

Publication of the Malaysian Institute of Estate Agents



# D'REAM

Real Estate Agents Malaysia

*Features of the month :*

MIEA Johor Convention 2009



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**ISKANDAR**  
INVESTMENT

*"ISKANDAR MALAYSIA, THE RISE OF NEW METROPOLIS"*



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## “Global Economy is on the road to recovery,” according to CNN business reports.

Congratulations to Johor MIEA Chairman Mr Lim Boon Ping and Institut of Estate Agents Singapore for jointly organizing the first MIEA Johor Convention 2009. The Menteri Besar of Johor Darul Takzim YAB Dato Haji Abdul Ghani Bin Othman had consented to be the Guest of Honour. Thank you to the Johor State Government as the Main Sponsor and CEO of Iskandar Investment Berhad Puan Arifida Ariff as Corporate Sponsor of the event. Themed “ISKANDAR MALAYSIA, THE RISE OF A NEW METROPOLIS”, be there to find out the latest opportunities and development news from panel of Speakers involved in the Iskandar development projects as well as Southern Corridor developments.

Global Economy is on the road to recovery, according to CNN business reports. Some sectors in China are back to double digit growth. The Star Biz reported that property market on robust revival and residential property powering sales in Asia. Back home in Malaysia what is the current status of the property market and how it will affect us in the short and medium term, do read on wherein Mr Ho Chin Soon had filed a report on current market scenario.

What's new in the FIC guidelines, get your latest updated from MIEA legal Advisor Mr David Kok who has posted a two-page summary.

In April, 2009, the new MIEA Council of Management 2009 – 2011 under the leadership of President Julie Wong takes over. It is now 6 months passed and time for us to review the President's works and commitments as published in the President's message in our MIEA D'ream bulletin, May – June, 2009 issue. If you have been following MIEA activities and happenings, the answer is obvious:

Members of the Council of Management have been kept busy with organizing all kinds of activities for your benefits and progress in the real estate business. Luncheon talks, Negotiator's courses, Conventions, etc; are amongst some of the activities for members to keep abreast with the current issues to improve our business. Networking and fellowship are also encouraged. The success of these activities can only be determined by the commitment of organizing committee and your vote of attendance and participation. You decide.

Yes, in order for MIEA to be a strong membership based institution in Real Estate business, we have to strengthen our organization. We don't just sit in our headquarters in Kuala Lumpur, we visited and held meetings in Kuching, Kota Kinabalu and by end of this month Johor Baru to build a strong network of followings from coast to coast within Malaysia; regardless of whether it is East or West Malaysia. MIEA State Branches Chairman and committee members are kept busy with organizing activities for members. Do check it out and be a participant not spectator, this is our organization, stand up and be counted!

You must have heard of market liberalization and globalization by the year 2012. It is not new for those far sighted Entrepreneur among us, they reach for the market where the sky is the limit. And one of them, Mr David Ong of REAPFIELD has consented to be interviewed and share his success story. But for many of us, it is opening our market to more competition and challenges. Are you ready yet? In fact or doing something about it, let's examine this area in the next issue.

For the REPORT CARD, members are encouraged to write in and let us know what else you want to see happening in MIEA. You are also welcome to join various committees to contribute your ideas and works to make things happen.



Erick Y.T. Kho

Note: MIEA Council/Exec are all volunteers whose time has come to serve the Institute without pay but much work and time commitment.



Erick Y.T. Kho  
Editor



### The Institute Theme “UNITED REVELANT PROGRESSIVE”

The Institute Agents' biggest and significant challenge is to be united. Unity is the binding factor that will allow us to have one voice, one common goal and one vision. Institute Agents must take pride and take ownership of the practice by working together for common goal of profession. As the old adage says, “Unity is strength, and strength is victory”. The call is for the leadership, the council, the members and the negotiators to work in unison and in unity to tackle the daily issues we face. The Institute must be revealed as institution by meeting their expectations. The progressivity activities will all be aligned towards this goal. By the same token members must also be available to institute by participating in committees, programmes and do give ideas & feedback.

When work is absent there is panic & anxiety, and when there is achievement there is respect. When this is achieved there will be progress. When we progress there is growth, growth leads to betterment of our business and our lives and as a result we achieve recognition, respect and success. Only then can we bring change in reality and be a dynamic institution.

#### Good Fax Conventions

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

#### Submission of Manuscripts

Manuscripts must be submitted in English. Authors must provide original, unformatted word file, convenient for publication elsewhere. A copy of manuscript together with original paper, tables and will not be returned to the author.

All illustrations, figures or tables in the article must be explained in clear black and white and ready to reproduction. Illustrations must be submitted as separate files with a copy of original photographs and clearly marked and captioned to their respective figures.

#### Copyright

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# GOOD TIMES GAINING MOMENTUM

by HO CHIN SOON

When the Editor Mr Erick Kho called me up to ask for a written article for this issue's D'REAM I should have said "NO". This is because I am not a "word" person but more of a "picture" person. Perhaps I should have gotten a "ghost writer" to do the writing or asked the Editor to send one of his reporters over to do an interview and the write-up. Come to think of it, I doubt that there are "reporters" for this magazine.

Now that the deadline is the very day I am writing this I wondered whether I should agree to future assignments. Maybe subconsciously I am hoping to mess up this article so that no more requests will be forth coming from this day onwards. So I called up the Editor and he mentioned that this latest issue of D'REAM is to be circulated for end of the month (October) at the Convention in Johor Bahru which is only logical why he had set a deadline for me. In fact I have been thinking about writing on the "hardware" and "software" for Iskandar Malaysia which would probably be what I would be touching on besides other issues when I deliver a paper on Iskandar Malaysia. And guess what? I have yet to start on the Iskandar Malaysia paper. Another last minute job coming up soon.

However the wonderful part of my procrastination has some good coming out of it. Just yesterday one of my managers gave me the results of a task which I assigned him in relation to 6 types of proper-

ties which we monitored after Lehman Brothers collapsed last year in September 2008. We did a sampling of asking prices of 3 middle class landed properties in KL-PJ and 3 high end high rise condominiums in KLCC area for The Edge Investment Forum in April early this year and yesterday my manager updated this data with asking prices for the whole of last month which by then is 1 year after Lehman Brothers' collapse.

So instead of coming up with some constructive criticisms for Iskandar Malaysia with issues of "hardware" (infrastructure) and "software" (brain power, government delivery system, etc...) I thought sharing the latest results of some "short-cut" research would be more interesting and perhaps enlightening for the readers of this issue's magazine especially if they are unable to make it to Johor Bahru to network with the Singaporeans and fellow Malaysians (Johoreans).

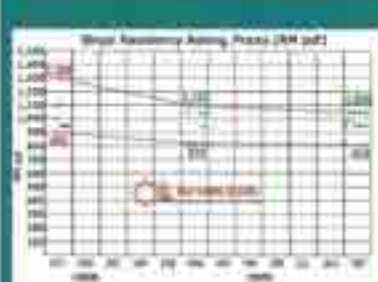
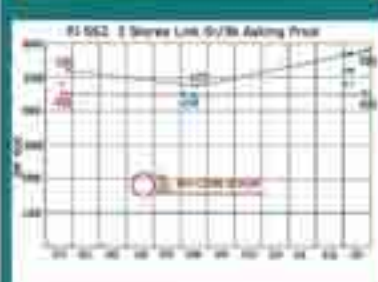
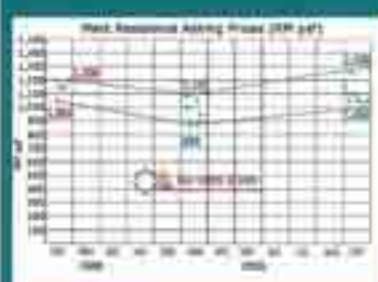
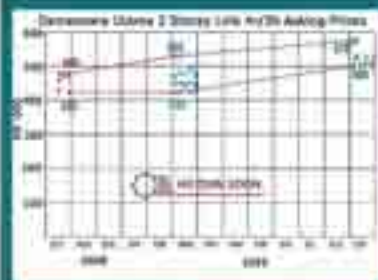
The slides (as in powerpoint show slides) or graphs and charts are self explanatory. They depict asking prices as advertised in the Star classified. Therefore in theory I can now stop writing as my stress level has gone up a notch. A picture paints a thousand words. (A map paints a million words!) Hopefully the President of MIEA and the Editor can forgive me for being brief.

