

# C&H QUARTERLY NEWSLETTER

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## KEO Address

*Nelson Lim*



*KEO of C&H Properties,  
Nelson Lim*

It is the last quarter of 2018 and I hope 2018 has been a fruitful year for everyone.

In this newsletter, our CEO, Mr. Philip Chan, will be sharing with us about what matters within the sales industry. Read and take away some insights and knowledge from this article.

In this quarter, we held our traditional annual potluck to welcome the New Year and end the year off with good cheer and good food. We are happy to see many associates joining us at this event with everyone having an enjoyable afternoon of fun and laughter. There are some pictorial highlights of the events in this issue as well along with photo booth pictures taken at our very own photo booth media wall!

We are pleased to have one of our newer associates, Mr Charles Ng, in The Market Says segment.

He will be sharing with us his experience starting out as a real estate salesperson and how he managed to overcome difficulties and produce results.

In briefing room, we have the latest statistics on the price index of the resale market for the fourth quarter of 2018 from URA and HDB.

Do also check out C&H OTG, a Smartphone application developed exclusively by us for C&H associates to use at no cost! In this market, information is king, use this free app to aide in your sales and win over more clients! We are continuously improving and updating our features and welcome all feedbacks.

Serving with Care & Honesty!

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## CEO Sharing

*Edited by Catherine Tong*



*C&H CEO,  
Mr. Philip Chan*

# Within the Sales Industry

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### 【销售的境界】 [Within the sales industry]

1、顾客要的不是便宜，要的是感觉占了便

1) What the customer wants is not a low price but the feeling of managing to get a good bargain.

2、不要与顾客争论价格，要与顾客讨论价值

2) Do not argue over the price with the customer; discuss the price with the customer instead.

3、没有不对的客户，只有不够好的服务

3) There are no customers who are wrong, only service that is not up to standards.

4、卖什么不重要，重要的是怎么卖

4) It does not matter what you are selling, what matters is how you sell it.

5、没有最好的产品，只有最合适的产品

5) There is no such thing as the best product, only the most suitable product

6、没有卖不出的货，只有卖不出货的人

6) There are no products that cannot be sold, only salespersons that are unable to sell the products.

7、成功不是因为快，而是因为有方法。

7) Success is not because one is fast, but because they are able to come out with the right strategies.

**【销售之道】 The ways of sales**

1、生客卖礼貌

1) Sell mannerism to new customers

2、熟客卖热情

2) Sell enthusiasm and relations to old customers

3、急客卖时间

3) Sell time to customers in a hurry

4、慢客卖耐心

4) Sell patience to customers who are slow

5、有钱卖尊贵

5) Sell honor to the rich

6、没钱卖实惠

6) Sell practicality and affordability to the poor

7、时髦卖时尚

7) Sell fashion to the fashionable

8、专业卖专业

8) Sell professionalism to professionals

9、豪客卖仗义

9) Sell a sense of justice to the heroic

10、小气卖利益

10) Sell benefits to the petty

# Potluck 2018



To welcome the New Year, once again, we had our traditional Pot Luck Lunch on 29 December 2018. This year we wanted our traditional Potluck event to be even livelier, hence we decided to invite associates' family members as well as organise a photobooth spot for everyone to snap fun shots.

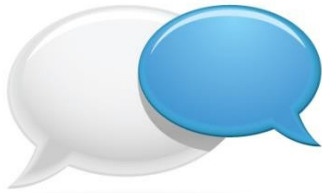
Associates had an afternoon of karaoke singing, mini games as well as lucky draws over a scrumptious spread of delicacies contributed by C&H associates. A lucky draw was also organised for our admin team.

Great thanks to everyone who made this event a success! See you again in 2019!





## The Market Says



In this issue, we are pleased to have Mr. Charles Ng, one of our new associates who is slowly making his mark in the industry to share his insights on the property market.

### *How many years of experience do you have in the real estate business?*

**CN:** I was a regular with the Republic of Singapore Navy for 20 years before joining the real estate industry. With encouragement from my mentors, I took the leap of faith and joined the real estate industry in 2017. It will soon be my 2<sup>nd</sup> year anniversary in May 2019.

