

C&H QUARTERLY NEWSLETTER

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KEO Address

Nelson Lim



KEO of C&H Realty, Nelson Lim

This quarter we had a Welcome 2016 Lunch & Founder's Retirement Party. C&H office was crowded with many associates. Read on to find out what happened during the party. For our "The Market Says" we are pleased to have Raymond Ang, Associate Vice President and Nigel Tan, Associate 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 for the year 2015 in our briefing room.

Last but not least, do keep yourself updated with the latest events and programmes introduced specially for you. 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

In life, a good mindset will make you more optimistic and open-minded; a good mindset will enable you to conquer the challenges you face; a good and proactive mindset could assist in obtaining health, wealth and happiness.

生活中，一个好 的心态，可以使你乐观豁达；一个好 的心态，可以使你战胜面临的苦难；一个好 的心态，积极的心态能帮助我们获取健康、幸福和财富。

1. Mindset is a determining factor of life

A philosopher once said, "You are the master



CEO, Philip Chan

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of your mindset.” In reality, we could not control our encounters but we could control our mindset; we could not change others but we could change ourselves. There is no significant difference among all human beings, mindset is the only difference. Hence, a man’s success mainly depends on his mindset.

一、心态决定人生

一位哲人说过：“你的心态就是你的主人。”在现实生活中，我们不能控制自己的遭遇，却可以控制自己的心态；我们不能改变别人，却可以改变自己。其实，人与人之间并无太大的区别，真正的区别在于心态。所以，一个人成功与否，主要取决于他的心态。

2. Strive hard rather than be angry

In life there is ups and downs, the circumstances will not be adverse all the time; in life there is peak and trough, it is impossible to be at the bottom all the time. If you are bloated with pride at the peak of your life or became dejected at the bottom of life, you are leading a shallow life. If you only complain and get frustrated in the face of challenges, then you are destined to be an underdog.

二、生气不如争气

人生有顺境也有逆境，不可能处处是逆境；人生有巅峰也有谷底，不可能处处是谷底。因为顺境或巅峰而趾高气扬，因为逆境或低谷而垂头丧气，都是浅薄的人生。面对挫折，如果只是一味地抱怨、生气，那么你注定永远是个弱者。

3. Confidence is the key to winning

Since ancient times, the reason of most people failing is lack of confidence but not lack of capability. Confidence is strength, even more so motivator. When you lack confidence, it will be hard to complete tasks well; when you could not do anything well, the more you will be not

confident. This is a vicious cycle. If you would like to be free from the vicious cycle, you have to combat failure, and establish strong self-confidence.

三、有自信才能赢

古往今来，许多人之所以失败，究其原因，不是因为无能，而是因为不自信。自信是一种力量，更是一种动力。当你不自信的时候，你难于做好事情；当你什么也做不好时，你就更加不自信。这是一种恶性循环。若想从这种恶性循环中解脱出来，就得与失败作斗争，就得树立牢固的自信心。

4. Being moved but most importantly act on it

Being moved is inferior to taking action. Though taking action might not guarantee success, no action taken will definitely lead to failure. Life will not reward you based on what you want to do or reward you based on what you know. Life will only reward you based on the action you took. One’s goal originate from dreams, one’s happiness is grabbed from one’s mindset while one’s success is materialised through action.

四、心动更要行动

心动不如行动，虽然行动不一定会成功，但不行动则一定不会成功。生活不会因为你想做什么而给你报酬，也不会因为你知道什么而给你报酬，而是因为你做了些什么才给你报酬。一个人的目标是从梦想开始的，一个人的幸福是从心态上把握的，而一个人的成功则是在行动中实现的。

5. Do not regard setback as failure

Everyone is bound to encounter setback and failure in life. The difference is loser always take setback as failure which affect

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his courage to win; winner never admit failure, instead in the face of challenges, winner always motivate himself, "I did not fail, I have yet to succeed." One who falls behind temporarily, if he continues to work hard and plans to win eventually, then his current setback is not a true failure. In contrary, if he lost the courage to continue fighting, then he has indeed lost the battle.

五、别把挫折当失败

每个人的一生，难免都会遭受挫折和失败。所不同的是失败者总是把挫折当失败，从而使每次都能够深深打击他取胜的勇气；成功者则是从不言败，在一次又一次的挫折面前，总是对自己说：“我不是失败了，而是还没有成功。”一个暂时失利的人，如果继续努力，打算赢回来，那么他今天的失利，就不是真正的失败。相反的，如果他失去了再战斗的勇气，那就是真输了。

Welcome New Year Lunch

On 31st December 2015, C&H just had its annual Welcome New Year lunch at office. The luncheon was kick started with karaoke-singing and photo taking at a photo booth specially set up for all.

The luncheon is also the retirement party of Albert Lu, the founder and KEO of C&H. Albert founded C&H in 1991 and mould C&H to where it stands today. The luncheon was hosted by Mr & Mrs Lu for all attendees.