Before I conclude, 2 anecdotes to share. Just yesterday

evening at the National Council meeting of FIABCI a fellow councilor sitting next to me told me a very interesting personal account of an apartment he owned in Pantai Panorama in the Kerinchi locality. He said that his unit was purchased at RM215,000 a couple of years ago and recently a similar unit changed hands at RM430,000. He attributed the 100% rise in price to the Bangsar South project. And just a couple of days ago at a talk organized by a foreign bank for real estate agents and negotiators, a lady participant told me that she had a owner listing a single storey terrace house in Bangsar for RM950,000. I did not say anything. I guess raising my eyebrows, opening my eyes and mouth wide was enough. I did not stay behind to verify matters and inquire further as the roads were starting to get chocked up and going off before 4pm was imperative to avoid the traffic gridlock. The City of Kuala Lumpur is starting to come back to life again after the fasting month.

And without wasting time, the 6 samples that I have posted in this issue of D'REAM would appear to indicate that the property market is getting stronger. Perhaps one can argue that it is also an indication of the beginning of inflation that is going to come and hit us. How hard you might ask? I do not know. However I am quite sure we cannot sidestep this round of inflation coming as most governments of the world are "printing" lots of money recently.

Cont next page.....





Continue from previous page...

To end my short paper I would like to share a slide of a newspaper cutting that I chance upon during one of my trips down south to our neighbour. That news article in Singapore's Straits Times refers to the Correlation between the Singapore Stock Market Index (STI) and the Property Price Index compiled by URA (Urban Redevelopment Authority). A somewhat correlation can also be deduced if we were to do a similar study in Malaysia which I think our academicians should take up this task. From the 4 charts shown we can see that there is a "lag time" of about 6 to 9 months for the Property Index to follow the trend of the Stock Market.

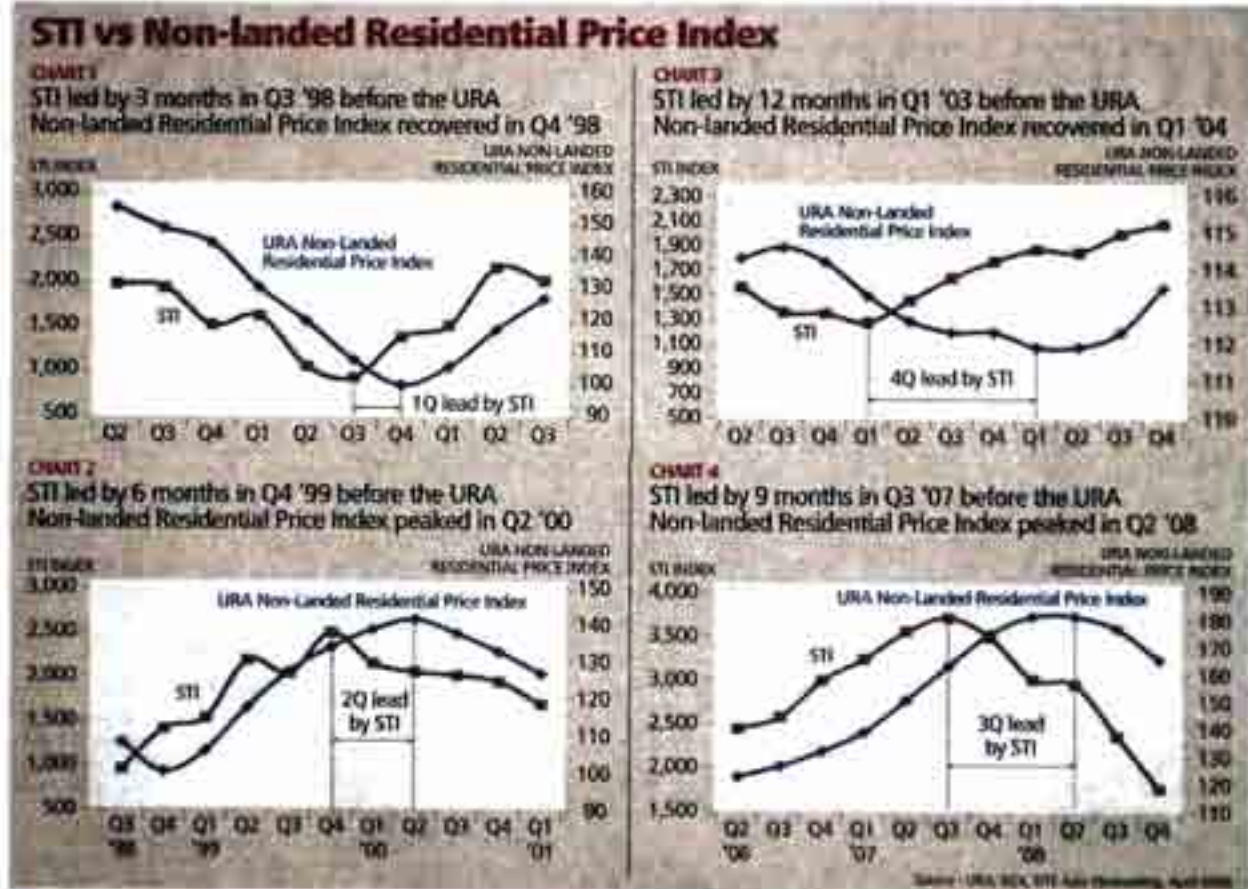
As such if the current reasonably strong stock market index continues to hold steady or even go further up say till early next year, then the possibility of the property market going up is pretty good. In all

probability it has started to show encouraging signs of improved sentiments and better prices should be recorded and reflected when we next get the official news from NAPIC.

That is all and I wish to take this opportunity to mention that we have planned some extra special Free Maps for the Real Estate Industry next year 2010. Thank you for reading this.



HO CHIN SOON



## FOREIGN INVESTMENT COMMITTEE'S GUIDELINES



Recently it has been noted that the government has went on various roadshows or have promotions to promote Malaysia to foreign interest to invest or stay in Malaysia.

I have observed that investment in Malaysia by foreign interest has picked up lately as our country is still one of the cheapest place in the region for foreign interest to invest in quality properties whereby the foreign interest can wholly own freehold properties compared to the other countries in the region. Foreign interest in Malaysia is defined as persons who are not a Malaysian citizen or have voting rights or is a permanent resident in Malaysia. Voting rights include controlling rights in a local company by foreign interests.

In general for foreign interest to purchase property in Malaysia they would require the Foreign Investment Committee's (hereinafter referred to as "FIC") together with the relevant State Authorities' consent to purchase properties in Malaysia.

However, there are certain exceptions given as follows whereby foreign interest are allowed to purchase residential properties above RM250,000.00 without the FIC's approval but is subjected to the relevant State consent's approval. (It should be noted that this ruling is applicable only for residential properties in that category).

It is interesting to note that for foreign interest to purchase residential properties in the State of Selangor, the residential property must cost RM150,000.00 and above and for permanent residents who are married to locals, the property must cost more than RM60,000.00 as of 1<sup>st</sup> of September 2009 in order to obtain the state authority approval. However, if the property is below RM250,000.00 it will still required the FIC's approval.

It should also be noted that under the revised guideline, all property acquisition, except for residential units the FIC and the state authorities approval is required if:-

It is a direct acquisition of a property valued at RM20 million and above which result in the dilution in the ownership of that property held by Bumiputra interest and/ or government agency; and  
If it is a indirect acquisition of property other than the Bumiputra interest through acquisition of shares, resulting in a change of control of the company owned by Bumiputra interest and/or government agency, having property more than 50% of its total assets and the said property is valued more than RM20 million.

