



THE CLR B JOURNAL

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



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JULY TO SEPTEMBER 2018



CLR B attends ASEAN Real Estate Network Alliance (ARENA) Convention and Exhibition 2018

By: Dennis Michael T. Mejia

CLR B Past President and National Director Dante A. Salambat led two (2) CLR B delegates to attend the ARENA Convention & Exhibition (ACE) 2018 on August 23 – 25, 2018 held at the Sofitel Phnom Penh Phokeethra Hotel, and was hosted by the Cambodian Valuers and Estate Agents Association led by the current Chairman of the Council of Presidents for ARENA, Dr. Kim Heang.

The two other CLR B delegates are Dennis Michael T. Mejia and Joanna Franz Gayol Manongsong. The CLR B Contingents faired through the trip with the PAREB colleagues from PMRB (Pasay Makati Real Estate Board)

The theme of the Conference was “How to Run Real Estate Companies in ASEAN”.

This event was attended by different organization representing their respective countries:

- Malaysia: Malaysian Institute of Estate Agents
- Singapore: Institute of Estate Agents Singapore
- Philippines: Philippine Association of Real Estate Boards, Inc.
- Thailand: Thai Appraisal Foundation
- Myanmar: Myanmar Real Estate Service Association
- Vietnam: Vietnam National Real Estate Association
- Indonesia: Asosiasi Real Estate Broker Indonesia
- Cambodia: Cambodian Valuers and Estate Agents Association

(continued on page 3)

MARK YOUR CALENDAR

CONVENTIONS & CONFERENCES

National Association of Realtors (NAR)

Boston Massachusetts
Date: November 4 – 6, 2018

MBC Hosting

PAREB Office, Pasig
Date: November 8, 2018

Planning Activity of BOT

Date: November 24 to 25
Venue: To Be Announced

PAREB Christmas Party and Induction Of Officers 2019

Date: December 5, 2018
Venue: Okada Hotel

CLR B Christmas Party

Date: December 11, 2018
Venue: To Be Announced

IN THIS ISSUE

- President’s Message
- Pillar’s Corner
- Tech News
- Anti-Corruption Task Force
- Committees in Action
- Membership Update

VERSE TO REMEMBER

“For I know the plans I have for you,” declares the LORD, “plans to prosper you and not to harm you, plans to give you hope and a future.”

Jeremiah 29:11

EDITORIAL BOARD

CLRB JOURNAL

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

EDITORIAL TEAM

Natalie Concha, REB, REA
Editor-in-Chief

Dennis Michael Mejia, REB, REA, RN
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Editorial Advisor

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.

PRESIDENT'S MESSAGE

Carolina Cecilia C. Destacamento



To the Newly Elected Officers

Calamba-Laguna Real Estate Board Inc. held its annual election of officers last September 28. For this issue of President's Corner, allow me to formally address the newly elected CLRB officers who will begin their term in January 2019.

On behalf of the 2018 CLRB BOT, I would like to congratulate all of you. I am enthralled that you chose to become an officer and dedicate a full year of service to our beloved Board.

Know that being part of the CLRB BOT is not all glitz and glam. It is time-consuming, demanding and sometimes, it is stress-inducing. There will be instances where you will have to make difficult or unpopular decisions, and there will also be circumstances when you will have to sacrifice your personal time and energy in order to serve the Board and our members. However, I am confident that you will perform your duties and responsibilities as CLRB officers to the best of your capabilities.

As elected officials of our Board, you represent CLRB wherever you go. Hence, as you work to broaden CLRB's network, be mindful of our brand. Do not create situations that will put the integrity of our Board in jeopardy. Always strive for excellence in every endeavor you pursue, may it be locking down new partner-developers or may it be during PAREB activities.

I know that you are faced with a daunting task ahead, so it is my hope that you continue to grow. Learn to keep an open mind, listen to the insights of our members and colleagues. Educate and update yourselves with relevant information regarding the Real Estate practice, as people will look to you for enlightenment.

When you are faced with challenges or conflicts, do not hesitate to reach out to past CLRB presidents for guidance. May the values instilled in you by our founders, such as perseverance and hard work inspire all of you as you work to deliver the needs of our members and stakeholders for 2019.

Being a CLRB officer is no small feat, so I am deeply grateful for the individuals whom I know will work tirelessly for the betterment of our Board.

CLRB attends ASEAN...
(continued from page 1)

The first day saw ARENA's Council of President Meeting, Registration of Delegates and Dinner Reception for Chief of ARENA Delegate, BOD and Management Team of CVEA.

The second day, post-opening ceremonies, welcome speeches was give by Dr. Kim Heang, Mr. Okhna Ly Hour, Mr. Charles Vann and last but not least, the Vice Secretary of State Ministry of Economic and Finance, H.E. Ros Seilava.

Throughout the 2nd and 3rd day, various topics were discussed including:

- How to tap and develop the regional real estate marketing mindset
- Investing into Cambodia
- How to price properties in fluctuating market
- Set your mindset to be successful in Real Estate Sales
- Foreign Investor's perspective into Real Estate Industry in Cambodia
- Move away from mediocrity to excellence in Sales: An ARENA model to Professionalism
- Building an ASEAN Real Estate Brand
- The Role of ASEAN in Globalization

The event also allowed for numerous breaks and market networking activities.

The delegates were also given the option to tour some nearby developments, namely Olympia City and Sen Sok City.

At the end of the 3rd day, there were much festivities during the Gala Night. The different contingents went on stage to give a lively presentation, with various awards being given. The Philippine Contingent composed of the different boards of PAREB were recognized as the having the most number in attendance.

CLRB OFFICERS

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Senior Vice President

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Leon S. Tabirara
VP 2nd District

Dennis Michael T. Mejia
VP 3rd District

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Ruthelma R. Soriano
Alith Alzola

Manuel C. Adiova
Immediate Past President

Hermenegildo D. Defiesta Sr.
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)
Hermegildo D. Defiesta (2010)
Dalmacio T. Comia (2009)
Wilfredo Litan (2007)
Melinda P. Lit (2005-2006)
Adrian G. Castanares (2002)
Mario S. Barairo (1996)



Carolina Cecilia C. Destacamento
President



Oliver Manaig
Senior Vice President



Teodoro Tandang
VP 1st District



Leo Tabirara
VP 2nd District



Dennis Mejia
VP 3rd District



Natalie Concha
VP 4th District



Emiliana O. Arias
Secretary



Evelyn Candelario
Treasurer



Raquel Kim
Auditor



Eian Rowe Masongsong
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Tess Calleja
Trustee



Ruthelma Soriano
Trustee



Dina Lilibeth Alantara
Trustee



Hermenegildo Defiesta SR.
Presidential Adviser



Manuel C. Adiova
Immediate Past President

CLRB 2018



Standing, from left to right:
PP Wilfredo Litan
IPP Manuel C. Adiova
PP Adrian Castanares
PP Conrado Castillo
PP Dalmacio T. Comia
PP, ND Hermenegildo Defiesta

Seated, from left to right:
PP Presentacion S. Obia
PP Josephine A. Dayag
CP Antonio C. Pacleb
Pres. Carolina C. Destacamento
PP, PNP Melinda P. Lit



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Shanata



*Actual photos

With a name that means “tranquil” or “peaceful” in Indonesian, Suntrust Shanata in Novaliches, Quezon City, has a total land area of 33, 420.50 square meters with an estimated 1,544 residential units in 12 clusters. The community features resort-style amenities such as a full two-storey clubhouse, children's playground and pool, lap pool, spa, gym and function rooms.



*Actual photos