



THE CLRBI JOURNAL

The official newsletter of Calamba - Laguna Real Estate Board, Inc.



WWW.CLRBMLS.COM

JANUARY TO MARCH 2018

MARK YOUR CALENDAR

SPORTS EVENT

PAREB Anniversary Mini Olympics

Date: May 15, 2018 5:00AM

Venue: ULTRA Marikina

FELLOWSHIP

CLRBI 29th Anniversary & Sportsfest

Date: June 12, 2018

Venue: CLRBI Office

EDUCATION

Continuing Professional Development (CPD)

Date: April 13-14, 2018

Time: 8:00 AM – 5:00PM

Venue: CLRBI Office

SOCIAL SERVICES

Blood Letting

Date: April 2018 (TBA)

Venue: Calamba City

Balik Eskwela

Date: June 18, 2018

Venue: Calamba City

CONVENTIONS & CONFERENCES

NCR Luzon Conference – Baguio

Date: June 24 – 25, 2018

Venue: New Town Hotel

ARENA Convention – Phnom Penh Cambodia

Date: August 24-26, 2018

Venue: New Town Cambodia



CLRBI attends VizMin Conference at Davao

By: Marivic Jimenez

President Carol Cecilia C. Destacamento led nineteen (19) CLRBI delegates who attended the 22nd Joint Visayas - Mindanao Regional Conferences in on March 15-16, 2018. This was composed of the Board of Trustees, PAREB Anti-Colorum National Director, PAREB South Luzon National Director and some members. Venue was at the Waterfont Insular Hotel, Lanang, Davao City.

The theme of the Conference was "L.I.F.E. s Here! Invest. Follow through. Excel". Main thrusts were **Beware of illegal Brokers (BOIB) campaign (Col. Hermenegildo D. Defiesta Sr.)** and the **2018 Ten Point Agenda (Atty. Rey D. Cartojano)**

Showcasing the Mindanao tribes, dances were performed by the Kaliwatt Performing Artists Collective under Sheila Labos, Production Manager. With their colorful costumes and graceful movements, they re-enacted the customs of our Pre-Historic ancestors. (Continue on page 6)

IN THIS ISSUE

- President's Message
- Pillar's Corner
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- Anti-Colorum Task Force
- Committees in Action
- Membership Update

"You shall not defraud your neighbor, neither rob him: the wages of him that is hired shall not abide with you all night until the morning." Leviticus 19:13

CLRB OFFICERS

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VP 1st District

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VP 2nd District

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Presidential Adviser

Atty. Dr. Conrado Castillo
Legal Counsel

Col. Tony Pacleb
Charter President / Past President

PAST PRESIDENTS and Presidential Consultants

Dante A. Salamat (2016)
Presentacion S. Obia (2015)
Josephine A. Dayag (2013)
Vicente R. Dalanon (2011-2012)
Hermenegildo D. Defiesta (2010)
Dalmacio T. Comia (2009)
Wilfredo Litan (2007)
Melinda P. Lit (2005-2006)
Adrian G. Castanares (2002)
Mario S. Barairo (1996)

PRESIDENT'S MESSAGE

Carolina Cecilia C. Destacamento



Empowering Real Women in Real Estate

"Here's to strong women. May we know them. May we be them. May we raise them."

Calamba-Laguna Real Estate Board Inc. (CLRB) celebrated International Women's day on 8 March 2018 at the CLRB office. This is the first time that the Board has dedicated an event that honors CLRB's tireless women and their unsurmountable contributions.

The global theme for this year's IWD is #PressforProgress, it calls upon individuals to fight for positive change for women in the workplace and in society. In practice, CLRB has always cultivated a culture of inclusivity and equality.

From the day of its founding, up to the present, CLRB has been a haven for fiercely loyal, self-reliant, well-spoken and intelligent women. Our founder, Dr. Loreto Pascua was the embodiment of those traits, and so are the current female leaders and mentors of CLRB. However, we must have a concrete representation of our commitment to gender equality and women empowerment.