Certain conditions may be imposed for the purchase of properties in the abovementioned categories. The purchaser may be subjected to equity conditions and paid-up capital conditions.

What we mean by equity conditions would be the companies would have to maintain at least 30% percent Bumiputra interest shareholding and paid up capital conditions would mean that local company which is owned by local interest is to have at least RM100,000.00 paid up capital and local company owned by foreign interest is to have at least RM250,000.00 paid up capital. Such conditions have to be complied with within a stipulated time period.

Under the new revised FIC guidelines the following property acquisition doesn't require the FIC consent and approval although it can fall under the purview of the relevant Ministries and/ or Government Department:-

- Acquisition of any commercial property valued at RM500,000.00 and above;
- Acquisition of agricultural land valued at RM500,000.00 and above or at least five (5) acres in area and must be for the following purposes:
  - For agricultural activities on a commercial scale using modern or high technology; or
  - For agro-tourism projects; or
  - For agricultural or agro-based industrial activities for the production of goods for export.

Acquisition of industrial land valued at RM500,000.00 and above;  
As mentioned earlier acquisition of residential units valued at RM250,000.00 and above;  
Transfer of property to a foreigner based on family ties, among immediate family members.

However, it is important for the foreign purchasers to realise that although the FIC's approval is no longer required for the abovementioned categories the said property must be registered under a locally incorporated company. In other words, in order for foreign interest to purchase this type of properties they would require to register a locally incorporated company for this purpose.

I would like to emphasise to would be foreign purchasers and property agents that although in some circumstances the FIC's approval is not required, the State Authorities consent and approval is always required for this type of transaction.

It is interesting to note our Prime Minister recently announced that the government has decided to liberalise twenty seven (27) service sub sectors with no equity conditions to be imposed as the government is targeting to tap the full potential in the service sector and raise its contribution to sixty (60)% of the GDP as targeted in the Third Industrial Master Plan.

A few other exemptions that are worth mentioning whereby the FIC's consent and approval is not required are as follows:-

Acquisition of residential units by local and foreign interest. However, foreign interest is only allowed to acquire residential unit valued at more than RM250,000.00 per unit;

Any acquisition of residential unit under the "Malaysia My Second Home" Programme;

Multimedia Super Corridor (MSC) status companies are allowed to acquire any property in the MSC area provided that the property is only used for their operational activities including as residence for their employees;

Acquisition of properties in the approved area in any regional development corridor by companies that have been granted the status by the local authority as determined by Government;

Acquisition of properties by a company that has obtained the endorsement from the Secretariat of the Malaysian International Islamic Financial Centre (MIFC);

Acquisition of residential units to be occupied as a hostel for a company's employees. However, the local companies owned by foreign interest are only allowed to acquire residential units valued at RM100,000.00 and above and this matter is under the jurisdiction of the relevant state authorities;

The transfer of property to a foreign interest pursuant to a will and court order;

Acquisition of properties by manufacturing company;

Acquisition of properties by Ministries and Government Departments (Federal and State), Ministry of Finance Incorporated, Menteri Besar Incorporated or Chief Minister Incorporated, State Secretary Incorporated and listed Government Linked Companies;

Acquisition of properties under the privatization projects, whether at the Federal or State level, provided that it involves the companies that are the original signatories in the contracts for the privatized projects; and

Acquisition of properties in companies that have been granted the status of International Procurement Centres, Operational Headquarters, Representative Offices, Regional Offices, Labuan offshore companies and Bio-Nexus or other special status by the Ministry of Finance, Ministry of International Trade and Industry and other ministries.

Lastly Foreign interest is absolutely prohibited to acquire the following:-

Residential properties valued less than RM250,000.00 per unit (Note: In the State of Selangor, they can still acquire property above RM150,000.00 provided they obtain the FIC and state authority's approval until further notice);

Properties other than residential properties valued less than RM500,000.00 per unit;

Low and medium cost properties as determined by State Authority;

Properties built on Malay Reserve Land;

Properties allocated to Bumiputra interest in any property development project as determined by the State Authority.

Of course in passing, since policies change from time to time, it is advisable to seek FIC's confirmation on the latest rulings before embarking on any investments in Malaysia.

I hope the general overview is useful for property agents and foreign investors alike with regards to investments in properties by foreign interest in Malaysia.

David Kok

# JOHOR CHIEF MINISTER MESSAGE

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MBJ.(KA)1/2009 ( 40 )

Date : 21 October 2009

## A MESSAGE FROM Y.A.B. DATO' HAJI ABDUL GHANI BIN OTHMAN CHIEF MINISTER OF JOHOR

On behalf of the Johor State Government, I have great pleasure to welcome all participants of the Malaysian Institute of Estate Agents Johor Convention 2009 to Johor. I would also like to thank the organizers of MIEA Convention for choosing Johor as the venue for this year's convention. We are honoured that the development of Iskandar Malaysia has managed to capture the interest of the MIEA.

Iskandar Malaysia is planned to be a world-class metropolis that will be able to compete on a global scale; a place to live, work and play that have the ability to attract top brains from around the globe. It is progressing on schedule and I hope you have a chance to learn more about the happenings within Iskandar Malaysia during the convention, especially the rapid deployment of projects in the five flagship zones. I also hope that the convention will be able to provide a clearer understanding of the issues related to Iskandar Malaysia and generate ideas that will contribute positively to its development and subsequent success.

I have great expectations that this convention is not only another opportunity for everyone to meet, exchange views and share experiences but also a wonderful forum to foster greater cooperation and strengthen friendships among participants.

On that note, I wish to congratulate the organizers for the great feat in organizing the convention in Johor Bahru. To all visitors, I encourage you to visit the many exotic places Johor Bahru has to offer and taste the many mouth-watering delicacies around this region. May your stay in Johor Bahru be a pleasant and memorable experience.

[ DATO' HAJI ABDUL GHANI BIN OTHMAN ]





## MIEA Convention 2009



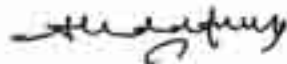
Arlida Ariff,

Iskandar Malaysia is an ambitious 25-year project which will bring benefit not only to Johor but Malaysia at large. Iskandar Investment is proud to play an integral role in creating this new, thriving and sustainable urban centre. As a key player in building Iskandar Malaysia, Iskandar Investment is responsible for developing projects which will create further economic and business spin-offs throughout the region, priming it for cooperative growth.

The success of Iskandar Malaysia can only be realized with the support of the wider community, which is why we are all here today at the first Malaysia Institute of Estate Agents (MIEA) Johor Convention 2009 to be held in Johor. We thank the MIEA Johor and the Institute of Estate Agents, Singapore, for inviting Iskandar Investment to sponsor this event.

During the next two days, you will be enriched with information and updates on progress throughout Iskandar Malaysia, potential business opportunities that exist here and the value the development will provide for you and your clients.

We look forward to working closely with you as we build Iskandar Malaysia into the ultimate destination for global citizens to live, play and work.



**Arlida Ariff**  
CEO Of Iskandar Investment



# MIEA JOHOR CONVENTION 2009

Over my 6 years' term as the MIEA Johor Branch chairman, this is the first time we organize a real estate convention of such scale in Johor Bahru. It did not take us long to think of the theme of the convention, i.e. "Iskandar Malaysia – The Rise of a New Metropolis", as since its inception about two and half years' ago, it is now timely for us to examine on the various achievements and progress updates on Iskandar Malaysia.

On behalf of the organizing committee, I would like to take this opportunity to thank all those involved, especially main sponsor (Johor State Government) and corporate sponsor (Iskandar Investment Berhad), distinguished speakers and the working committees for making this Convention a successful one.

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I sincerely hope that all of you who participate in this convention will enjoy every moment of it!



