

C&H QUARTERLY NEWSLETTER

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C&H Properties Pte Ltd, 490, Lorong 6 Toa Payoh, HDB Hub, #06-11, Singapore 310490
www.candh.com.sg info@candh.com.sg 6533 1918/ 9455 9595

KEO Address

Nelson Lim



KEO of C&H Properties, Nelson Lim

All too soon, we are now into second half of 2016, this is now the third issue of our 2016 newsletter!

This issue, our CEO, Mr. Philip Chan, will be sharing with us on life philosophy which inspire to understand ourselves better and he reminded us that there are always consequences thus never to mess up one's life.

At our Symposium 2016, more than 300 Real Estate Salesperson from C&H and other agencies attended. Thanks to all the sponsors and associates who made this event a success!

In "The Market Says", we are delighted to have Ms. Irene Low and Mr. Freddy Choo, C&H Top Producers, to share the insights on the property market, as well as, their secret in their constant achievement over the years.

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

In collaboration with developer, Pacific Star, in Puteri Cove Residences Project, two sales events marketing the premium development was held in November at C&H Office.

Finally yet importantly, let us take this opportunity to congratulate our top producers for the third quarter. The current market sentiment will not be a barrier for you if you work hard with persistent, you will be able to reap rewards.

Serving with Care & Honesty!

Nelson Lim

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CEO Sharing

Translated by Shereen Sim and Ong Xin Yee

千万别把人生的顺序搞反了

Never reverse the sequence of life

1. 不是因为有了希望才坚持，而是因为坚持才有了希望！
Do not depend on hope to persevere; persevere to have hope.
2. 不是因为有了机会才争取，而是因为争取了才有机会！
Do not fight only when there are opportunities, but to fight for opportunities.
3. 不是因为会了才去做，而是因为做了才能会！
Do not do it because of know-how, do it to know how.
4. 不是因为有了钱才去学习，而是因为学习了才有了钱！
Do not earn to learn, but learn to earn.
5. 不是因为成长了才去承担，而是因为承担了才会成长！
Do not grow up to take responsibilities, but to take responsibilities to grow up.
6. 不是因为拥有了才付出，而是因为付出了才拥有！
Do not give only when you have, but to give in order to have.

7. 不是因为突破了才挑战，而是因为挑战才突破！
Do not challenge after breaking through, challenge to breakthrough.
8. 不是因为成功了才成长，而是因为成长了才成功！
Growing up does not comes after success, but grow up to be successful.
9. 不是你有了条件才能够成功，而是你想成功才创造了条件。
There are no requirements to be successful; you achieve to create those requirements.
10. 不是因为有了领导力才懂得配合，而是因为懂得配合了才有领导力！
You can only lead after knowing how to cooperate.
11. 不是因为有了收获才去感恩，而是因为去感恩了才有收获！
Do not be grateful after having; be grateful in order to have.



CEO, Philip Chan



C&H held its annual Symposium on 15 August 2016 at HDB Hub Auditorium. A networking session was held for corporate sponsors and associates before the event. Symposium 2016 kicked off with an opening speech by Mr Philip Chan, CEO of C&H Group. Immediately after was the award presentation ceremony, where our Top 100 Producers for the first half of 2016 received their awards from Mr. Philip Chan signifying their achievement in 2016.

Christian Chua's training on "DNA of Success for Real Estate Agents" started after an interim break. Christian shared the "9 success traits of financially successful individual" which was both interesting and motivating. The training provided useful tips for salespersons to outperform themselves and achieve their goals in the present property market. Symposium 2016 was well attended with more than 300 C&H associates and external agents. Good and positive feedback were received for the event.



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.

A big congratulations to our top producers! See you at Symposium 2017!

The Market Says



We are pleased to invite our Top Producers, Ms Irene Low and Mr Freddy Choo to share their insights on the property market.

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

IL: I have been in the industry for 23 years, since 1993.

FC: I passed my RES exam in October 2010 and joined C&H as a full-time salesperson on 1 September 2012. I have been in this industry for over 4 years now, with 10 hours of work every day.

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

IL: You have to be a hard worker and always be wearing a smile. You have to uphold your principles in every transaction. Most importantly, I am dedicated to every transaction.

