

C&H QUARTERLY NEWSLETTER

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KEO Address

Nelson Lim



KEO of C&H Properties, Nelson Lim

This quarter we had the last CEO Dialogue Session where Top Producers, Irene Low and Sukhvinder Singh were invited. Read on to learn about some habits of the Top Producers. C&H also celebrated its 25th anniversary during the D&D organized in February, find out what happened during the D&D. For our “The Market Says” we are pleased to have Jo Teo, Associate Senior Business Director and Zonie Lim, Associate Senior Manager of C&H Properties Pte Ltd to share their insights about the property market with us.

Look out for the latest statistics released by URA and HDB on the price index of the resale market for the first quarter of 2016 in our briefing room.

We are pleased to introduce a new section “Happening Now” which covers the latest happenings in C&H. We look forward to your active participation in our upcoming company events!

Serving with Care & Honesty,

Nelson Lim

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CEO Sharing

CEO, Philip Chan translated by Leow Yun Hui

信念在人的精神世界里是挑大梁的支柱，没有它，一个人的精神大厦极有可能会塌陷下来。信念是力量的源泉，是胜利的基础。

Belief is the mainstay of psychology. Without belief, men's mind will most probably cave in. Belief is the source of strength, the base of victory.

这个世界上，没有人能够使你倒下，如果你自己的信念还站立的话。”这是著名的黑人领袖马丁·路德金的名言。

“In this world, no one can make you fall, if your own belief is still standing,” said the famous Martin Luther King Jr.

许多人的失败，不是因为他们不能成功，而是因为他们没有成功的信念。

Many failed not due to they cannot succeed but due to they do not have the belief to be successful.



CEO, Philip Chan

CEO Dialogue Session

CEO had a dialogue Session with Irene Low, the No. 3 Producer & Sukhvinder Singh, the No. 38 Producer in 2015. The last CEO Dialogue Session was held on 11th January 2016 entitled “Grow or Die” at C&H Training Room.

Sukhvinder started his real estate career by helping his father to buy a home. He also assisted his father to buy a mini mart then after. He got to know the residents in the process. Sukhvinder shared that it is important to befriend the clients, gain their trust and build relationship with them. He went on to further shared how his first client referred two more units to him and he successfully sold off the unit in a day. On top of referrals, Sukhvinder seized all opportunities to bring his real estate business to the next level. One such example is Sukhvinder displayed the listings which he has sold at his father's mini mart. The listings successfully generated interest and business.

“It is important to befriend the clients, gain their trust and build relationship with them.”

When enquired how was the 2015 resale market condition compared to 3 to 4 years ago, Irene's reply was very simple, i.e. every year she will start from 0 regardless of the past market condition or her past performances. She does not stop working as once she stops she will lose momentum. Irene is focus and proactive, if the market condition is good she will close more deals, if otherwise, she will close lesser. Online property portal such as PropertyGuru or the traditional newspaper are equally important as people still read newspapers even in this technology era.

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Irene also agreed that referral especially co-broke salespersons are important. She is polite and co-operative towards her co-broke salespersons as in times where it is hard to sell, co-broke salespersons are more so important. Philip added on that if old working style stopped to work, it is time to change the working style.

Philip went on to ask Sukhvinder how he befriended clients to close more deals. Sukhvinder will extend greetings to his clients bi-annually and he personally provided referral fees to direct sellers. His tip in closing more deals was being aggressive in PropertyGuru and he reposts every listing every day.



Dialogue with Irene & Sukhvinder.

Irene on the other hand will chat with clients for around 2 hours whenever she passed by clients' office. She also had lunch or dinner with clients and gave canned abalones to her supportive clients during Chinese New Year. Philip added on by sharing how he helped to bail his client who was a top management and Philip even lent his personal car to the client. This act touched the client and the client after that sourced for property he liked and only contact Philip to close the deal. This instance further proved that referral is important. In order to build referral, Philip encouraged all to go for networking sessions to approach potential clients.

"...referral is important. In order to build referral, Philip encouraged all to go for networking sessions..."

