate in not more than 250 words]

Section 4: Other Contributory Factors

10 marks

Name any other factors that contributed to your achievement.

[Elaborate in not more than 250 words]

Section 5: Tell Us Why You Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 500 words]

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

state real estate awards (nrea) 2020



state real estate firm of the year

INTRODUCTION

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

JUDGING CRITERIA

Total Marks Allotted

Section 1: Firm's Business Plan and Execution

30

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

1. 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 marks)**
2. What were the sales activity carried out and initiatives to drive the firm's sales performance? **(6 marks)**
3. Detail the marketing plan and strategies that was carried out that contributed to your success **(6 marks)**
4. State any new branch set up goals under your business plan **(4 marks)**
5. Elaborate on the challenges and obstacles faced and what were the solutions implemented to overcome them **(4 marks)**

Section 2: Firm Achievements

25

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

1. Sales:
 - a. Sales target set for RENs vs their personal achievement **(5 marks)**
 - b. Show breakdown of sales, rentals done and professional fees earned for each sector i.e. Residential, Commercial, Industrial, land & Project Marketing **(5 marks)**
2. State overall Listing targets for Exclusive & Non-Exclusive and steps taken to encourage Exclusive Listings. **(5 marks)**
3. What's the overall Marketing Budget & marketing activities carried out & budget spent for each activity based on section 1 item 3 above **(5 marks)**
4. Please state the number of new branches set up, its location, performance and the size of the team **(5 marks)**

Section 3: Recruitment & Human Development

15

1. What is your firm's mission statement & core belief/values & how you apply them to your team? **(5 marks)**
2. The total number of new RENs recruited, number of resignations and balance at the end of the year. State retention plan if any **(5 marks)**
[All RENs employed must be currently active with their tags as at 31st December 2019]
3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? **(2.5 marks)**
4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out. **(2.5 marks)**

Section 4: Commitment to Quality Client Service (QCS)

10

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients **(5 marks)**
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 marks)**

Section 5: Firm's Technologies & Innovation Initiatives

5

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

Section 6: Corporate Social Responsibility (CSR) Initiative

5

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

Section 7: Your conviction to win the Award

10

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

Total
100


Section 1: Firm's Business Plan and Execution

30 marks

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

1. 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 marks)

[Elaborate in not more than 250 words]

2. What were the, sales activity carried out and initiatives to drive the firm's sales performance? (6 marks)

SALES	DETAILS
ACTIVITY	1. 2. 3.
INITIATIVE	1. 2. 3.

3. Detail the marketing plan and strategies that was carried out that contributed to your success (6 marks)

No.	Type/Platform	Activity
1	Portal	1. 2. 3. 4. 5.
2	Exhibition / Road Show	1. 2. 3. 4. 5.

4. State any new branch set up goals under your business plan (4 marks)

[Elaborate in not more than 250 words]

5. Elaborate on the challenges and obstacles faced and what were the solutions implemented to overcome them (4 marks)

	OBSTACLE	SOLUTION IMPLEMENTED
1		
2		
3		
4		
5		

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



Section 2: Firm Achievements (25 marks)

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

1. Sales:

- a. Sales target set for RENs vs their personal achievement (5 marks)

	TARGET	ACHIEVEMENT
SALES (RM)		

- b. Show breakdown of sales, rentals done and professional fees earned for each sector i.e. Residential, Commercial, Industrial, land & Project Marketing (5 marks)

Sector	SALES (RM)		RENTAL (RM)	
	Target	Achievement	Target	Achievement
Residential				
Commercial				
Industrial				
Land				
Projects				
Total				

2. State overall Listing targets for Exclusive & Non-Exclusive and steps taken to encourage Exclusive Listings. (5 marks)

2019	Target (RM)	
	Exclusive	Non-Exclusive
Residential		
Commercial		
Industrial		
Project Marketing		
Land		
Total		

3. What's the overall Marketing Budget & marketing activities carried out & budget spent for each activity based on section 1 item 3 above (5 marks)

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent
1	Portal		
2	Exhibition / Road Show		
3	Facebook		

4. Please state the number of new branches set up, its location, performance and the size of the team (5 marks)

No.	Branch Name	E No.	Address	Name of Estate Agent(s)	No. of REN(s)	2019 Sales Performance (RM)
1						
2						
3						

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

Section 3: Recruitment & Human Development (15 marks)

1. What is your firm's mission statement & core belief/values & how you apply them to your team? (5 marks)

[Elaborate in not more than 250 words]

