

C&H QUARTERLY NEWSLETTER

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KEO Address

Nelson Lim



*KEO of C&H Properties,
Nelson Lim*

It is the third quarter of 2018 and I hope 2018 has been good for you so far and it will be better for the remaining days and months.

In this newsletter, our CEO, Mr. Philip Chan, will be sharing with us about the difference between intelligence and wisdom. Read on to take away some insights and knowledge from this article.

In this quarter, we held our annual Symposium on 13 August where we celebrated the achievements of our Top 80 Producers at this significant event.

We were honored to have Mr. Peter Ng, an experienced and certified life coach sharing with us how to achieve the extraordinary using the resiliency quotient. More than 300 people attended and we thank everyone for making it a successful event.

We are pleased to have one of our Top Producer as well as Division Director, Ms Geraldine Tan, in The Market Says segment. She had shared her insights on her consistent achievements.

In briefing room, we have the latest statistics on the price index of the resale market for the third 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

Intelligence and Wisdom are two separate things!

聪明是一种生存的能力；而智慧则是生存的一种境界。

世界上聪明人不多，估计十中有一；而智者就更罕见，估计百里无一。你看，连公认的智者苏格拉底都自认为，按照智慧的要求，自己是无知的。

在现实生活中，不吃亏的是聪明人；而能吃亏的是智者。

聪明人和别人过事儿总能保全自己利益。比如做生意，他们做生意都能把利润赚足；而智者绝不追求生意的最大收益，有些生意甚至赔钱也做。

聪明人知道自己能做什么；而智者明白自己不能做什么。

聪明人能把握机会，知道什么时候该出手；而智者知道什么时候该放手。因此，拿得起来的是聪明，放得下的才是智慧。

聪明人总把自己闪光的一面表现出来，也就是脱颖而出；而智者是让别人把闪光的一面表现出来。比如在一个聚会里，聪明人嘴忙，往往侃侃而谈，因此是茶壶；而智者耳忙，注意聆听别人，因此是茶杯。茶壶里的水最终要倒进茶杯里。

聪明人注重细节，而智者注重整体。

聪明人多烦恼，失眠较普遍，因为聪明人比常人更敏感；而智者能远离烦恼，达到“不以物喜，不以己悲”的超然物外之境界，因此智者吃得下、睡得着。所以聪明者多英年早逝，而智者无忧，故多长寿。

聪明人渴望改变别人，让别人顺从自己的意志；而智者多能顺其自然。因此，聪明人的人际关系容易紧张，而智者的人际关系多和谐。

聪明多数是天生，得益于遗传；而智慧更多靠修炼。

聪明能获得更多知识，而智慧让人更有文化。反过来，一个人知识越多越聪明，而文化越多越智慧。

聪明靠耳朵、靠眼睛，所谓耳聪目明；而智慧靠心灵，即所谓慧由心生。

科学让人聪明，哲学教人智慧。

聪明能带来财富和权力，智慧能带来快乐。因为聪明人往往有更多技能，而现实中这些技能只要机缘巧合，就能转化为财富和权力。但是财富和权力与快乐很多时候并不成正比，快乐来自人心。因此，求才，聪明足矣；求脱离烦恼，非修智慧不可。

Intelligence is a kind of ability to survive; Wisdom however is a realm of survival

There are not many intelligent people in this world, roughly one in ten person; the number of wise people is even lesser, roughly one in a hundred people. Looking at this, even the publicly accepted and known wise figure, Socrates felt that according to the requirements to be considered wise, he still has a long way to go.

In the practical world, intelligent people do not lose out; however wise people can stand to lose out.

When an intelligent person discusses something with others, they will always find a way to guarantee their own benefits. Take doing business as an example, intelligent people will always be able to gain the upper hand and ensure profits are made, however wise people do not chase after the biggest interests and might even do businesses that lose money.

Intelligent people know what their capabilities are but wise people understand what it is they cannot achieve.

Intelligent people can grasp an opportunity and know when to let go, however a wise person knows when is the time to let go. Therefore, a person that can handle an opportunity is intelligent but the person that is able to let go is wise.

Intelligent people will always put their best front forward, which is to stand out amongst others; wise people will allow other people to shine and stand out. Take a gathering as an example, intelligent people are often quick to talk and to make conversation and they can be compared to a tea pot while wise people are the ones intently listening to others and can be

compared to a teacup. In this scenario, the tea in the teapot will ultimately end up in the teacup.

Intelligent people pay attention to the details while wise people look at the big picture.