My vision, as the proponent of this activity, is to give female real estate practitioners a break from their daily grind. We are often overworked in our profession, hence, I want to give them a moment to breathe. A day devoted to their relaxation and comfort—so that they may regain their vibrant aura and energized feeling.

Women may face a myriad of obstacles in this industry, but through our uncompromising determination, along with the strong support of our Board, we can fearlessly press for progress.

PILLAR'S CORNER

Col. Antonio C. Pacleb



Brief History of CLRB

The CALAMBA-LAGUNA REALTORS BOARD (CLRB), INC. was organized as member of the PHILIPPINE ASSOCIATION OF REAL ESTATE BOARD (PAREB), INC. with Pasay-Makati Real Estate Board (PMRB), Inc. as its board organizer.

Registered with the Securities and Exchange (SEC) Commission on 19 June 1989, Dr. Loreto F. Pascua was the founding President. The Incorporators are Edwin L. Lisondra; Ma. Lilia Lancuan; Eugene V. Yu; Filimon N. Saromo; Bella N. Morales; Jaime B. Biana; Rolando M. Dadios; Gil V. Corpuz; Domingo D. De Vera and Romeo A. Bolongaita.

The first Comprehensive Real Estate Seminar and Review with forty eight (48) graduated on 12 June 1989, 13 passed the Real Estate Board Examination on September 03, 1989, of which Antonio C. Pacleb garnered tie on 7th place among the 4,000 who took the Examinations in Quezon City, was elected as the Charter President. Second batch of 30 members, graduated on August 6, 1989, nine (9) passed the Board Examination.

Re-Registered with amended By-Laws with the SEC as CALAMBA-LAGUNA REAL ESTATE BOARD (CLRB) INC. on 6th February 2017.

Through the initiative of the Charter President, with the cooperation of the Past Presidents and members up to 2013, purchased two (2) parcels of Real Property with Transfer Certificate of Title (TCT) No. 060-2013005988 with an area of two hundred twenty seven (227 sqm), with three (3) storey building and two hundred ten (210 Sqm) vacant lot dated 04 April 2013 registered in the name of CALAMBA-LAGUNA REALTORS BOARD, INC. as OWNER at the Manoto-Maihan Subd. In Barangay Real, Calamba City. (cont'd on p6)



DIGITAL MARKETING IN TRANSFORMING ORGANISATIONS IN THE REAL ESTATE INDUSTRY

By: Leon S. Tabirara

Digital marketing, is the promotion of products and services using various forms of electronic media mainly via the internet, refers to most online marketing efforts design to build stronger brands and connect with consumers and customers effectively. Nowadays, even small realty firms with small brand marketing Investments have an equal share of voice through the digital space.

Digital marketing is about creating content and promoting that content to the right person and finally making efforts to build a community that has engaging conversations around the brand that form part of their daily lives.

Information is not one-way, it is rather more engaging and conversational and as such, customers give instant feedback and contribute to the content creation. Unlike traditional marketing, digital marketing content is tailored and personalized to suit the target customer. It involves the use of channels and methods for a proper understanding customer attributes in the real-time scenario and thus, organizations can analyze marketing campaigns and implement necessary steps accordingly.

When digital marketing is successfully implemented, customers become brand advocates in their social circles, through for example shares on Facebook, LinkedIn, Instagram, or re-tweets on tweeter.

Regardless of what your company sells, especially if you're in the real estate business, digital marketing can work effectively and for most industry. With digital marketing, you can see results much faster than you might with offline marketing. The interactive nature of digital marketing strategies helps small companies to grow their client base in a short space of time.

WHY THE PHILIPPINE ASSOCIATION OF REAL ESTATE BOARDS, INC. (PAREB) CREATED THE TASK FORCE ANTI-ILLEGAL REAL ESTATE SERVICE PRACTITIONERS OR TASK FORCE ANTI-COLORUM?