### *Could you share with us some of your trade secrets to be a successful real estate agent?*

**CN:** I don't think I have any trade secrets per se. From my relatively short 2 years' experience in this industry, I've learnt that this business is not only about buy/sell/rent of properties, but it's about building relationships. It is with having good relationships with our clients that our business will grow. In my opinion, trust is one of the most important ingredients in building long-term relationships. Our clients may know us, like us, but if they don't trust us, it's tough to get things done. However, if our clients find us reliable and trustworthy, we will naturally be their first choice in mind when they or their family and friends need any advice or help with real estate matters.

Last year, I attended a sharing session by Nanz Chong-Komo, the founder of One.99 shop and something that she shared during the session resonated with me till today. She shared about how she learnt to put down her pride and not be selective on her client, but instead strive to serve every single client to her best ability. That really inspired me and helped me survived through the first 2 years of my real estate career.

### *What are your fundamental business practices in order to stay at the top?*

**CN:** Integrity. I strongly believe that this is the key element to building a successful real estate business or as a matter of fact for any businesses. In the midst of our business dealings, sometimes integrity can be easily compromised when we just want to make a quick buck. To avoid falling into such situations, we need to be aware and always have someone to keep ourselves in check. For me, I always share with my wife and my mentor about the issues and challenges I encounter in my deals. They never fail to provide me with different perspectives of the issues and always remind me to not only do things right, but do the right thing. Upholding my integrity may have caused me to lose deals, but not upholding it may cost my reputation. As Benjamin Franklin sums it up nicely, "It takes many good deeds to build a good reputation, and only one bad one to lose it."

### *What sectors do you specialized in?*

**CN:** I still consider myself a very new agent and would want to be exposed to as many sectors as possible to gain some experiences before I go into a specific specialisation. As such, I'll work on any opportunities that comes knocking on my door. I believe these experiences will allow me to better understand the skill sets needed for the different sectors and help me in deciding the sector I would like to focus on eventually.

### *Any advice you would like to provide to our fellow C&H agents on the upcoming trend?*

**CN:** I wouldn't consider this as a trend but just like to echo what many analysts had said about the prevalent opportunities in 2019. There will be many "displaced" owners from enbloc projects who will be out in the market either looking for new/resale properties or rental units as they wait for the completion of the new homes in new projects. These are good opportunities for us leverage on and we need to find ways to capture and engage with these owners to offer our services to them.

### *Do you foresee any change in the transaction volume or price? If yes, what is the rationale?*

**CN:** I think one of the main highlight in the property market in 2019 will be in the new launches. With the record number of about 60 new launches, offering close to 18,000 new homes this year, buyers will be spoiled for choices when buying a new home.

We may expect to see some increase in transaction activities especially by first time homebuyers as well as HDB upgraders. This is already evident in the most recent launch, "Treasure at Tampines" which sold over 270 units on its launch weekend. However, I do not foresee that this will spur the market on a buying spree as I believe that many investors are still deterred by the hefty ABSD from the latest cooling measures, which took effect in July 18. Though with this large supply of new properties coming into the market this year, prices for new launches will probably remain high as developers are unlikely to lower their prices of due to the high prices they paid for the enblocs and GLS. Well, this may be good news for property agents, as developers will probably offer higher commissions to spur agents to work harder and sell more units.



**Charles Ng**  
Associate Senior Manager  
3<sup>rd</sup> Top Producer for February' 19

## Briefing Room

The following is based on the 4<sup>th</sup> Quarter 2018 statistics released by URA and HDB.

### URA 4<sup>th</sup> Quarter Statistic for Private Property Price Index

The key pointers for the private property price index in the 4<sup>th</sup> Quarter 2018 are as follows:

#### Results for Q4 2018 Performance

- The private residential property index decreased by 0.1 points from Q3 2018 to 149.6 points in Q4 2018.
- Prices of non-landed properties in CCR decreased by 1.0%, in RCR, the prices increased by 1.8% and OCR increased by 0.7% respectively.

For the full article, please visit

<https://www.ura.gov.sg/Corporate/Media-Room/Media-Releases/pr19-05>

### HDB's Resale Price Index

The Resale Price Index for 4<sup>th</sup> Quarter of 2018 had decreased by 0.2%, to an index of 131.4.

More information is available on the HDB InfoWEB,

<http://www.hdb.gov.sg/cs/infoweb/residential/buying-a-flat/resale/resale-statistics>

### Upcoming Sales Launch

In 2019, HDB will launch about 17,000 new flats for sale. Check out the following for the upcoming sales launches.