2. The total number of new RENs recruited, number of resignations and balance at the end of the year. State retention plan if any (5 marks)

Total No. of REN(s) Recruited		Total No. of REN(s)	Balance as @ 31st
Target	Achievement	Resigned	December 2019
X	Y	Z	Y - Z

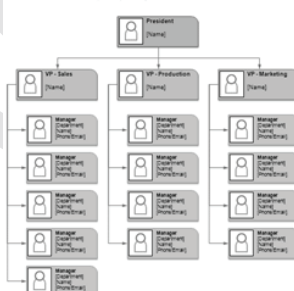
[All RENs employed must be currently active with their tags as at 31st December 2019]

3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? (2.5 marks)

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

4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out (2.5 marks)

Company Organizational Chart



	Motivation, Recognition & Incentive
1	
2	
3	
4	
5	

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

Section 4: Commitment to Quality Client Service (QCS) (10 marks)

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients (5 marks)

[Elaborate in not more than 250 words]

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 marks)

[Elaborate in not more than 250 words]

Section 5: Firm's Technologies & Innovation Initiatives (5 marks)

1. What new technology initiatives undertaken by the firm to support RENS

[Elaborate in not more than 250 words]

2. Share how this new technology have helped your firm in that respective area

[Elaborate in not more than 250 words]

Section 6: Corporate Social Responsibility (CSR) Initiative (5 marks)

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

[Elaborate in not more than 250 words]

Section 7: Your conviction to win the Award (10 marks)

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

[Elaborate not more than 500 words]

REN CATEGORY 16

state residential real estate firm of the year

INTRODUCTION

This award will recognize 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 | 3. Project sales |
| 2. Tenancy/Lease | 4. Tenancy Management |

JUDGING CRITERIA

Total Marks Allotted

Section 1: Firm's Business Plan and Execution

30

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

1. Please state the firm's overall goals & strategies in the business plan for the Residential sector year including creative and innovative ideas introduced in the year **(10 marks)**
2. What were the sales activity carried out and initiatives to drive the firm's sales performance? **(5 marks)**
3. Detail the marketing plan and strategies that was carried out that enabled your success **(5 marks)**
4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them **(10 marks)**

Section 2: Firm Achievements

25

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

1. Sales Achievement **(10 marks)**
Detail the targets set in the business plan & sales and rentals revenue achieved for the Residential Sector

a. Sales of secondary properties	c. Project Sales
b. Tenancy/Leases	d. Tenancy Management
2. Listing: Targets vs achievement **(5 marks)**
3. Marketing: Budget spent, type & number of activities carried out, number of advertisements published & leads generated **(5 marks)**
4. Share with us your firm's USP (culture) and how you have positioned the firm compared to your competitor? **(5 marks)**

Section 3: Commitment to Human Development & Management

15

1. What is your firm's mission statement & core belief/values & how you apply them to your team? **(5 marks)**
2. The total number of new RENs recruited, number of resignations and balance at the end of the year in the Residential Sector and state retention plan if any **(5 marks)**
[All RENs employed must be currently active with their tags as at 31st December 2019]
3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? **(2.5 marks)**
4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out. **(2.5 marks)**

Section 4: Commitment to Quality Client Service (QCS)

10

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients **(5 marks)**
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 marks)**

Section 5: Firm's Technologies & Innovation Initiatives

5

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

Section 6: Corporate Social Responsibility (CSR) Initiative

5

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

Section 7: Your conviction to win the Award

10

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

Total

100



Section 1: Firm's Business Plan and Execution (30 marks)

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 for the Residential sector year including creative and innovative ideas introduced in the year (10 marks)

[Elaborate in not more than 250 words]

2. What were the sales activity executed and initiatives to drive firm's sales performance? (5 marks)

SALES	DETAILS
ACTIVITY	1.
	2.
	3.
INITIATIVE	1.
	2.
	3.

3. Detail the marketing plan and strategies that was carried out that enabled your success (5 marks)

No.	Type/Platform	Activity
1	Portal	1.
		2.
		3.
		4.
		5.
2	Exhibition / Road Show	1.
		2.
		3.
		4.
		5.