WHY THE PHILIPPINE ASSOCIATION OF REAL ESTATE BOARDS, INC (PAREB) CREATED A TASK FORCE AGAINST ILLEGAL REAL ESTATE SERVICE PRACTITIONERS OR AGAINST COLORUM BROKERS, AGENTS? AGAINST UNLICENSED & UNREGISTERD DEVELOPERS? Answers: (1) To support the professionalization of the real estate industry practice and to work in collaboration with the local member Boards to provide the best proposition for our membership and to connect them to the outside world, (2) To adopt the highest standards of practice and ethics for the proficiency and global competency in the real estate services, (3) To support the Government in the implementations of RA 9646 & PD 957 and other laws related to real estate service professional practice.

Let me first give you a short background. In June 29, 2009, President Gloria M. Arroyo approved Republic Act 9646. An Act Regulating the Practice of Real Estate Service in the Philippines, Creating for the purpose a professional Regulatory Board of Real Estate Service, Appropriating Funds Therefore and for other purposes. This Law was Published at the Philippine Daily Inquirer on July 15, 2009 and took Effect on July 30, 2009. Since then what happened to the implementation of this RA 9646 after almost 9 years of existence? You may not believe that in 2009, If I guess the total number of licensed Brokers, Appraisers, Consultants, Assessors and Salespersons was more or less 10,000 professionals. As compared this year 2018 with a total of more than 50,000 professionals. There was an estimated average increase rate of 5.6% real estate service professionals per year. On the other hand, as per estimate of the different local Boards of PAREB in 2017, and as a result of SURVEY conducted by PAREB Task Force Against Colorum, there was an estimated conservative figure of 150,000 Unauthorized Real Estate Service Practitioners in the different cities and municipalities of our country. And if you make an serious assessment, there was already an alarming ratio of 1 authorized real estate service practitioner to 3 UNAUTHORIZED or illegal practitioners (1:3 ratio). Its growing number is increasing, especially the proliferation of FB websites where colorum agents, brokers or anyone can sell lots, house and lots, raw lands without being questioned by the authorities concerned. According to some fellow PAREB members, it is not fair to licensed practitioners.

Proactive members in the organization are also challenging the Government and law enforcement agencies concerned, including PAREB Officers and Task Force Against Colorum to address and provide long term solutions on the PROLIFERATION of unauthorized practitioners. One of the members of Zamboanga Real Estate Board asked a very challenging question and let me state in this juncture. " WE real estate service practitioners will not sleep over our rights and let loose these colorum out do, outwit and worse deprive us of our source of income to defray our CPDs, bonds, fees with PRBRES and HLURB, Dues to our Boards, taxes, etc.? whereas, no fee is collected from these colorum but enjoy similar or more benefits than us. Where is the justice here?

We also know that before the issuance of RA 9646, there was already a Presidential Decree 957, REGULATING THE SALE OF SUBDIVISION LOTS AND CONDOMINIUMS PROVIDING PENALTIES FOR VIOLATIONS THEREOF. This Decree is known as THE SUBDIVISION AND CONDOMINIUM BUYERS PROTECTIVE DECREE which was issued and approved on July 12, 1976 by then PRESIDENT FERDINAND E. MARCOS. The implementation of this Decree was initially assigned with the National Housing Authority which was later devolved to the HOUSING AND LAND USE REGULATORY BOARD (HLURB) for implementation. In relation to PD 957, the HLURB, issued rules and regulations to implement section 19 and other related provisions of PD 957 and regulate the advertisements of subdivision and condominium projects and all other required by law to be registered with HLURB. On December 2, 2014, the HLURB issued Resolution No. (continued on page 6)

COMMITTEES IN ACTION



14 December 2017 – CLR B 2018 Board of Trustees Oath taking at Ding Hao Chinese Cuisine with Chairman Eduardo G. Ong



February 2018 – Courtesy call to Calamba city Mayor Timmy Chipeco, wherein they discussed the agenda of Taskforce Anti-colorum.