The office was extremely crowded as everyone wanted to send Albert their well wishes. Around 1.30pm, Albert gave a short speech to thank everyone. Though Albert retired from the daily

"The office was extremely crowded as everyone wanted to send Albert their well wishes."

operations of C&H, Albert is still a director and shareholder in C&H. He will be in office to conduct CPD classes from time to time. Though retired, Albert still welcomes all C&H associates to call him should they encounter any problem.



Albert cutting cake.

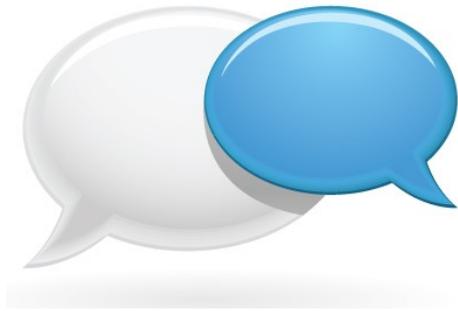
After that, Irene Low, the 2014 overall Top Producer shared how Albert encouraged her to join real estate and how Albert has been providing advice to her from time to time. The general manager of C&H, Ng Poh Suan also shared how the staffs always turned to Albert for assistance when there is a problem. From the sharing of salesperson and admin, it clearly shows that Albert is a true mentor for all. A cake-cutting ceremony followed after presentation of farewell gift by the CEO Philip Chan, KEO of C&H Realty Nelson Lim, Division Directors and Senior Division Directors.

The programme continued with lucky draw session and cash lucky draw specially sponsored by CEO, director Kenneth Tan and Top Producer Kelvin Lam. Everyone enjoyed themselves in the celebration and we would like to take this opportunity to wish all a happy new year 2016!



Group photo taken at Welcome 2016 Party.

The Market Says



For the current issue, Mr Raymond Ang and Mr Nigel Tan were interviewed. Raymond appeared as one of the Top 60 Producers in the past 7 years while Nigel is one of our Top Rookies.

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

Raymond Ang: I joined the real estate industry in November 2003 and C&H was the first real estate company I joined, till this date. That will be a total of 12 years.

Nigel Tan: I am relatively new to the industry, this is my third or fourth year in the industry.

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

RA: There were ups and downs over the years. The 5 principles which work for me throughout my years in this business are:

- a. **Staying Focused & Committed**
- b. **Persevere**
- c. **Plan, Evaluate, Re-evaluate & Review**

Constantly evaluate the plan throughout application, and tweak the plan as and when necessary. Review the results upon end of work. A SWOT (Strength, Weakness, Opportunities & Threats) analysis will be useful.



*Raymond Ang
Associate Vice President
at C&H Properties Pte Ltd*

d. **Provide Value Added Services**

There are 30,000 agents in the industry. Be different. Listen to your clients' problems and provide some practical solutions, instead of merely saying "this is not within the scope of estate agency work".

e. **Customer Becomes Friend**

This has always been my motto. Befriending clients helps to ensure that all other things fall into place.

NT: For me, my principle in this business is very simple. Firstly is being patient, and secondly, the most important principle is to LISTEN to what the clients say, truly understand the clients' need so that their requirements or needs could be met as close as possible.

"There are 30,000 agents in the industry. Be different."

ED: Both of you pointed out listening to client as an important trait to be successful in this trade. Is real estate your full time or part time business? If part time, how do you juggle your time between two or more businesses?

RA: Real estate is my main business.

NT: Real estate is my part-time business, as I am a director/shareholder in my own electronics components distribution company. Besides I have a small toddler to take care of. Juggling the role of being a business man in two trades and the role as a new dad could be challenging and I must say life is really very hectic. However, I found out that as long as schedules for each role is planned out properly, everything could be achieved.

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ED: Do you foresee any change in the transaction volume or price for 2016? If yes, what is the rationale?

RA: I do not think that there will be a drastic change in volume or price. I foresee the Government tweaking the cooling measures. TDSR most probably will remain but there might be changes to the ABSD and SSD once the government's objectives have been reached.

NT: I think that transaction volume might pick up a little, but properties' prices will still remain weak or stabilize. I believe the government will soon start to withdraw some of the cooling measures. Real demand for properties is still weak as buyers are waiting for the property prices to drop further.



Nigel Tan
Associate Manager at
C&H Properties Pte Ltd

ED: Lastly, do you have any advice for fellow C&H agents on the upcoming trend?

RA: Firstly, be willing to learn, regardless of the market condition. Learn more when the market is slow. Secondly, work hard and work smart. There is no short cut to success. Lastly join or form teams. Joining teams will help when market is slow or when you encounter difficulties as your team mates could encourage you and cheer you on in this journey.

NT: I would say the current trend is still considerably positive, just ride through the tough times so that you will be able to enjoy the good times.

ED: Thank you Nigel and Raymond for taking your time off for the interview despite your hectic schedule. I am sure our fellow associates could learn something useful for their business.

"Property price remain but cooling measures might be tweaked/ withdrew."

Briefing Room

The following is based on the URA and HDB Q4 statistics released on 22nd January 2016.