Last question of the most unforgettable deal for the duo was raised by Philip. For Irene, she advertised on newspapers even though there was a public holiday. She believes that if potential clients do not have time for viewing, he or she will have time to browse newspapers, which was exactly what happened. She followed up with the leads and successfully closed the deal.

For Sukhvinder, he successfully helped his long time friend to sell off the unit when the friend's brother-in-law failed to sell it off for one year. Sukhvinder shared that he always attend appointments earlier to make friends with the residents.

"...if potential clients do not have time for viewing, he or she will have time to browse newspapers..."

Philip wrapped up the session by concluding it is important for salespersons to know how to handle objections. He emphasized the need for salespersons to upgrade communication skills should he or she lack in communication skills.

We would like to thank Irene, Philip, Sukhvinder for taking time off their busy schedules and we hope that all attendees have a better understanding on the work habits of Top Producers.



Appreciation letters for Irene and Sukhvinder.

C&H 2016 D&D

C&H had its Dinner & Dance (D&D) cum 25th Anniversary on 27th February 2016 at Grand Copthorne Waterfront Hotel. The D&D is an annual event where the C&H family come together to celebrate the achievement of fellow associates for the past year.

The D&D began with CEO, Philip Chan's opening speech which was immediately followed by award presentation to the Top 150 producers of the year 2015. After that, the No.1 Top Producer, Egna Ling gave a speech on how she made it through perseverance.



2015 Top Overall Producer, Egna Ling giving a speech.

The climax of the D&D was a C&H 25 segment specially introduced in conjunction with the silver anniversary. It is a major milestone any home grown company could be proud of. The segment began with the playing of a video titled "Through the Years" which brought the guests down a memory lane right from when C&H was formed. After that, associates who have been partnering C&H for 20 years or more were invited on stage to receive the Pioneer Agent award from the founder of C&H, Albert Lu.

"The climax of the D&D was a C&H 25 segment specially introduced in conjunction with the silver anniversary."



All Time Top Sales Producer & True Mentor in Real Estate- Albert

Philip honoured Albert by presenting a 4.5 feet tall trophy to the "All Time Top Sales Producer and True Mentor in Real Estate", i.e. Albert.

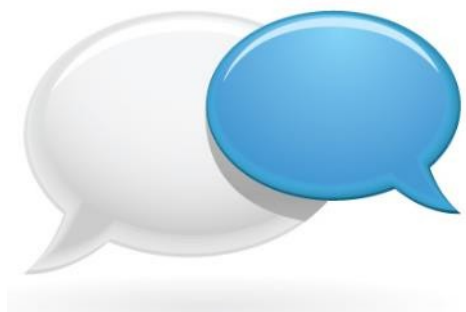
After that all 47 tables were requested to play the "rubber band" game, i.e. to connect all the tables together and pass the C&H and C&H 25 logos to Albert and Philip. The programme was followed by 2 other stage games and wrapped up by a mass train game where every guest form a very long train together before hitting the dance floor.



Mass train game.

The D&D was wrapped up by a spontaneous cash lucky draw for staff contributed by the Top 6 producers and the directors of C&H. A heartfelt thank you to Philip for jointly sponsoring the cash lucky draw prizes with C&H. Every guests walked away with great memories of the night. We would like to take this opportunity to thank all sponsors and associates for supporting C&H through the years.

The Market Says



For the current issue, Ms Jo Teo and Ms Zonie Lim were interviewed. Both Jo and Zonie were Top 50 Producers for 2015.

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

Jo Teo: I have been in real estate for 16 years.

Zonie Lim: It's been 2 years 7 months, since I started as a full time salesperson in September 2013.

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

JT: Be service oriented, clients' interest is always the first interest, as being human, at times we tend to put our own interest before client's interest.

ZL: As I am still new to the industry, I am still in the process of learning, far from being successful.

However, through the experiences I had with good and bad salespersons, below are the key learning so far:

1. Good attitude, be approachable;
2. Always be ready, be competent;
3. Integrity, commit what you are able to do and do what you have committed;
4. Honest, be sincere and true;

How is the residential resale market performing compared to the past few years? Are you doing anything differently compared to the past to perform better in the current market condition?