February 2018 – Courtesy call to Calamba City Assessor



February 2018 – Courtesy call to Calamba city Councilor Angelito Lazaro, where he presented RA 10 Series of 2017—a local legislation he authored, that strengthens the anti-colorum regulations in the city.



March 2018 – CLR B with Chairman EG Ong during the VizMin conference at the Waterfront Insular hotel; Night 2, with the theme: PAREB goes around the world.



CLR B BOT doing the 'hands out' #PressforProgress pose last 8 March 2018 in celebration of 2018 International Women's day.

COMMITTEES IN ACTION



Member-Board Council

10 – 11 February 2018 – PAREB 2018 Board of Directors and Member-Board officers at The Greenery, Bulacan.



13 February 2018 – Ultraviolet Party: Valentine's Day and Victory celebration at the CLRB Office.

Why the Philippine Association...
continued from page 3.

922, Series of 2014 A REVISED IMPLEMENTING RULES AND REGULATIONS TO GOVERN THE ADVERTISEMENTS OF SUBDIVISION AND CONDOMINIUM PROJECTS UNDER PRESIDENTIAL DECREE 957, OTHERWISE KNOWN AS THE SUBDIVISION AND CONDOMINIUM BUYERS PROTECTIVE DECREE AND ALL OTHER PROJECTS REQUIRED BY LAW TO BE REGISTERED WITH THE HOUSING AND LAND USE REGULATORY BOARD. Moreover, also the HLURB issued additional Revised Resolution No. 922, Series of 2014 IMPLEMENTING RULES AND REGULATIONS TO GOVERN DEALERS, BROKERS, SALESMEN OF SUBDIVISION AND CONDOMINIUM PROJECTS UNDER PRESIDENTIAL DECREE NO. 957, OTHERWISE KNOWN AS THE SUBDIVISION AND CONDOMINIUM DECREE AND ALL OTHER PROJECTS REQUIRED BY LAW TO BE REGISTERED WITH THE HOUSING AND LAND USE REGULATORY BOARD. Additional questions raised by our legitimate practitioners: Why there are many violators of PD 957? What appropriate actions should be INITIATED by the Government and Law enforcement Agencies concerned to address the illegal or colorum? What PAREB can do to help the industry and the government?

Regarding the challenging questions raised by our members, I believe and you will agree with me that one of the long term solutions is amendments of the Laws. But meantime, as we are all waiting for the amendments, let us move forward and render our full support, cooperation and professional services to the public and to the Government, continue and intensify our involvement in the campaign.. We must be PRO-ACTIVE in our Anti-Colorum Campaigns down to the Barangay level. We would rather enhance our mindsets from expecting so much support from the Government agencies concerned to an affirmative action and pro-active approach by offering and rendering our professional services thru Dissemination, information and Education in addressing the proliferation of colorum.

Our PAREB Task Forces must be fully organized, strengthened and supported down to every Local Boards. Task Forces must intensify campaign thru Dissemination, Information and Education

with focus every person, especially the unauthorized practitioners and unauthorized, unregistered and unlicensed Developers. We must convince everyone to strictly observe and follow all the requirements of the laws related to real estate service practice. In addition, we must not set aside the full arms of the law. Violators must be investigated, prosecuted and be penalized. PAREB Task Force Anti-Colorum must be in the forefront of coordinating and establishing rapports with the Government and law enforcement agencies concerned to HELP STOP THE PROLIFERATIONS OF ILLEGAL REAL ESTATE SERVICE PRACTITIONERS OR COLORUM. Lastly, let me inculcate to our fellow practitioners, members of PAREB the statement of the former USA President John F Kennedy that "ask not what the government can do for you but ask what you can do for your government. In like manner, fellow practitioners and PAREB members, let us ask ourselves what we can do to help professionalize our real estate service profession thru our PAREB and local Boards intensified campaign.