4. Describe the business journey and elaborate on the challenges/obstacles faced and what were the solutions implemented to overcome them (10 marks)

	OBSTACLE	SOLUTION IMPLEMENTED
1		
2		
3		
4		
5		

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

Section 2: Firm Achievements (25 marks)

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

1. Sales Achievement (10 marks)

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

RESIDENTIAL	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Secondary Properties				
Tenancy/Leases				
Projects				
Tenancy Management				
Grand Total				

2. Listing: Targets vs achievement (5 marks)

LISTINGS	TARGET	ACHIEVED
Secondary Properties		
Tenancy/Leases		
Project Sales		
Tenancy Management		
Grand Total		

3. Marketing: Budget spent, type & number of activities carried out, number of advertisements published & leads generated (5 marks)

No.	Type/Platform	Activity
1	Portal	1. 2. 3. 4. 5.
2	Exhibition / Road Show	1. 2. 3. 4. 5.

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent	Leads Generated
1	Portal			
2	Exhibition / Road Show			
3	Facebook			
4				

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

4. Share with us your firm's USP (culture) and how you have positioned the firm compared to your competitor? (5 marks)

[Elaborate in not more than 250 words]

Section 3: Commitment to Human Development & Management

15 marks

1. What is your firm's mission statement & core belief/values & how you apply them to your team? (5 marks)

[Elaborate in not more than 250 words]

2. The total number of new RENs recruited, number of resignations and balance at the end of the year in the Residential Sector and state retention plan if any (5 marks)

Total No. of REN(s) Recruited		Total No. of REN(s) Resigned	Balance as @ 31st December 2019
Target	Achievement		
X	Y	Z	Y - Z

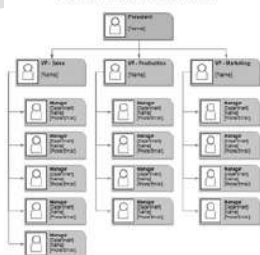
[All RENs employed must be currently active with their tags as at 31st December 2019]

3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? (2.5 marks)

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

4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out (2.5 marks)

Company Organizational Chart



Motivation, Recognition & Incentive	
1	
2	
3	
4	
5	

Section 4: Commitment to Quality Client Service (QCS) (10 marks)

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients (5 marks)

[Elaborate in not more than 250 words]

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

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 marks)

[Elaborate in not more than 250 words]

Section 5: Firm's Technologies & Innovation Initiatives (5 marks)

1. What new technology initiatives undertaken by the firm to support RENs

[Elaborate in not more than 250 words]

2. Share how this new technology have helped your firm in that respective area

[Elaborate in not more than 250 words]

Section 6: Corporate Social Responsibility (CSR) Initiative (5 marks)

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

[Elaborate in not more than 250 words]

Section 7: Your conviction to win the Award (10 marks)

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

[Elaborate in not more than 500 words]

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



state ren of the year

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, promoting good agencies practice and adhering to the standards of the industry. They must have shown high achievements in listings, sales, marketing and after sales.

JUDGING CRITERIA

Total Marks Allotted

Section 1: Your Personal Achievements

25

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).
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 marks)

(10 marks)

(5 marks)

Section 2: Your Sales Plan and Execution

20

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 marks)

(5 marks)

(5 marks)

Section 3: Commitment to Quality Client Service

15

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 marks)

(5 marks)

Section 4: Personal Milestone

15

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.

(10 marks)

(5 marks)

Section 5: Personal Development Plan

15

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

Section 6: Tell Us Why You Should Win This Prestigious Award?

10

Tell us in writing in no more than 500 words.

Total

100



TEMPLATE
STATE REAL ESTATE NEGOTIATOR OF THE YEAR
CATEGORY 17

Section 1: Your Personal Achievements

25 marks

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)

SALES			RENTAL	
2019	TARGET (RM)	ACHIEVEMENT (RM)	TARGET (RM)	ACHIEVEMENT (RM)
RESIDENTIAL				
COMMERCIAL				
INDUSTRIAL				
LAND				
PROJECT MARKETING				
GRAND TOTAL				

2. Listing: Targets and achievement (10 Marks)

SALES			RENTAL	
2019	TARGET (UNIT)	ACHIEVEMENT (UNIT)	TARGET (UNIT)	ACHIEVEMENT (UNIT)
RESIDENTIAL				
COMMERCIAL				
INDUSTRIAL				
LAND				
PROJECT MARKETING				
GRAND TOTAL				

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)

NO.	MEDIUM OF MARKETING	TOTAL AMOUNT BUDGETED (RM)	AMOUNT SPENT (RM)	LISTINGS GENERATED
1	Portal			
2	Exhibition / Road Show			
3	Social Media			
4				

Section 2: Your Sales Plan and Execution

20 marks

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)

[Elaborate in not more than 250 words]