**LIM BOON PING**  
MIEA JOHOR CONVENTION 2009  
ORGANISING CHAIRMAN

## MESSAGE FROM JOINT ORGANIZER PRESIDENT, INSTITUTE OF ESTATE AGENTS SINGAPORE



**Mr. Jeff Poo**  
President  
Institute of Estate Agents  
(IEA), Singapore

Our heartiest congratulations to MIEA. For deciding to organize a real estate convention outside Kuala Lumpur for the benefit of your members from various states and Singapore. It truly reflects the significant progress and achievements of MIEA.

Since the MOU signed between MIEA and IEA under the leadership of the Immediate Past President Mr Soma Sundram, both MIEA and IEA continue to foster closer ties and working relationship which we believe will continue under the leadership of the current President of MIEA, Ms Julie Wong and the new Council Members.

We are honored to be invited by MIEA to attend the Johor MIEA Convention as it is indeed a good opportunity for real estate agents of both countries to get together, network, learn, share their experiences, build rapport and create business opportunities across both the countries.

On behalf of the Executive Council of IEA, we wish MIEA continued success in scaling new heights and together we can bring Real Estate Industry of both countries to greater level.



# Iskandar Investment Berhad: Unlocking Malaysia's Potential

Investors and international businesses keen on seizing high-yield, low-risk opportunities don't have to look further than Iskandar Malaysia, the jewel in the crown of Johor located at the southernmost tip of Peninsular Malaysia.

Strategically located at the crossroads of the east-west trade lanes and midway between the two economic powerhouses, China and India, Iskandar Malaysia is a government-backed development positioned to become a strong, sustainable and internationally-recognised metropolis in Asia. With Singapore and Indonesia as its closest international neighbours, Iskandar Malaysia is an ideal place for businesses to flourish within the Johor-Singapore-Indonesia (JSI) growth triangle.

Playing a pivotal role in unlocking Iskandar Malaysia's true potential is Iskandar Investment.

As the catalytic developer of Iskandar Malaysia, Iskandar Investment drives projects with an anticipated ripple effect, which will provide an investment foundation for business and employment opportunities in the region.

"The main mission of Iskandar Investment is to accelerate and enhance the overall growth and world-class status of Iskandar Malaysia," says Arilda Ariff, President and CEO of Iskandar Investment.

The team behind Iskandar Investment has a bold 25-year vision to build Iskandar Malaysia, beginning with Medini – the region's flagship development - to life. Medini is setting the stage for the creation of an entirely new, pulsating and exciting city, situated a mere 20 minutes drive from Singapore.

## Creating a Leisure & Lifestyle Experience in Medini North



LEGOLAND Malaysia, a first in Asia, will debut in 2012

By 2012, LEGOLAND Malaysia will be the centrepiece of a 5.5 million square feet integrated complex which will also include a unique lifestyle retail centre, offices, hotels, service apartments and residential units.

John Jakobsen, managing director of LEGOLAND parks, says: "We love the location of Iskandar Malaysia. We have no doubt that once it opens,

## Pioneering Islamic Finance Hub in the Iskandar Financial District (IFD)

Harnessing Malaysia's success as a leading international and regional hub of Islamic finance is the Iskandar Financial District (IFD). This is a unique opportunity to develop an Islamic financial centre at the doorstep of Singapore, the fourth largest financial centre in the world.

Leading Middle Eastern companies, Mubadala and Millennium Development International are working in close partnership with Iskandar Investment to develop the IFD.

Khalid bin Khalifa Al Mubarak, CEO of Mubadala Development, says: "You'll see first-class developments across the board, from the real estate component to the financial component to recreation and wellness. Each of these has a clear business case."



First shopping mall in Medini North will seamlessly connect to the LEGOLAND Malaysia theme park, hotels and commercial developments

## Medini: Bringing a Community to Life in 2012

Medini will be developed through a series of phases, beginning with Medini North which will transform into a thriving new community by 2012.

It will become the ultimate destination in the region for families with young children."

Developed alongside LEGOLAND Malaysia is an exciting 1,000,000 square feet lifestyle retail mall spreading over 21 acres of land which will fulfil Iskandar Investment's vision to build Medini as the definitive lifestyle and leisure zone in Iskandar Malaysia. The shopping centre will incorporate natural open-air landscapes and water features including entertainment components, food and beverage options and a variety of speciality retail outlets to give both locals and tourists alike a unique shopping experience.

Once Iskandar Investment completes the development of its coastal highway in 2012, Medini North will be a mere 15-minute drive from Johor Bahru's city centre, making it highly accessible for Singaporeans to escape for a quick weekend getaway across the border in Iskandar Malaysia.



Medini will integrate residential, work and recreational communities to create a holistic lifestyle in Iskandar Malaysia

## Forming a 'Community of Best Practices in Academia' in EduCity



Newcastle University Medical Malaysia (NUMed) in EduCity @ Iskandar to open in 2011.

Just a stone's throw away from the hustle and bustle of Medini North is EduCity which will house world-class education facilities, catering to

### Developing Waterfront Residences in Danga Bay

Iskandar Investment recently unveiled an integrated waterfront development to meet the increasing demand for high-quality, luxuriant residential options for residents looking for an urban waterfront resort lifestyle.

### Investment Opportunities Through a Partnership with Iskandar Investment



Amidst the continued progress of these exciting new projects, Iskandar Investment continues its efforts to bring in more projects to enhance the growth and sustainable development of Iskandar Malaysia.

According to the Iskandar Regional Development Authority (IRDA), Iskandar Malaysia has more than US\$13 billion in committed funds from government bodies and international investors. Iskandar Investment expects an additional US\$2 billion in its project investments over the next two years, including the expected US\$300 million in retail investment which it hopes to announce in the coming months.

Acerinox, one of the world's largest stainless steel makers, is building a US\$1.5 billion plant in Iskandar to complete in the growing Asian market. It will also make Malaysia one of the biggest steel producers in Asia. Singapore currently accounts for the third highest value of investments in Iskandar Malaysia.

both local and international students across Asia, EduCity will be developed in two phases under a 10-year plan, which began in 2008.

Iskandar Investment is looking at bringing in at least eight universities into the area. The first to be developed is the Newcastle University Medical Malaysia (NUMed) campus. The US\$100 million branch campus will be ready in 2011 and is the first outside of the United Kingdom (UK).

"Iskandar is an enormously impressive development, and it's a huge opportunity. Clearly, this is a growth area, and in a very farsighted manner, the government of Malaysia is anchoring the development with an educational centre – it's hugely attractive for us to be part of that, and it increases our international profile," says Chris Brink, vice chancellor of Newcastle University.

Iskandar Investment is currently in talks with Maritime Institute de Buyter to set up a world-class maritime institute, as well as two other universities, to develop engineering and hospitality schools in EduCity.

Iskandar Investment's role is to attract investments and develop catalytic projects which will trigger additional economic spin-offs in the region. To further create a win-win situation for investors, IIB offers the flexibility of building investment packages unique to their specific needs.

For example, the Initial Incentive and Support Package designed to encourage and kick-start early investment into Iskandar Malaysia offers a variety of incentives, both fiscal and non-fiscal, to investors.

These incentives focus on six targeted service-based sectors: tourism, educational services, logistics, financial advisory services, healthcare and the creative industry, and include, among others:

- Corporate tax exemption for 10 years
- Exemptions from the Foreign Investment Committee (FIC) guidelines
- Companies will be allowed to source capital globally
- Companies will be allowed to employ foreign workers without restriction
- Companies will be allowed to repatriate funds to other countries without restrictions

Iskandar Investment President and CEO, Arlida Arif notes that Iskandar Malaysia's strong investment in infrastructure, political stability and ease of doing business, makes the region a sound investment.

"Iskandar is a low-risk investment," she says. "Start-up costs are probably the lowest in Asia. The cost of land is fairly low, and the cost of living is also low. Generally, for someone who is used to high living expenses, it is a very cost-effective location. And in these times, when investors are risk-averse, Iskandar Malaysia is an attractive proposition."