Intelligent people tend to have many worries and losing sleep is common, this is because they are more sensitive than regular people are. Wise people tend to avoid worries, achieving the state of worldly realm where they are neither pleased by external gains nor saddened by one's personal losses, hence they are able to eat and sleep as per usual. This is the reason why most intelligent people die young and wise people being more carefree, tend to live a longer life.

Intelligent people have the desire to change other people, to let them obey their will; wise people are more versatile and prefer to let nature take its course. Relationships with intelligent people tend to get tense easily while it is more harmonious with wise people.

Intelligent people are usually born with it, benefitting from heredity while wisdom comes with practice.

Being intelligent enables a person to gain more knowledge but being wise enables a person to be more cultured. Turning it around, the more knowledgeable a person is, the more intelligent he or she is and the more cultured a person is, the wiser he or she is.

Intelligence depends on the ears and the eyes, as the saying goes "good ears and sharp eyes". Wisdom comes from the soul, as the saying goes "wisdom from the heart".

Science makes people more intelligent while philosophy teaches people wisdom.

Intelligence can bring wealth and power, wisdom can bring happiness. Because intelligent people are usually more skilled, and in reality as long as these skills are met with the right opportunities at the right timing, they can transform into wealth and power. However, wealth and power are usually disproportionate to happiness. Happiness comes from within one's heart. Therefore, if you are seeking for talent, intelligence is sufficient, and if you are seeking to free yourself from worries, you must practice wisdom.

Symposium 2018

C&H held its annual symposium on 13 August 2018 at the HDB Hub Auditorium. Before the event started. Our corporate sponsors and associates got to forge meaningful relationships during the networking session. Symposium 2018 kicked off with an opening speech by Mr Philip Chan, CEO of C&H Group. Followed by the award presentation ceremony where our top 80 producers for the first half of the 2018 received their awards from Mr. Philip Chan signifying their achievements in 2018.



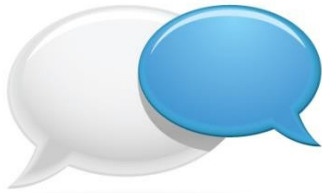
Resuming after the interim break was Mr. Peter Ng's impactful session on Achieving the Extraordinary using the Resilient Quotient. Mr. Ng is a certified life coach with many years of experience in various industries and life experiences under his belt. He is also an author of a few bestselling books.

Mr. Peter Ng shared on how to achieve the extraordinary through using the resiliency quotient based on his personal research over years of experience and studies. He shared the key points of how an ordinary person can break through to achieve success and supported his theories by sharing with everyone his personal experiences, which further engaged the audience and make the theories more relatable.



Symposium 2018 was a success with more than 300 attendees from the industry. We were also glad to have received positive feedback on the Symposium held. Once again, we would like to express our heartfelt gratitude to all who made the event a success and would also like to take this opportunity to thank our sponsors for their support.

The Market Says



In this issue, we are pleased to have Ms. Geraldine Tan, our Division Director to share her insights on the property market.

As a veteran realtor, how many years of experience do you have in the real estate business?

GT: I have been in the real estate industry for 27 years since 1992. C&H was the first real estate agency I joined until now. I have had a tough, challenging but fruitful and fulfilling journey with the support from my clients as well as the Company providing all the necessary support and encouragement over the years.

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

GT: I was a part time agent for 8 years while juggling a full time job being a PA to the Chairman of a group of Companies. Struggling between a full-time job and doing real estate work part time was no easy feat for me. Nevertheless, I strived to do my research, practice and treasured every opportunity entrusted to me whether it was big or small and continued serving my clients diligently. My enthusiasm and determination paid off and my clientele base grew.

My greatest achievement was cultivating their trust and confidence and a majority of them have remained my close friends to date. I am also managing all of their family properties.

On top of this, I was also given the opportunity to head a project by a client who was a developer. I got to know this developer when he viewed the shophouse I was marketing and I gained his trust and confidence through following up closely throughout the deal. I had neither knowledge nor experience in handling projects at that time but through the advice, support and encouragement from our founder, Mr. Albert Lu, I gained courage and decided to take up the challenge. From there, I overcame the challenges and obstacles faced and headed five projects in total, which were all fully sold. The achievement was satisfying and built up my confidence.

From my experience, I would like to emphasise the importance of one's determination to work diligently with passion, have the right mindset, stay focused and be ready to serve all our clients with sincerity reflecting C&H's motto, "Care and Honesty". With this more opportunities will present itself over time.



Geraldine Tan
Division Director
10 Years Superstar Award

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

GT: Everyday is a learning journey, we learn through our mistakes and experiences. From there we will become a better salesperson improving daily with inspiration. We must always aim to be the best, strive to be all rounded and well versed in all sectors which will help us to secure more clients. All these translate into opportunities be it for sale or lease in today's challenging market.