Build-To-Order		
Month of Launch	Town/ Estate (Click to view map of site)	Estimated No. of New Flats
May 2019	Non-Mature Towns/ Estates	
	Tengah	2,180
	Woodlands	720
	Mature Town/ Estate	
	Kallang/ Whampoa	580

Available DBSS Projects	
Pasir Ris One	
Location	Pasir Ris ( <a href="#">site map</a> )
For Enquiries	<ul style="list-style-type: none"> <li>• Singxpress Land (Pasir Ris) Pte Ltd and Kay Lim Holdings Pte Ltd.</li> <li>• 6293-3386</li> <li>• <a href="mailto:pasirrisone@singhaiyi.com">pasirrisone@singhaiyi.com</a></li> </ul>
Centrale 8	
Location	Tampines ( <a href="#">site map</a> )
For Enquiries	<ul style="list-style-type: none"> <li>• Sim Lian Land Pte Ltd</li> <li>• 6665-0330</li> <li>• <a href="mailto:enquiries@simlian.com.sg">enquiries@simlian.com.sg</a></li> <li>• <a href="http://www.simlian.com.sg">www.simlian.com.sg</a></li> </ul>

More upcoming sales launches is available on HDB InfoWEB at

<http://www.hdb.gov.sg/cs/infoweb/residential/buying-a-flat/new/sales-launches>

# C&H OTG - C&H Exclusive Smartphone Application

Brand new features launched!

Done property\_report

PROPERTY REPORT  
JALAN NOVENA BARAT (Semi Detached House)

**PROJECT INFORMATION**

Street: JALAN NOVENA BARAT  
District / Planning Area: D11  
Property Type: Semi-Detached House  
Tenure: FREEHOLD  
Completion Year:

**PRESENTED BY**

Catherine Tong  
C&H Group  
Email: catherine@cand.com.sg

**TRANSACTION SUMMARY**

**SELLING PRICE\***

Average: \$1,073 PSF  
High: \$1,881 PSF  
Low: \$477 PSF

**RENTAL PRICE\***

Average: \$2.42 PSF  
High: \$2.92 PSF  
Low: \$1.92 PSF

**IMPLIED RENTAL YIELD**  
2.71%

**HISTORICAL HIGH**  
\$1,881 PSF

**HISTORICAL LOW**  
\$477 PSF

\*Based on the last 10 transacted prices.

**DISCLAIMER**

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Prepared by Catherine Tong on 05 November 2018  
Information contained is for general purposes only and does not constitute any investment advice.

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**PROPERTY REPORT**  
JALAN NOVENA BARAT (Semi Detached House)

**LAST 30 SALE TRANSACTIONS**

#	DATE	HOUSE NO.	AREA	PSF	PRICE
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Search 11:52 AM 61%

Search Listings

C&H PropSage Property Guru The Edge

**New Detached**  
Detached House  
For Sale  
5 6  
SGD13,800,000  
9,000sqft • SGD1,533.33PSF

**Boon Teck Apartments**  
Apartment  
For Sale  
3 2  
SGD1,400,000  
1,238sqft • SGD1,130.86PSF

**237 Yishun Ring Road**  
HDB Apartment  
For Sale  
2 2  
SGD288,000  
721sqft • SGD399.45PSF

**935 Yishun Central 1**  
HDB Apartment  
For Sale  
4 2  
SGD520,000  
1,323sqft • SGD393.05PSF

**\*\* New Listings! 3 Brand Ne...**  
Detached House  
For Sale  
6 7  
SGD13,862,000  
9,387sqft • SGD1,476.72PSF

Search 11:57 AM 60%

AML

Reset

Person Organization

Name \*

Gender Unspecified

Date of Birth Day Mon... Year

NRIC/Passport NRIC/Passport

Nationality Singapore

Address

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A S D F G H J K L  
Z X C V B N M  
123 space return

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AML is now compulsory and a must have tool for all agents to conduct due diligence checks on their clients. Use it for free in OTG!



# Upcoming Events

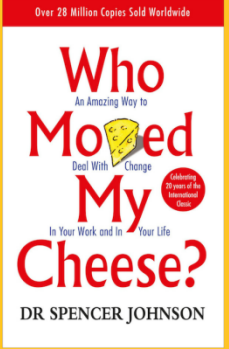


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**Date:** 3rd May 2019, Friday  
**Time:** 2PM - 4PM  
**Venue:** C&H Office, 490 Lorong 6 Toa Payoh #06-11, HDB Hub  
**Price:** \$10 + GST  
**Purchase at:** <https://bit.ly/2OgdyGm>



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