**ISKANDAR**  
**INVESTMENT**

Catalyst of Change

Iskandar Investment Berhad (762101-04)

[www.iskandarinvestment.com](http://www.iskandarinvestment.com)

# Johor State New Administrative Centre

## The Advantages Of Johor

### Strategic Location And Excellent Logistical Facilities

Johor is located within a 4-hour flight time of major international cities, which is home to 78% of the world's population and account for 40% of the world's economic output.

### Cost Effectiveness

Johor has plentiful supply of affordable industrial land and factory premises, commercial floor space, skilled workers and supporting services. The cost savings are tremendous.

### Business-Friendly, Efficient And Transparent Public Services

The State Government has set up various facilities to support industries, namely Johor State Investment Centre (JSIC), Industrial Development Committee, Industrial Park Management Committee, Johor Skills and Knowledge Management Centre and Johor Skills Development Centre. These agencies are designed to spur your investment to greater heights.

### Excellent Living Environment And High Quality Of Life

Johor has excellent housing facilities in secured environment with beautiful landscaping. Nature lovers and adventure seekers can enjoy the numerous and varied rest and recreational facilities on both land and sea. Cost of living is also comparatively low.



# Official Launch of Malaysia Property Inc July 24th 2009



Malaysia Property Incorporated (MPI), a joint public-private sector initiative, was officially launched on Friday 24 July 2009. The ceremony was held at the One World Hotel, Bandar Utama and was launched by the Minister in the Prime Minister's Department Tan Sri Nor Mohamed Yakop, on behalf of Prime Minister Datuk Seri Najib Tun Razak.

MPI was set up to promote Malaysia as an international real estate investment destination and aims to attract foreign investments worth RM20bil in the domestic real estate sector over the next 10 years. Part of the activities which will be taken by MPI are to participate in overseas property exhibitions bringing over a Malaysian contingent of local developers and real estate agents. MPI has also forged strategic alliances with the Ministry of Tourism, The Malaysian Industrial Development Authority (MIDA) and The Malaysia External Trade Development Corp (Matrade) to participate in the on-going trade missions overseas. This avenue provides MPI with a cost efficient yet effective way to expand its network to the overseas business community. MPI targets 3 regions which are the Asia Pacific market, the GCC countries and the United Kingdom in its ef-

orts to brand Malaysian real estate.

In the Prime Minister's speech which was delivered by Tan Sri Nor said the Government would continue to facilitate investments in the Malaysian real estate sector given its key role in the country's economy. Malaysia is an attractive destination given that prime properties in the Kuala Lumpur city center are tagged at around US\$600 (RM2,124) per sq ft compared with US\$2,000 (RM7,080) per sq ft in Singapore and Hong Kong.

The Prime Minister who is also Finance Minister also said that the current investment environment was especially inviting with no restrictions on domestic funding for foreign investment in local properties, in addition to further deregulation in Foreign Investment Committee guidelines.

MPI looks forward to a more liberal investment environment as this also spells out potential for the real estate sector. Mr Gerald Lim, newly appointed CEO of MPI says "The Real Estate sector contributes about 25% of the country's GDP. However, foreign transactions only accounts for 2.5% of total real estate transactions. The tremendous opportunity in growing this market and the direct contributions to other industries such as education, healthcare, F&B, tourism etc is a lot larger. The Government has recognised Real Estate agents plays an immense role in attracting and facilitating these FDI into the country. Hence MPI looks forward to have a

close collaboration with MIEA members in making Malaysia the preferred real estate destination."

Madam President Julie Wong, President MIEA views that MPI and MIEA will be working very closely on branding not only Malaysia Properties overseas but to also collaborated with MPI on the education sector such as bringing in American Real Estate courses such as CRS Course ( Certified Residential Specialist), CIPS, CCIM and online programme of possible over the next few months. President MIEA is currently contacting the various person's in charge through the International Liaison's Manageress Ms Jennifer Wizarde and also NAR representative that is liaising with her through years.

Mr K. Soma Sundram, IPP adds that "MPI is an important partner and vehicle for MIEA and its members. MPI is poised to take Malaysian properties to the world, it will accentuate the goal of estate agents to go global and to use it to leverage against the impact of globalization & liberalization of our industry. The education pillar will help educate the 'local industry minds to think global' and to be at par with Realtors around the world. MIEA being a stake holder can help benefit members and contribute much to MPI's goals".

# MIEA Real Estate Agency Award '08 Winner

“Think Big, Start Small and Grow Deep” David Ong



## SPECIAL POINTS OF INTEREST:

- David Ong founder for Reapfield Property
- Largest agency in Malaysia
- First Malaysian Real Estate Agency received Superbrand
- Reapfield Property successfully become the Real Estate Agency of the year

They said that if your people are happy, they will be top producer! When I reached Reapfield's office in Damansara Perdana, I heard waves and waves of loud laughter in the meeting room wherein Mr David Ong and his team of branch heads are holding their regular Wednesday meeting. Would you want to work in such an environment?

As the interview progress, I too enjoy a lot of laughter (wonder if the room is so well placed to trigger a happy laughing mood or any Geomancy effects, so it) as we shared jokes amidst some serious facts finding interview to know better this Company that won the MIEA Real Estate Agency 2008 award. If real estate agency is a number game, they certainly have many of them of 523 Negotiators to be exact and growing. Now that's a big number considering it is from the limitation of multiplier of 20 Negotiators for each Registered Agent.

Its founder and President speaks about his people liken to his family and certainly with a lot of love and passion. No wonder this is an organization that value its people most. — People Power!

*How do you feel having been given this recognition by MIEA?*

I am thankful to God for the honor and privilege of being the first recipient of the inaugural MIEA Real Estate Agency award. It is certainly a milestone for the industry as well as for our Reapfield team.

*What do you believe are the success factors to be a successful Real Estate*

## Agency?

**Think Big, Start Small and Grow Deep. Good system in place and strong business support staff. Working together and in collaboration.**

*As the Founder of Reapfield, one of the largest Real Estate Agency firm in Malaysia with 13 offices in Malaysia and through affiliation with NAI Global, your Company has become a model Agency. What are the strengths of Reapfield as an organization that other Real Estate Agency can emulate?*

**Great leadership team, strong leadership development, great values, great teamwork, pursuing excellence, lifelong learning and continuous improvement all the time. Life transformation through character development program.**

**A large core team of loyal, dedicated and faithful staff and negotiators who has been with us for many years. And some even more than 10 years.**

*What are your views on the current state of affairs of the Estate Agency Practice? In Malaysia. Any suggestions for improvement?*

I feel there is plenty of room for improvement. The continuous need for effective enforcement on illegal estate agents. Keeping to our standard professional fees of 3% instead of charging less. Con-

stantly focus on developing best real estate practices through continuous training with practical applications and role-plays. The continuous education of the public (public awareness) in regards to our real estate services.

*You are a member of MIEA. Do you think MIEA is doing enough for the profession and its membership?*

We are extremely thankful to MIEA, her past presidents and the council members for their immense and valuable contribution to our industry. Through MIEA efforts, the industry has certainly seen great improvement through the years.

*What are the major challenges Estate Agents will be facing once market liberalization (come year 2012) takes place; with the advent of Globalization, what should we do now to face these challenges? (from the context of Reapfield as an example)*

The major challenge is to prepare ourselves to develop and establish good systems, structure, skill sets and training materials to ensure that we are able compete with the world's best.

*What can we do?*

Unite, collaborate and work together. Local estate agencies need to under-





stand that there is strength in numbers. We need not COMPLETE but COMPLETE each other in our strengths i.e. business development and networking, training and constant consultations.

*What do you think are the major reasons why over 90% of Estate Agencies remains small (with less than 20 negotiators)?*

Some remain small because of the high level of distrust to collaborate or to merge.

The majority is small because of the lack of resources and the "know-how."

The lack of systems, structures, support and second line of leaders.

The lack of good models of large real estate agencies that one can be a part of.