ONE OF OUR PAREB THRUSTS for 2018 which focuses on strengthening the organization of local Boards TASK FORCE ANTI COLORUM and intensifying its Dissemination, Information and Education campaign strategy DUBBED AS:

**Brief History of...
continued from page 2**

The list of PAREB-CLRB Past Presidents of PAREB-Calamba-Laguna Real Estate Board, Inc. are as follow to wit: Founding President Dr. Loreto F. Pascua; Charter President Col. (Ret) Antonio C. Pacleb, MBA; Atty Roberto V. Oliva; Leoncio L. Tapia; Maribel A. Calasara; Engr. Augusto C. Rivera; Mario S. Barairo; Rene Villegas; Nicanor Manzano; Ma. Rita Theresa R. Guinto; Raymund Manzano; Engr. Adrian Castanares; Manuel P. Cosico; Yolana C. Corvera; Nicanor A. Sosmena, Jr.; Melinda P. Lit; Wilfredo C. Litan; Engr. Antonio C. Pacleb; Dalmacio T. Comia; Hermenegildo C. Defiesta, Sr.; Vicente Dalanon; Josephine C. Dayag; Presentacion C. Obia; Dante L. Salamat; Manuel Adiova and 2018 Ma. Carolina Destacamento.

ALL CLRB Member shall be provided a copy of the Articles of Incorporation of PAREB-CLRB so that they know their rights and privileges; the history and the standard of CLRB as a member of PAREB of which they now belong and to be proud of.

"BEWARE OF ILLEGAL REAL ESTATE SERVICE PRACTITIONERS" or BOIB. The strategy is a continues program that is directed toward the elimination of pernicious colorum or to totally put to stop the proliferation of illegal real estate service practitioners or colorum. This program must be fully supported by the National and local Boards officers and members to attain our PAREB objectives and Goals. FELLOW members of PAREB and Stakeholders, LET'S DISSEMINATE, INFORM and EDUCATE the public to comply the requirements of the laws particularly RA 9646, PD 957 and other laws related to real estate service practice.

Mabuhay!...

CLRB Attends...
continued from page 1

For the whole day, sessions on PAREB Multiple Listing System (MLS) including Development Directions and Business Opportunities were conducted. In the evening, Hon. Inday Sara Duterte-Carpio welcomed everyone and turned over the symbolic key to Atty. Rey D. Cartojano, PAREB President. Later came the presentation of reigning Ms. PAREB 2018 beauty queens and Ms. PAREB 2019 candidates.

On the second day, Hon. Eduardo D. del Rosario, HUDCC Chairman who served as the official representative of Pres. Rodrigo A. Duterte, was the Guest of Honor. He cited Balay Filipino, his brainchild, as the President's strategic, affordable and livable communities. In addition, he mentioned the One HUDCC Team and the full blast reconstruction of temporary shelters in Marawi. As to the growing number of informal settlers, in the country, he emphasized Kaalaman at Integridad for PAREB to help the Filipinos.

Afternoon sessions focused on Roles of the Real Estate Professional. After lunch, some CLRB delegates visited the residence of Pres. Duterte in Lanang. Towards the end of the day, Dr. Eduardo G. Ong, PRBRES Chairman, administered the Oath Taking Ceremony for Real Estate Brokers' Licensure Examination Passers. Moreover, he bared the PRBRES, PRC Thrusts for 2018. This was followed by the Installation/Chartering of the Mindanao Local Board by Atty. Rey D. Cartojano.

Before the Conference ended, Board presentations were held in the evening that featured international costumes.

MEMBERSHIP UPDATE

WELCOME NEW MEMBERS!