URA – Private Property Price Index

The key pointers for private property price index in the 4th Quarter 2015 are as follows:

Results for 2015 Performance (refer to charts)

- For the whole of 2015, private residential prices have fallen by 3.7%, compared with the 4.0% fall in 2014.
- For the whole of 2015, non-landed prices in CCR, RCR and OCR have fallen by 2.5%, 4.3% and 3.7% respectively.
- For the whole of 2015, prices of landed properties fell by 4.1%.
- Price of office and retail spaces suffers a 0.1% and 0.8% decline compared to 2014.

For the full statistics, visit

<https://www.ura.gov.sg/uol/media-room/news/2016/jan/pr16-06.aspx>

| | Price Index (end of Year) | | % Change over Previous Years | |
|-----------------------------------|---------------------------|--------------|------------------------------|-------------|
| | 2014 | 2015 | 2014 | 2015 |
| All Residential (1Q09=100) | 147.0 | 141.6 | -4.0 | -3.7 |
| Landed Property | 167.6 | 160.8 | -5.4 | -4.1 |
| Non Landed Property | 142.5 | 137.4 | -3.5 | -3.6 |
| CCR ^{1/} | 131.9 | 128.6 | -4.1 | -2.5 |
| RCR ^{2/} | 146.6 | 140.3 | -5.3 | -4.3 |
| OCR | 165.6 | 159.4 | -2.2 | -3.7 |
| Commercial (4Q98=100) | | | | |
| Office | 138.8 | 138.6 | 4.5 | -0.1 |
| Retail | 130.7 | 129.6 | 0.9 | -0.8 |

HDB – Price Index of HDB Resale Flats

The key pointers for index of HDB resale flats prices in the 4th Quarter 2015 are as follows:

Results for 2015 Performance (refer to charts)

Based on the resale price index released by HDB for 4th quarter of 2015, the following are the key points of the 2015 performance:

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- For the whole of 2015, the decline in resale flat prices is 1.6%.
- In 2016, HDB plans to launch about 18,000 flats, an increase of about 3,000 units from the 15,100 units in 2015. This is to meet the expected demand due to recent policy changes.

For the full resale statistics, please visit <http://www.hdb.gov.sg/cs/infoweb/residential/buying-a-flat/resale/resale-statistics>

HDB Resale Price Index, 4Q2014-4Q2015 (1Q2009 = 100)

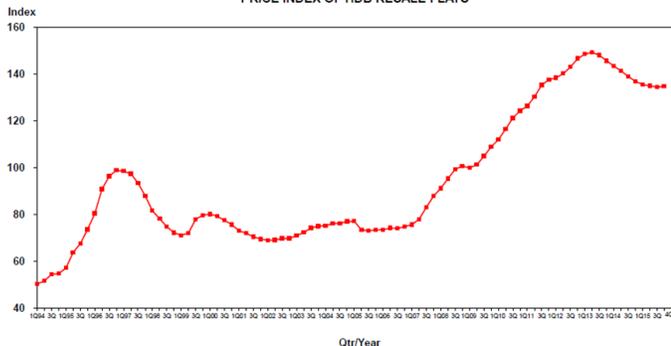
| Period | | Index | Percentage Change From The Previous Quarter |
|--------|-----|-------|---|
| 2015 | IV | 134.8 | 0.1% |
| | III | 134.6 | -0.3% |
| | II | 135.0 | -0.4% |
| | I | 135.6 | -1.0% |
| 2014 | IV | 137.0 | -1.5% |

Upcoming Sales Launches

For 2016, HDB plans to launch about 18,000 flats, an increase of about 3,000 units from the 15,100 units in 2015.

This is to meet the expected demand due to recent policy changes. The first Build-To-Order (BTO) exercise will be held in February where about 4,150 flats in Bidadari, Bukit Batok and Sengkang will be offered. More information on the flats to be offered under the February 2016 BTO exercise is available on the HDB InfoWEB.

PRICE INDEX OF HDB RESALE FLATS



Notes:

- 1) 1Q2009 is adopted as the new base period with index at 100.
- 2) The index from 1Q1990 to 3Q2014 are released to the new base period at 1Q2009.
- 3) The index from 4Q2014 onwards is computed using the stratified hedonic regression method.

Coming Up

1. CEO Dialogue Session

The CEO Dialogue Session has Irene Low and Sukhvinder Singh who will share tips and secrets to be successful in the real estate business. Do join us for an insightful session on 11th January, 2pm at C&H Training Room.



2. C&H 2016 D&D

The C&H 2016 Annual Dinner and Dance (D&D) will be held on 27 Feb 2016 (Saturday) at Grand Copthorne Waterfront, Level 4, from 6.30pm till 12 midnight. We cordially invite all C&H associates, family members and friends to join us in celebrating our 25th Anniversary.

Each guest will receive a mystery door gift during the event and will also stand a chance to win attractive lucky draw prizes.

Grab your tickets now with Chloe (ext 37).



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