*What are your views to combat illegal Estate Agents? Looking at this from the perspective of the Governing Bodies: Rules, Law & Enforcement; Definition of this Profession Works & Commission Structure.*

Illegal estate agents are able to proliferate because from the public perception there is not much difference in terms of real estate services between a bona fide estate agent and an illegal estate agent. Only when we are able to differentiate ourselves in terms of professional and superior real estate services, these illegal estate agents would not be able to thrive.

*MIEA has set a vision in forming its own Board, what advice do you have on this goal?*

Keep working towards it.

*Although MIEA is there for Registered Real Estate Agent, there are many who are sitting on the fence as to whether they should become a member. What advice do you have for them?*

Attending the NAR Convention in the year 1995 was an

eye-opener for me. Because of the large number of members or 800,000 members to be exact, President Bill Clinton included in his busy re-election campaign schedule to address NAR Convention delegates. If all 2,000 Registered Real Estate Agent joined and united under the MIEA umbrella, we will have strong voice. It is high time for us to unite.

Guess who will be the speaking at the MAREC Convention and officiating its opening!

*How do you think that our profession can grow to be respected and recognized like many other professions?*

By benchmarking and adopting the world's best practices in the areas of systems, structure and skill sets.

*What are your goals for Reapfield in the Mid and Long term?*

**Immediate:** To focus on the people who are with us by further building and strengthening their business.

**Mid:** Building a network of real estate agencies throughout the country.

**Future:** Going regional and global.

*What has been your greatest challenge in Managing Reapfield and what would be your proudest achievement?*

**Greatest challenge:** The real estate business is working in a dynamic and progressive environment. The challenge is two-fold. First is the compliance of the rules and regulations that are not in abreast with the developments. Second, the lack of support and incentives to assist the real estate agency business to prepare for liberalization.

**Proudest achievement:** Receiving the inaugural MIEA Real Estate Agency

of the Year Award and the first Malaysian Real Estate Agency to receive Superbrands Malaysia award.

*What other interest do you have other than Real Estate and if you had the opportunity to wind back the clock what would you like to do*

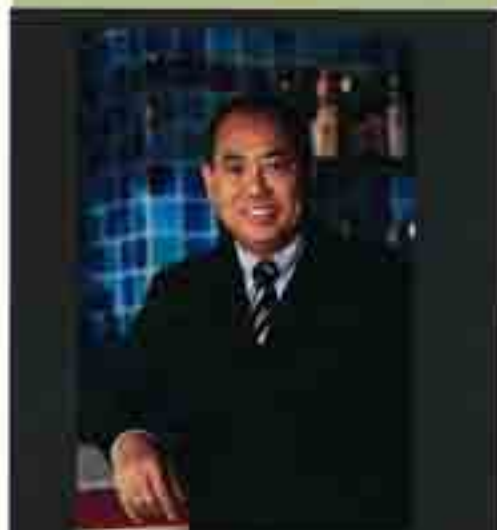
I have not considered anything else but real estate as it presents to us the greatest opportunities and potential. All we need to do is to work hard and work smart.

*Is there anything you would like to share with MIEA members in general and MIEA Council of Management in particular?*

To the MIEA council of Management  
Thank you for doing a great job.

To the MIEA members  
Think Big, Start Small, Grow Deep.

*The Council of Management (C) and MIEA members would like to Thank you Mr David Ong*



DAVID ONG

Founder

Reapfield Property



MBEA President 2009-2011



# Julie Wong

## President Review's

Can it still be October, 2009 already? Time as they say wait for no man and 6 months has passed since I took over the Presidency chair. Firstly, I must thank my individual committee chairmen and my office administrator who have all worked along with me to make them function a symphony of success events.

At the start of my term in May till October we held negotiations committees not only being held in Klang Valley but also was successful with success in Sarawak in August whereby 29 participants attended. In the state of Sabah not only did we held a negotiation committee in Sandakan but also a successful annual dinner event in Sabah and the Guest of Honour was the State Minister of Local Government and Housing YB Dato' Haji Mohd. Noor represented by his Permanent secretary. A successful dinner was held at Tanjung Ara Resort Hotel with approximately 20 tables sold. To Sabah and Sarawak branch chairman and their committed Committee committees with the good work. As Real Estate Agents, we serve as role models in our communities and we travel abroad here to see ourselves in give many arms of life.

In Sarawak, we were taken to the Charming Handicapped House and to see that these children and adult trying to live life fully even when they are incapable. Our club help, we as caring Committee in our own effort collected Ringgit 500 without hesitation and donated to them. Happy MBEA will be able to take on that caring responsibility along and try to identify which centre need help for such not only in Sabah but nationwide. MBEA will then set a new standard THE CARING MBEA INSTITUTE.

In June, MBEA held the 22nd Annual Dinner and the first National Real Estate Award in Singapore Convention Hall whereby a total of 45 tables were sold. The Guest of Honour was Deputy Minister of Finance represented by Dato' Wira Chai Chee Heng. The award gave the way for recognition of outstanding achievements not only companies but individual who have contributed to the real estate industry.

Forum of Knowledge talks were held and the forum was in 22nd October the hot topic of today's world which is on Globalisation and Liberalisation. The speaker is the vibrant Enche' Mohamad Shafiqah from Ministry of International Trade and Industry which give our members an insight of the booming Liberalisation coming on stream at year 2015. As the government says our country is not at par with other countries in terms of percentage in liberalisation. In order to conduct business on an international world will require a whole different skill set. Professional real estate agents must rely them on diplomacy, cultural sensitivity and degree of passion. Therefore MBEA 2010 which will be held at PWTC on 2nd and 3rd of January, 2010 will have interesting topics to prepare ourselves on overcoming trade barriers. So look out for our announcements and sign in now.

Technology is impacting the real estate transaction and how it will greatly change our real estate business as we move forward in the future. Therefore, our ICT Committee have setup an All Real estate Company to design our portal and I do hope most members will try their very best to log in and make it a success. This will position our members well when full liberalization takes place in 2010 so that we are true professional who is comfortable with today technology.

By the way this week reached out to you members, I and a few Councillors will be at MBEA-Johor Convention. Yes as I said in my Presidential speech look out for year off Convention coming to your state. MBEA-Johor Convention in collaboration with IEA-Singapore will be holding the said convention in Puri Pacific, Johor Bahru Hotel on 31st and 1st of November, 2009 with a networking dinner on 31st October, 09. The theme is Iskandar Region - The Rise of the Metropolis. I must thank the sponsor from Ministry Home Affairs and also to DBS Company and the speakers.

The Kona Iskandar which will hold the State and Federal Government departments and the waterfront development will definitely impact well from not only tourist but also the Klang Valley residents to take a holiday or leisure stroll.

Working closely with MIP and NAR I hope to have the American courses Certified Residential Specialist (CRS), CIPS, online programmes and others to commercial on January 2010. These will definitely extend our horizon and reach to areas that previously didn't reach.

Have a pleasant year ahead!

Yours sincerely

Julie Wong  
MBEA President



# MIEA SABAH



MIEA Council of Management group photos in Sabah.

"MIEA 5th.Council of Management Meeting in Kota Kinabalu, Sabah" As part of the President's commitment to foster good understanding of all MIEA State's branches activities, the

council of meeting was held in Kota Kinabalu on September 26th., 2009. Although we are able to communicate through telephone and emails, nothing can compromise a visit.

Thanks to Mr Stephen Wong Kian Hin, Chairman of MIEA Sabah State and his committee members who have spent so much time to make this occasion happen. Bravo Mr Stephen.

As part of the occasion, a few activities were held including Negotiators Training, Charity Visit to an Old Folks home and a finale function for Sabah State branch Annual Dinner called "MIEA Nite 2009 Sabah" with Guest of Honour, YB Datuk Hj Hajiji Hj Mohd Noor, State Minister of Local Government and Housing.