What sectors do you specialized in?

GT: I specialise in sale and leasing in the residential sector (condos, apartment, offices, B1 /B2 spaces), sale of landed properties as well as sale of commercial/factory buildings, offices and land. I also do takeovers of educational /childcare centres. On top of all these, I also have experience in project sales where I headed 5 residential projects between 2008–2011 which were all fully sold.

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

GT: My advice would be to be fully equipped with the latest news on market sentiments and global issues. It is important to be focused at all times and to handle our clients objectively and professionally providing them with value added services. Their interests should always be our utmost priority, this way they will likely become returning clients or provide referrals.

Knowledge and experience are key factors we must not lack in our real estate career and we must be ever ready to assist in resolving all issues and settle them amicably at all times to the best interests of our clients.

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

GT: Property prices have slowed down significantly in Q3 after the announcement of the new cooling measures in July. With the demand down, heightened trade tensions between US and China coupled with rising interest rates, buyers are becoming more cautious. I foresee that the next 2 quarters will be **slow for the resale market as sellers are still insistent on their expected selling prices. Many hopeful en bloc owners looking for replacement homes are also not looking into taking up resale properties.**

Developments in popular locations with close proximity to MRTs remains competitive and is still attracting en bloc owners but at a lower rate as the majority of them are looking to rent as of now. New developments' take up rates are overall slower with the exception of developers who are willing to lower their prices to entice first time buyers.

Overall market outlook for 2019 will be a challenging one, thus it is time we revisit our existing clientele and look for more undiscovered opportunities.

Briefing Room

The following is based on the 3rd Quarter 2018 statistics released by URA and HDB.

URA 3rd Quarter Statistic for Private Property Price Index

The key pointers for the private property price index in the 3rd Quarter 2018 are as follows:

Results for Q3 2018 Performance

- The private residential property index increased by 0.7 points from Q2 2018 to 149.7 points in Q3 2018.
- Prices of non-landed properties in CCR increased by 1.2%, in RCR, the prices decreased by 0.8% and OCR increased by 0.1% respectively.

For the full article, please visit

<https://www.ura.gov.sg/Corporate/Media-Room/Media-Releases/pr18-59>

HDB's Resale Price Index

The flash estimate Resale Price Index for 3rd Quarter of 2018 had decreased by 0.2%, to an index of 131.5.

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 2018, HDB will launch about 17,000 new flats for sale. Check out the following for the upcoming sales launches.

| Built-To-Order | | |
|-----------------|---------------------------|-----------------------|
| Month of launch | Town/ Estate | Est. No. of New Flats |
| November 2018 | Non-Mature Towns/ Estates | |
| | Sembawang | 310 |
| | Sengkang | 330 |
| | Tengah | 1620 |
| | Yishun | 456 |
| | Mature Town/ Estate | |
| | Tampines | 1080 |

Available DBSS Projects

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

More upcoming sales launches is available on HDB InfoWEB at

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

Briefing Room

New Cooling Measures with Effect from 6 July 2018

Tightened LTV Limits

| | 1 st Housing Loan | 2 nd Housing Loan | 3 rd Housing Loan |
|---------------------------|--|---|---|
| Individual Borrowers | | | |
| LTV Limit | <u>Existing Rules</u> 80% or 60% if the loan tenure is more than 30 years* or extends past age 65 <u>Revised Rules</u> 75%; or 55% if the loan tenure is more than 30 years* or extends past age 65 | <u>Existing Rules</u> 50%; or 30% if the loan tenure is more than 30 years* or extends past age 65 <u>Revised Rules</u> 45%; or 25% if the loan tenure is more than 30 years* or extends past age 65 | <u>Existing Rules</u> 40%; or 20% if the loan tenure is more than 30 years* or extends past age 65 <u>Revised Rules</u> 35%; or 15% if the loan tenure is more than 30 years* or extends past age 65 |
| Minimum Cash Down Payment | No change to existing rules | | |
| | 5%; or 10% if the loan tenure is more than 30 years* or extends past age 65 | 25% | |
| Non-Individual Borrowers | | | |
| LTV Limit | <u>Existing Rule</u> 20% <u>Revised Rule</u> 15% | | |

LTV limits will be tightened by 5%-points for all housing loans granted by financial institutions.

These revised LTV limits do not apply to loans granted by HDB.

The tightened LTV limits will apply to loans for the purchase of residential properties where the OTP is granted on or after 6 July 2018.