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		

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

**TEMPLATE
STATE REAL ESTATE NEGOTIATOR OF THE YEAR
CATEGORY 17**

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

[Elaborate in not more than 250 words]

Section 3: Commitment to Quality Client Service

15 marks

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)

[Elaborate in not more than 250 words]

2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

[Elaborate in not more than 250 words]

Section 4: Personal Milestone

15 marks

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. (10 Marks)

[Elaborate in not more than 250 words]

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)

[Elaborate in not more than 250 words]

Section 5: Personal Development Plan

15 marks

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		

Section 6: Tell Us Why You Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 250 words]

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



REN CATEGORY 18

state residential ren of the year

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: Your Personal Achievements

25

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**. (10 marks)
2. Listing: Targets and achievement (10 marks)
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)

Section 2: Your Sales Plan and Execution

20

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

Section 3: Commitment to Quality Client Service

15

1. Elaborate your commitment and initiatives 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 4: Personal Milestone

15

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. (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 5: Personal Development Plan

15

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

Section 6: Tell Us Why You Should Win This Prestigious Award?

10

Tell us in writing in no more than 500 words.

Total

100



Section 1: Your Personal Achievements

25 marks

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**.

RESIDENTIAL	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Secondary Properties				
Tenancy/Leases				
Projects				
Tenancy Management				
Grand Total				

2. Listing: Targets and achievement

LISTINGS	TARGET	ACHIEVED
Residential Properties		
Tenancy/Leases		
Residential Projects		
Tenancy Management		
Grand Total		

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

NO.	MEDIUM OF MARKETING	TOTAL AMOUNT BUDGETED (RM)	AMOUNT SPENT (RM)	LISTINGS GENERATED
1	Portal			
2	Exhibition / Road Show			
3	Social Media			
4				

Section 2: Your Sales Plan and Execution

20 marks

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)

[Elaborate in not more than 250 words]

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		

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



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

[Elaborate in not more than 250 words]

Section 3: Commitment to Quality Client Service

15 marks

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)

[Elaborate in not more than 250 words]

2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

[Elaborate in not more than 250 words]

Section 4: Personal Milestone

15 marks

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. (10 Marks)

[Elaborate in not more than 250 words]

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)

[Elaborate in not more than 250 words]

Section 5: Personal Development Plan

15 marks

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		

Section 6: Tell Us Why You Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 250 words]

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

state commercial ren of the year

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: Your Personal Achievements

25

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 marks)

(10 marks)

(5 marks)

Section 2: Your Sales Plan and Execution

20

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 marks)

(5 marks)

(5 marks)

Section 3: Commitment to Quality Client Service

15

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 marks)

(5 marks)

Section 4: Personal Milestone

15

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.

(10 marks)

(5 marks)

Section 5: Personal Development Plan

15

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

Section 6: Tell Us Why You Should Win This Prestigious Award?

10

Tell us in writing in no more than 500 words.

Total

100



Section 1: Your Personal Achievements

25 marks

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**.

COMMERCIAL	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub sales				
Tenancy/Leases				
Projects				
Tenancy Management				
Grand Total				

2. Listing: Targets and achievement

LISTINGS	TARGET	ACHIEVED
Commercial Properties		
Tenancy/Leases		
Commercial Projects		
Tenancy Management		
Grand Total		

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

NO.	MEDIUM OF MARKETING	TOTAL AMOUNT BUDGETED (RM)	AMOUNT SPENT (RM)	LISTINGS GENERATED
1	Portal			
2	Exhibition / Road Show			
3	Social Media			
4				

Section 2: Your Sales Plan and Execution

20 marks

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)

[Elaborate in not more than 250 words]

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		

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

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

[Elaborate in not more than 250 words]

Section 3: Commitment to Quality Client Service

15 marks

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)

[Elaborate in not more than 250 words]

2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

[Elaborate in not more than 250 words]

Section 4: Personal Milestone

15 marks

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. (10 Marks)

[Elaborate in not more than 250 words]

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)

[Elaborate in not more than 250 words]

Section 5: Personal Development Plan

15 marks

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		

Section 6: Tell Us Why You Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 250 words]

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



REN CATEGORY 20

state industrial ren of the year

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: Your Personal Achievements

25

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 marks)

(10 marks)

(5 marks)

Section 2: Your Sales Plan and Execution

20

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 marks)

(5 marks)

(5 marks)

Section 3: Commitment to Quality Client Service

15

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 marks)

(5 marks)

Section 4: Personal Milestone

15

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.