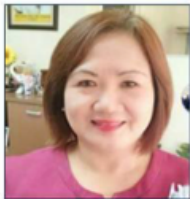
Karla Katrina G. Reyes



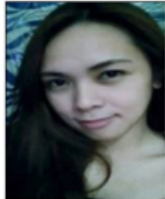
Karla Carizza Gallaza



Consolacion Venerayon



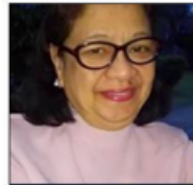
Francisca Adriano



Karen Navarro



Reina Belza



Gracia Amata

MEMBERS IN GOOD STANDING 2018

Cielito Sarmiento
Manuel Adiova
Precy Obia
Virginia Natividad Concha
Evelyn Candelario
Rodolfo Candelario
Reynaldo Ramos
Criselle Criste
Eian Rowe Masongsong
Alicia Saturno
Eric Atanacio
Ruthelma Soriano
Jose Pecayo
Johnny Pecayo

Carol Destacamento
Abet Arellano
Joselito Malabanan
Rebecca Enriquez
Dalmacio Comia
Ted Tandang
Maria Teresa Magpantay
Ellen Rejano
Maria Victoria Jimenez
Nerissa Magalong
Emiliana Arias
Alith Alzona
Joel Colo
Feliciano Cortez

Zenaida Himantog
Darwin Himantog
Dennis Michael Mejia
Wilfredo Litan
Juan Villa
Shirley Quintua
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CLRB JOURNAL

The official newsletter of
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The purpose of the CLRB JOURNAL is to inform its Members of events, issues and accomplishments pertaining to the Calamba – Laguna Real Estate Board.

If you would like to submit typewritten information, story ideas, or articles for inclusion in the CLRB JOURNAL please contact Natalie Concha at clrbpublication@gmail.com

CLRB VISION

Be an ideal and one of the best boards of PAREB that is committed to professionalization of global Real Estate Practice.

CLRB MISSION

1. To protect the real estate profession by being active enforcer of RESA in eradicating colorum practitioners through the Anti-Colorum Task Force advocacy.
2. To continuously deliver real estate education programs through CPD and other leadership and management seminars.
3. To actively partner with private developers and the government regulatory sectors.
4. To actively participate in all PAREB programs and global real estate activities.



Multiple Listing System (MLS)

Watch out for the reactivation of www.clrbmls.com

Find The Perfect Home
XXX-XXX-XXXX TO LEAD

APPLE REALTY APPLE REALTY APPLE REALTY

FEATURED LISTINGS

<p>\$129,800</p> <p>5142 Place Hill Drive Calamba, SC 20391</p> <ul style="list-style-type: none"> • Lot 5,252 sqft • One Owner • Multi Family • Appliances • Built in 2013 • Huge Kitchen 	<p>\$129,800</p> <p>5142 Place Hill Drive Calamba, SC 20391</p> <ul style="list-style-type: none"> • Lot 5,252 sqft • One Owner • Multi Family • Appliances • Built in 2013 • Huge Kitchen 	<p>\$129,000</p> <p>5142 Place Hill Drive Calamba, SC 20391</p> <ul style="list-style-type: none"> • Lot 5,252 sqft • One Owner • Multi Family • Appliances • Built in 2013 • Huge Kitchen 	<p>\$129,000</p> <p>5142 Place Hill Drive Calamba, SC 20391</p> <ul style="list-style-type: none"> • Lot 5,252 sqft • One Owner • Multi Family • Appliances • Built in 2013 • Huge Kitchen
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Suntrust Asmara

E. Rodriguez,
Quezon City



Suntrust Amadea

Quezon Ave.,
Quezon City




Suntrust Shanata

Quirino Hi-way,
Novaliches, Quezon City





Suntrust Solana



Natividad Lopez St.,
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Suntrust Verona

Silang, Cavite
(along Tagaytay-Sta. Rosa Road)



The Gentry Heights

Gen. Trias, Cavite



Siena Hills

Lipa, Batangas



Suntrust Sentosa

Calamba, Laguna



Stop the **COLORUM PRACTICE!**

Be a Legit Real Estate Practitioner



Protect the public. **Train** the colorums.
Empower the professionals.
Boost the industry.