In line with the tightening of LTV limits for housing loans, LTV limits for mortgage equity withdrawal loans (MWLs) will be tightened as follows:

1. 75% for a borrower with no outstanding housing loan for the purchase of another residential property; and
2. 45% for a borrower with an outstanding housing loan for the purchase of another residential property.

The tightened LTV limits will apply to MWL applications made on or after 6 July 2018.*

Raising ABSD Rates

The Government announced adjustments to the Additional Buyer's Stamp Duty (ABSD) rates and Loan-To-Value (LTV) limits on residential property purchases, to cool the property market and keep price increases in line with the economic fundamentals.

The current ABSD rates for Singaporean Citizens (SC) and Singaporean Permanent Residents (SPR) purchasing their first residential property will remain at 0% and 5% respectively.

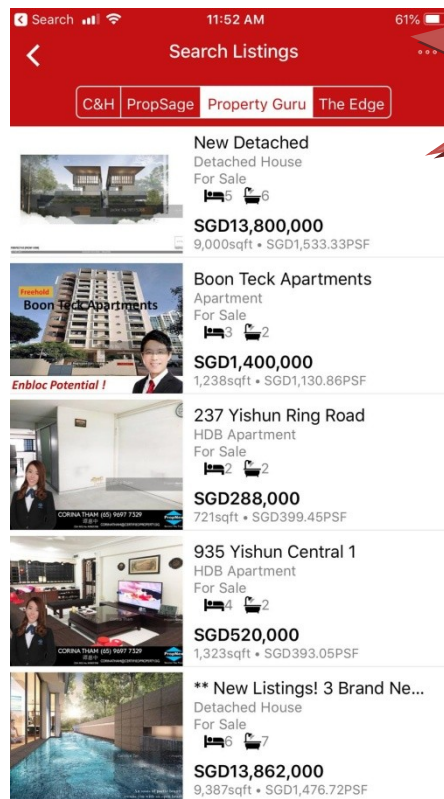
| | Rates on or before 5 July 2018 | Rates on or after 6 July 2018 |
|--|--------------------------------|--|
| SCs buying first residential property | 0% | 0% (No change) |
| SCs buying second residential property | 7% | 12% (Revised) |
| SCs buying third and subsequent residential property | 10% | 15% (Revised) |
| SPRs buying first residential property | 5% | 5% (No change) |
| SPRs buying second and subsequent residential property | 10% | 15% (Revised) |
| Foreigners buying any residential property | 15% | 20% (Revised) |
| Entities buying any residential property | 15% | 25% (Revised)# |
| | | Plus additional 5% for developers^ (New, non-remittable)* |

As entities, developers will also be subject to the ABSD rate of 25% for entities. Developers may apply for remission of this 25% ABSD, subject to conditions (including completing and selling all units within the prescribed periods of 3 years or 5 years for non-licensed and licensed developers respectively). Details are provided under the Stamp Duties (Non-licensed Housing Developers) (Remission of ABSD) Rules and the Stamp Duties (Housing Developers) (Remission of ABSD) Rules.

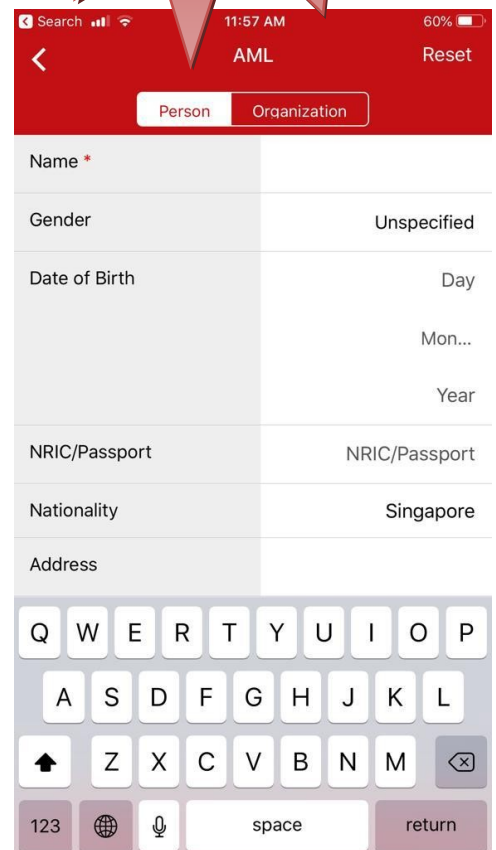
^ Developers refer to entities which engage in the business of construction and sale of housing units.

* This new 5% ABSD for developers is in addition to the 25% ABSD for all entities. This 5% ABSD will not be remitted, and is to be paid upfront upon purchase of residential property.

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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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