(10 marks)

(5 marks)

Section 5: Personal Development Plan

15

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

Section 6: Tell Us Why You Should Win This Prestigious Award?

10

Tell us in writing in no more than 500 words.

Total

100



Section 1: Your Personal Achievements

25 marks

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**.

INDUSTRIAL	SALES		RENTAL	
	TARGET	ACHIEVED	TARGET	ACHIEVED
Sub sales				
Tenancy/Leases				
Projects				
Tenancy Management				
Grand Total				

2. Listing: Targets and achievement

LISTINGS	TARGET	ACHIEVED
Industrial Properties		
Tenancy/Leases		
Industrial Projects		
Tenancy Management		
Grand Total		

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

NO.	MEDIUM OF MARKETING	TOTAL AMOUNT BUDGETED (RM)	AMOUNT SPENT (RM)	LISTINGS GENERATED
1	Portal			
2	Exhibition / Road Show			
3	Social Media			
4				

Section 2: Your Sales Plan and Execution

20 marks

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)

[Elaborate in not more than 250 words]

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		

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



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

[Elaborate in not more than 250 words]

Section 3: Commitment to Quality Client Service

15 marks

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)

[Elaborate in not more than 250 words]

2. Describe the impact of the service level on client satisfaction. Share with us the testimonials from clients. (5 Marks)

[Elaborate in not more than 250 words]

Section 4: Personal Milestone

15 marks

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. (10 Marks)

[Elaborate in not more than 250 words]

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)

[Elaborate in not more than 250 words]

Section 5: Personal Development Plan

15 marks

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		

Section 6: Tell Us Why You Should Win This Prestigious Award?

10 marks

Tell us in writing with no more than 500 words.

[Elaborate in not more than 250 words]

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



asean real estate awards



CATEGORY 21

asean real estate firm of the year

INTRODUCTION

2020 will see 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 winner(s) 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 10th October 2020 in conjunction with the Malaysian National
- iv. Real Estate Awards presentation night on 10th October 2020.
- v. The event will be held live and through zoom/Facebook.

ELIGIBILITY

Participating Countries

This award is open to member firms of the following Associations

- a. IEA representing Singapore
- b. PAREB representing Philippines
- c. MIEA representing Malaysia (*MIEA shall nominate one firm from Category 1 to be awarded the 'ASEAN Real Estate Firm of the Year 2020 (Malaysia)')
- d. MRESA representing Myanmar
- e. CVEA representing Cambodia
- f. AREBI representing Indonesia
- g. VNREA representing Vietnam
- h. Thai Appraisal and Real Estate Foundation representing Thailand

1. The Qualifying period for the award shall be for the year 2019
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 24 August 2020.
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 USD1,000 as per charter to:

Payment Detail:

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

Contact Afina : +603-7960 2577 or email events@miea.com.my

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.
Swift Code	: PBBEMYKL

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.

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: Firm's Business Plan and Execution

30

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

1. 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 marks)**
2. What were the sales activity carried out and initiatives to drive the firm's sales performance? **(6 marks)**
3. Detail the marketing plan and strategies that was carried out that contributed to your success **(6 marks)**
4. State any new branch set up goals under your business plan **(4 marks)**
5. Elaborate on the challenges and obstacles faced and what were the solutions implemented to overcome them **(4 marks)**

Section 2 : Firm Achievements

25

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

1. Sales:
 - a. Sales target set for RENs vs their personal achievement **(5 marks)**
 - b. Show breakdown of sales, rentals done and professional fees earned for each sector i.e. Residential, Commercial, Industrial, land & Project Marketing **(5 marks)**
2. State overall Listing targets for Exclusive & Non-Exclusive and steps taken to encourage Exclusive Listings. **(5 marks)**
3. What's the overall Marketing Budget & marketing activities carried out & budget spent for each activity based on section 1 item 3 above **(5 marks)**
4. Please state the number of new branches set up, its location, performance and the size of the team **(5 marks)**

Section 3 : Recruitment & Human Development

15

1. What is your firm's mission statement & core belief/values & how you apply them to your team? **(5 marks)**
2. The total number of new RENs recruited, number of resignations and balance at the end of the year. State retention plan if any **(5 marks)**
[All RENs employed must be currently active with their tags as at 31st December 2019]
3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? **(2.5 marks)**
4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out. **(2.5 marks)**

Section 4: Commitment to Quality Client Service (QCS)

10

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients **(5 marks)**
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 marks)**

Section 5: Firm's Technologies & Innovation Initiatives

5

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

Section 6: Corporate Social Responsibility (CSR) Initiative

5

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

Section 7: Your conviction to win the Award

5

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

Total

100



N R E A 2 0 2 0
MALAYSIAN INSTITUTE OF
ESTATE AGENTS

Section 1: Firm's Business Plan and Execution

30 marks

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

1. 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 marks)

[Elaborate in not more than 250 words]

2. What were the, sales activity carried out and initiatives to drive the firm's sales performance? (6 marks)

SALES	DETAILS
ACTIVITY	1. 2. 3.
INITIATIVE	1. 2. 3.