JT: Before cooling measures was introduced or when they were just introduced, there were still some movement, no doubt the residential resale market is slower, however, it does not die down entirely.

I provide extra service by furnishing extra information to clients. For example, I will prepare fact sheet of transport information from the area I focus at to the Central Business District. Furthermore, I always print 2 different versions of flyer, one with and one without letterhead to provide ease to co-broke agents. I always make it a habit to be early for an appointment. I gain "airtime" for myself by wearing C&H lanyard to let the residents know that I am a real estate agent.

"I provide extra service by furnishing extra information to clients. Furthermore, I always print 2 different versions of flyer, one with and one without letterhead to provide ease to co-broke agents."



Jo Teo
Associate Senior Business Director at C&H Properties
Pte Ltd

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ZL: *The residential market started to slow down when I joined the property business. Now we are in the buyer's market where supply is higher than demand. Buyers' behaviour is different as they have more choices. Therefore, as salesperson, we need to pay more attention to buyers' needs.*

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

JT: There should not be any sudden spike for both the volume and price if there is no change in the policy, as the economy outlook is not good. I think that TDSR probably will be tweaked as it heavily affects self-employed persons' purchasing ability. ABSD for 2nd property onwards and SSD might not be lifted in order to avoid excessive increment in property prices arising from investments.

ZL: *The price has stabilised and volume will increase, as the price is fluctuating within reasonable range, many buyers started to take fast action as long as the price is right. Also, the new PR who was affected by the 3 years waiting period, will meet the requirement in 2016 onwards, which will increase the activities in HDB resale market.*



Zonie Lim
Associate Senior Manager at
C&H Properties Pte Ltd

JT: I would like to wrap up by sharing with my fellow colleagues to stay focus. If not, salesperson might be phased out during tough times.

"...the new PR who was affected by the 3 years waiting period, will meet the requirement in 2016 onwards, which will increase the activities in HDB resale market."

Briefing Room

The following is based on the 1st quarter 2016 statistics released by URA and HDB.

URA Private Property Price Index

The key pointers for the private property price index in the 1st Quarter 2016 are as follows:

Results for Q1 2016 Performance

- Prices of OCR, RCR and CCR are 1.3% decline, unchanged, and 0.3% increase.
- Prices of landed properties declined by 1.1%, compared to the 1.8% decline in the previous quarter.
- Prices of office space decreased by 0.3% in 1st Quarter 2016
- Rentals of office space fell by 2.1% in 1st Quarter 2016.

Key indicators	Change	4Q2015	1Q2016
Price index	-0.7%	141.6	140.6
Rental index	-1.3%	108.9	107.5
Take-up*	-11.5%	1,603	1,419
Pipeline supply*	-3.8%	55,638	53,512
Vacancy rate*	-0.6% point	8.1%	7.5%

* Figures excluding ECs

For the full article, please visit

<https://www.ura.gov.sg/uol/media-room/news/2016/apr/pr16-22.aspx>

Happening Now

C&H JB Task Force just came back from a Puteri Cove Residences Roadshow at Guangzhou. The roadshow sealed 2 deals on the spot! This is the second roadshow in the series. The task force had its inaugural trip to ShenZhen on 23rd March 2016. Within a short span of 30 days, 7 deals were closed!

Moreover, the overwhelming response brought in many Chinese customers who are coming to tour the development. Kudos to the team for working hard and everyone who provided their support to the team.

Calling all C&H associates, you will receive 1.5% commission when the client you introduce purchase a unit at Puteri Cove Residences. Contact **Simon Tong at 9026 1123** now for further information on the project.

HDB Resale Price Index, 1Q2015-1Q2016 (1Q2009 = 100)

HDB had offered 4,170 flats for sale under the Feb 2016 Build-To-Order (BTO) exercise. In the upcoming May 2016 sales exercise, HDB will offer about 4,000 BTO flats and about 5,000 balance flats.

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



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