Taywan Sabah Building



# C.R.E.N HISTORY

Malaysian Institute of Estate Agent

## Alvin Lee C.R.E.N Chairman

The institute having acknowledged the fact that there has been no real formal training for negotiators in the country and that anyone can become a Negotiator, has formulated a policy to develop Negotiators to become professional Real Estate salesperson in line with International standards. This is to help enhance the level of professionalism in the industry where it matters most - The Negotiator's.

While there are various types of negotiators with both tertiary and professional education, there are many negotiators who are not professionally trained or with lower academic qualification; they include housewives, retirees and part timers. In line with this some 10 years ago MIEA embarked on a programme to educate, train and develop Negotiators to have the knowledge and the skill to represent their firm and the public at large professionally.

This programme was named Certified Real Estate Negotiator or in short C.R.E.N. MIEA gives great importance as Negotiators are the in the forefront of the real estate industry. Not only they represent the Real estate Firms but are the very people who meet the vendors, landlords, tenants and all related parties in the industry. Hence, it is of vital importance for all qualified negotiators to be certified.

Having had this vision the Institute over the last ten years has conducted the Negotiators course and soon conducted interviews for Negotiators who have been practicing in the industry for not less than six months. The Institute has certified many of these Negotiators as having the neces-

sary knowledge, skill and competency to professionally act as Negotiators after they have passed the assessment. This CREN certification is an acknowledgement from the Malaysian Institute of Estate Agents that C.R.E.N accredited members has the qualification to represent the principals in Real Estate negotiations. It has been further agreed that,



Alvin Lee C.R.E.N Chairman

### B. REQUIREMENTS TO QUALIFY AS A C.R.E.N.

Any negotiator who have completed the MIEA two (2) days Negotiators training course with a minimum of six (6) months working experience is eligible to apply to be certified as a Certified Real Estate Negotiator by submitting the following documents to MIEA:

An appointment letter from their respective firm

Records of Sales and Rental transactions I the past 6 months

2 passport size photographs

A Duly completed application form

A photo copy of the certificate of

completion of the MIEA negotiators course

To attach an application fee of RM100.00 and yearly subscription of RM50

All participants will be invited to attend an interview to assess their knowledge and experience. Upon passing the test the candidate will be certified with the designation C.R.E.N. A Negotiator with the C.R.E.N. acronym will be looked upon as a qualified, reliable, competent and professional Negotiator.

The Malaysian economy and the property market are presently experiencing rapid growth, to meet the demands of the increased local and foreign interest in our market, our competency level must improve. Our level of service, knowledge on property related matters, proficiency in negotiating, enhancing skills to list and market properties, helping purchaser's and vendor's meet their needs is a basic requirement of our profession.

This is in line with the Institute's intention to raise the standards of our profession. We call upon all Negotiators' and practitioner's to lend your hand and support this programme. By helping MIEA you will be helping yourself and the fraternity. Let's stay united relevant progressive.

Under the new leadership of Ms. Julie Wong the Institute further plans to develop a Real Estate training and examination syllabus that would meet the approval of the government and the practitioners at large and that this would in time to come, be an entry level for anyone who wants to become Negotiators.



History of C.R.E.N

How to be an C.R.E.N Member.

Why choose C.R.E.N

Register now:

Malaysian Institute of Estate Agents  
Units C-27-05, Dataran 3 Dua  
No.2, Jln 19/1, 46300 PJ

Tel: +603 7960 2577

Fax: +603 79603757

www.mies.com.my

## SYNOPSIS

### World Class Way To Wealth

A broad outlook on taking your Estate Agency to a world class level and what are the secret ingredients needed. Also a look at how businesses have evolved over the past few years and what effects globalisation has had on the Estate Agency in general. The topic will focus on how to run a business and become more sophisticated and cutting edge with the advent of modern technologies and the opening of economic borders.

### Expanding Globally To Wealth

A critical look at how Estate Agencies in Malaysia can expand globally and create a vast web of funds in the process. The topic will discuss on how Estate Agency is perceived worldwide with critical analysis on current trends. Weaknesses and threats in expanding globally will be highlighted and pointers given to overcome them while taking advantage of current opportunities available.

### Big Deals Count

Listen to Award Winners, each a specialist speaker from Malaysia who will speak about their personal experience in becoming a Millionaire Real Estate Agent in their respective agencies. From a Global Agent, A Local Multi Office Agent, A Medium Sized Agency to A Small Sized Agency, hear them share on how the different type of Estate Agencies businesses are conducted in their own manners with emphasis on business opportunities available to Estate Agents in Malaysia. Participants will also be given an insight into macro management of their business that have made them Leaders in the Industry.

### The Workings of the Malaysian Market – A Forum

Are the global trends reflecting those unfolding in our own neighbourhood? How does the real estate industry and market differ from State to State? A Forum with all National Speakers from Johor, Penang, Sabah, Sarawak of of course, Klang Valley, acting as panellist where case studies will be presented and delegates will have the opportunity to ask questions of these speakers and express their own views and opinions.

### Live A Dream – Listen To Multi Millionaire Entrepreneur

From a RM1 company to a multi million rated entity with worldwide offices. Listen to the Entrepreneur who has already done it and the hows, the whys, the whens, the whats, the where, the who and of course where next. Listen to how Estate Agencies can use some of these strategies as growth stories to face the oncoming liberalization of the markets and of course, the competition from Global Players.

### Introduction to Online Social Media

From Facebook to Twitter to Myspace, the list is never ending, just where does one start with Social Media. How do we start the next step once we are on Social Media? Is there a future and true business coming in from these channels? Or is it just hype? There is much debate going on today on its current practice. Are Estate Agents able to successfully manage their Online Presence? What are the pitfalls? This paper is a critical analysis on the Online Social Media and the Estate Agents.

### Globalisation & Liberalisation - What Does it Mean to My Estate Agency?

A glimpse into the liberalisation of our industry, as Malaysia is committed to GATS and we are on the way to full Liberalisation by 2012. Are you ready? Can you keep up? And what about Globalization effect due to the Liberalization? Will the industry see any significant changes then? Which type of Estate Agents are expected to be market leaders and which are expected to lag behind? Be ready for the future after this paper.

### Branding Yourself Like Barack Obama

The world is changing faster than we can keep up with. Competition is heating up which translates into demand for greater efficiency and better performance. Successful brands seem to be able to capture larger slices of the market. Small players seem to find the market place a never ending struggle. This paper analyses the effects of branding on creating a successful business and persons that will take you further.

## WHY YOU SHOULD ATTEND

- To Take Your Estate Agency To The Next Level
- To Prepare Yourself For Liberalization
- To Obtain Branding Ideas and Opportunities
- To Meet Professionals from around the Region
- To Discover Industry Trends and Key Business Drivers
- To Exchange Ideas and Knowledge
- To Be A Millionaire Real Estate Agent

## WHO SHOULD ATTEND

- Real Estate Agents
- Investors
- Administrators of Real Estate Agencies
- Visitors
- Property Senior Sales Managers, Managers and Sales Executives
- Property Senior Marketing Managers, Managers and Marketing Executives
- Property Sellers
- Property Investors
- Insurance Agents & Financial Planners
- Solicitors
- Property Managers
- REIT Managers
- And Anyone who wants to be A Millionaire Real Estate Agent

## Enquiries

## Malaysian Institute of Estate Agents

### Secretariat

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Tel: 603 - 7960 2577 • Fax: 603 - 7960 3757  
Email: secretariat@miea.com.my

www.miea.com.my

# MAREC10

MALAYSIAN ANNUAL REAL ESTATE CONVENTION

23 - 24 January 2010

Putra World Trade Centre (PWTC)

Kuala Lumpur, Malaysia.