3. Detail the marketing plan and strategies that was carried out that contributed to your success (6 marks)

No.	Type/Platform	Activity
1	Portal	1. 2. 3. 4. 5.
2	Exhibition / Road Show	1. 2. 3. 4. 5.

4. State any new branch set up goals under your business plan (4 marks)

[Elaborate in not more than 250 words]

5. Elaborate on the challenges and obstacles faced and what were the solutions implemented to overcome them (4 marks)

	OBSTACLE	SOLUTION IMPLEMENTED
1		
2		
3		
4		
5		

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

Section 2: Firm Achievements (25 marks)

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

1. Sales:
 - a. Sales target set for RENs vs their personal achievement (5 marks)

	TARGET	ACHIEVEMENT
SALES (RM)		

- b. Show breakdown of sales, rentals done and professional fees earned for each sector i.e. Residential, Commercial, Industrial, land & Project Marketing (5 marks)

Sector	SALES (RM)		RENTAL (RM)	
	Target	Achievement	Target	Achievement
Residential				
Commercial				
Industrial				
Land				
Projects				
Total				

2. State overall Listing targets for Exclusive & Non-Exclusive and steps taken to encourage Exclusive Listings. (5 marks)

2019	Target (RM)	
	Exclusive	Non-Exclusive
Residential		
Commercial		
Industrial		
Project Marketing		
Land		
Total		

3. What's the overall Marketing Budget & marketing activities carried out & budget spent for each activity based on section 1 item 3 above (5 marks)

No.	Medium of Marketing	Total Amount Budgeted (RM)	Amount Spent
1	Portal		
2	Exhibition / Road Show		
3	Facebook		

4. Please state the number of new branches set up, its location, performance and the size of the team (5 marks)

No.	Branch Name	E No.	Address	Name of Estate Agent(s)	No. of REN(s)	2019 Sales Performance (RM)
1						
2						
3						

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

Section 3: Recruitment & Human Development (15 marks)

1. What is your firm's mission statement & core belief/values & how you apply them to your team? (5 marks)

[Elaborate in not more than 250 words]

2. The total number of new RENs recruited, number of resignations and balance at the end of the year. State retention plan if any (5 marks)

Total No. of REN(s) Recruited		Total No. of REN(s) Resigned	Balance as @ 31st December 2019
Target	Achievement		
X	Y	Z	Y - Z

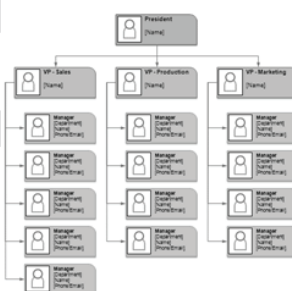
[All RENs employed must be currently active with their tags as at 31st December 2019]

3. Do you have a dedicated training department, state type and number of educational and coaching programs carried out? (2.5 marks)

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

4. Share your firm's organisation chart (if any) and state any motivational, recognition & incentive programs carried out (2.5 marks)

Company Organizational Chart



	Motivation, Recognition & Incentive
1	
2	
3	
4	
5	

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

Section 4: Commitment to Quality Client Service (QCS) (10 marks)

1. State & elaborate the QCS initiatives taken by the firm to ensure delivery of high-quality service to clients (5 marks)

[Elaborate in not more than 250 words]

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 marks)

[Elaborate in not more than 250 words]

Section 5: Firm's Technologies & Innovation Initiatives (5 marks)

1. What new technology initiatives undertaken by the firm to support RENS

[Elaborate in not more than 250 words]

2. Share how this new technology have helped your firm in that respective area

[Elaborate in not more than 250 words]

Section 6: Corporate Social Responsibility (CSR) Initiative (5 marks)

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

[Elaborate in not more than 250 words]

Section 7: Your conviction to win the Award (10 marks)

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

[Elaborate not more than 500 words]



NREA AWARDS PACK 2020

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