## Pricing / Early Bird Discounts

Dates	Members	Non Members	Negotiators
Before 31st Oct 2009	RM488.00	RM588.00	RM438.00
Before 30th Nov 2009	RM588.00	RM688.00	RM538.00
Before 31st Dec 2009	RM688.00	RM788.00	RM638.00
Thereafter	RM788.00	RM788.00	RM738.00
*Welcome Dinner	RM120.00	RM120.00	RM120.00

## MAREC HOTLINE : 603 - 7960 2577

### The registration fee covers:

- Morning and afternoon Tea Breaks and Lunch
- All Convention Materials

### Payment Details

Payment should be made via cheque or bank draft to:  
Malaysian Institute of Estate Agents – Public Bank Account No: 3107564910

### Terms and Conditions

- Fees are inclusive of programme materials and refreshments.
- Registrations confirmed only upon receipt of full payment.
- All payment must be received within 14 days of invoice.
- We reserve the right to refuse admission if payment is not received on time.
- No refund for cancellation can be made but you can nominate another person to attend on your behalf.
- The Organisers reserve the right to change event dates, venue or programme as deemed necessary and no refund or part refund will be made.

## Fax to 603 - 7960 3757

### REGISTRATION FORM

#### Delegates Details

1. Name \_\_\_\_\_

OM No: \_\_\_\_\_

E No: \_\_\_\_\_

Member

Non Member

Negotiator

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Email Address \_\_\_\_\_

#### Payment Details

Registration Fee / RM \_\_\_\_\_

Optional Welcome Dinner / RM \_\_\_\_\_

Total / RM \_\_\_\_\_

Requested Name on ID Tag \_\_\_\_\_

Signature & Company Stamp \_\_\_\_\_

Date \_\_\_\_\_

# MIEA NEWSLETTER

Maureen Cheah *Negotiators Affairs Chairman*



## To the practitioners – why send your new recruits to MIEA for training?

**Cost Effective** – With a minimum investment, you will get a well trained real estate negotiator (REN) in return who will be a great asset to your agency.  
**Improved Time Management** – By allowing MIEA to train your REN, you can channel both your time and energy to focus on bringing your real estate business to a higher level.  
**Credibility** – MIEA pioneered the Negotiators Training Course a decade ago.  
MIEA is a non-profit organization, therefore it is not commercialized. One of MIEA's ultimate objectives is to alleviate the standard of practice of the fraternity.  
Together with MIEA through education, your dreams of a recognized and well respected real estate profession will become a reality.  
REN(s) are trained by experienced and successful practitioners who are also MIEA counselors and ex-councilors/ Board member's.

## To RENs/Aspiring RENs – Why choose to be trained by MIEA ?

Upon completing the comprehensive 2-day Negotiators Training Course, a REN can apply to MIEA to become a Certified Real Estate Negotiator (CREN) and MIEA is the only body who can provide this certification.  
CREN/REN(s) can subsequently apply to MIEA to become a member.  
A CREN enjoys many privileges accorded by MIEA, amongst others is free attendance to one luncheon talk organized by MIEA.  
CREN/REN will be given discounted fees when attending seminars/events organized by MIEA.  
By attending MIEA's Negotiators Training Course, MIEA is considering giving REN(s) discounted fees to attend the Real Estate Diploma Course, conducted by MIEA in 2010.  
CRENs/RENs will be in MIEA's mailing list to receive latest news and updates pertaining to the real estate industry.



20 Sabahans had the opportunity to attend the 2-day Negotiators Training Course MIEA HQ has conducted specially for them in Kota Kinabalu on 25-26 Sept 2009. The enthusiastic participants have requested MIEA HQ to conduct more real estate courses in East Malaysia, and MIEA HQ will definitely look into their request.

A big thank you to the Sabah practitioners who have sent their RENs to attend the course.

Those who are interested may contact:  
TEL : +603-7960 2577

## NEXT EVENTS / COURSES AVAILABLE :

Nov 13, 14, 15 & 16 (Fri, Sat, Sun, Mon) - NAR CONVENTION (TBC) - Julie Wong  
Nov 14 & 15 (Sat & Sun) - Negotiators' Course - Maureen Cheah  
Nov 19 C.R.E.N. Luncheon Talk—C.R.E.N / Negotiators' Affairs  
Nov 21 (Sat) 7th Council Meeting—Administration

Interest may call : 03-7960 2577

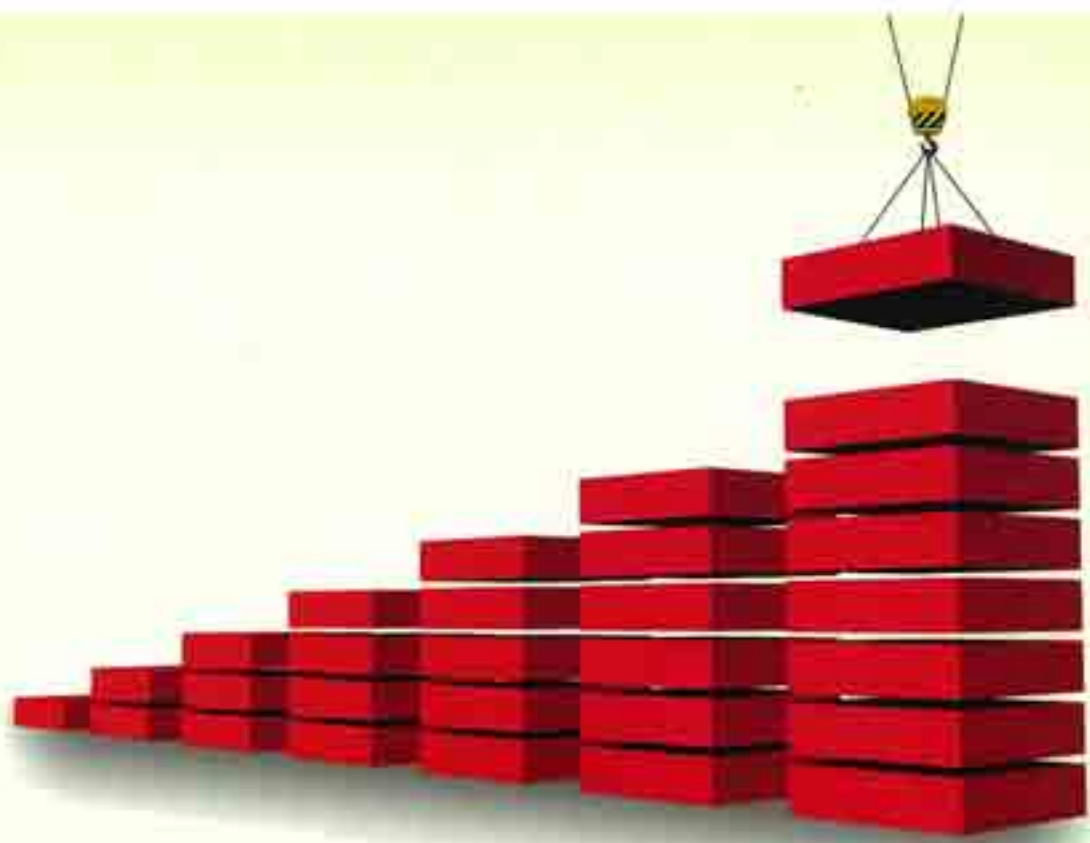
*\*All Date and Time to be confirm upon confirmation of attendance*



**Congratulations to MIEA JOHOR  
for Organizing the 1st ever  
MIEA Convention in Johor.**



With Compliment of Chief Minister of Johor  
Aras 1, Bangunan Sultan Ibrahim, Bukit Timbalan, 80502 Johor Bahru



# Iskandar Investment driving investment opportunities

There are more than 200 on-going projects across 2,217 sq km of land in Iskandar Malaysia. Through ongoing catalytic projects like Medeni Iskandar Malaysia, LEGOLAND Malaysia, EduCity @ Iskandar, mixed waterfront development and infrastructure implementations, we are confident that Iskandar Investment Berhad will sustain growth in Iskandar Malaysia.

Be part of this catalytic development. Come visit us at Iskandar Investment Berhad.

For more details, email [info@iskandarinvestment.com](mailto:info@iskandarinvestment.com), or call +607-233 900

[www.iskandarinvestment.com](http://www.iskandarinvestment.com)



**ISKANDAR  
INVESTMENT**

Catalyst of Change