FC: "Success" is subjective. Different people coined it differently. Most importantly, one must be able to optimise internal strengths and be willing to operate out of comfort zone. Always think macro and take action to start your engine. The path to "success" is slow and tiresome and may take years of farming. You need to be able to persevere and it takes massive discipline every day. Success will not come to you...you have to "*chiong*" for it.

"It is not our fault to be born poor, but we are to blame if we were to die poor!"
- Freddy Choo



Ms. Irene Low's trophy cabinet.

What sectors do you specialized in?

IL: I have done all sectors. From 1993 to 1994, I solely focus on landed properties. From 1995 onwards, I expanded to commercial, industrial, and landed. In 1998, due to the introduction of GST for landed and commercial properties, I started transacting HDB too!

FC: Like I always say, Singapore is merely 720km². Driving from East to Tuas South takes less than 60 minutes. A professional full-time salesperson should be competence and specialized in all property sectors. That is why I am able to survive and be consistent in my achievements. For the first half of 2016, I had achieved four number one position Top Producers in C&H in the first half of this year.

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

IL: Market may not be favorable in year 2017. However, we should still strive for excellence and perform to the fullest. Service attitude is essential in this industry, keep in contact with all clients, and publishing in the newspaper is useful to reach out to clients. Eventually more deals will be closed!

FC: Many projects will TOP soon. Do not just do postings and wait for respondents to contact you. Reach out to these new owners & landlords whom will require our professional assistance. Luck will only come to you when you are prepared and readily available when the opportunities arise. It is not our fault to be born poor, but we are to blame if we were to die poor!

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

IL: Next year the market sentiment may slow down. Even if the market is weaker, there will still be activities ongoing in the market. When opportunities arise, clinch as many deals as possible. Market changes are inevitable; keeping yourself updated with the market trends will be helpful when it comes to formulating and altering your game plan.

The HDB prices and movement changes slowly, because of the introduction of Build to Order (BTO). A longer duration needed to pay off the housing loan leads to a higher interest cost. Thus, appropriate suggestions and advice need to be provided to clients.

FC: Minister of Ministry National Development had recently announced that there would be no changes on the cooling measures in the near term. Coupled with recent three successful blockbusters enbloc deals, developers are still very positive about Singapore property market and are still hungry to acquire more land. Hence, with more projects will TOP together with a constant supply of public housing BTOs; we may expect transaction volumes to be relatively high. Nonetheless, due to ABSD and financing constraints, I will expect the Private Property Price Index to drop another 10% to 120-130 points before cooling measures are to ease. Overall, in land scarce Singapore, property investment will still be attractive for home-buyers/investors with the right long-term outlook.



Freddy Choo

(2nd Top Producer in Mid-Year 2016)



Irene Low

(9th Top Producer in Mid-Year 2016)

Briefing Room

The following is based on the 3rd quarter 2016 statistics released by URA and HDB.

URA Private Property Price Index

The key pointers for the private property price index in the 3rd Quarter 2016 are as follows:

Results for Q3 2016 Performance

- Prices of non-landed properties in CCR, decreased by 1.9% and both RCR and OCR decreased by 1%.
- Prices of landed properties declined by 2.7%, compared to the 1.5% decline in the previous quarter.
- Prices of office space decreased by 0.4% in 3rd Quarter 2016.
- Rentals of office space fell by 1.1% in 3rd Quarter 2016.

Key indicators	Change	2Q2016	3Q2016
Price index	-1.5%	140.0	137.9
Rental index	-1.2%	106.9	105.6
Take-up*	-12.2%	2,256	1,981
Pipeline supply*	-7.5%	47,250	43,693
Vacancy rate*	-0.2% point	8.9%	8.7%

* Figures excluding ECs

For the full article, please visit <https://www.ura.gov.sg/uol/media-room/news/2016/oct/pr16-66>

HDB- Price Index of HDB Resale flats

The Resale Price Index for 3rd Quarter remains unchanged from 2nd Quarter, 134.7.

HDB Resale Price Index, 3Q2015-3Q2016 (1Q2009 = 100)

Period	Index	Percentage Change From The Previous Quarter	
2016	III	134.7	0.0%
	II	134.7	0.0%
	I	134.7	-0.1%
2015	IV	134.8	0.1%
	III	134.6	-0.3%

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The resale transactions decreased by 5.5%, from 5,838 cases (2nd quarter) to 5,514 (3rd quarter).

Number of Resale Applications Registered by Flat Type

QUARTER	1-ROOM	2-ROOM	3-ROOM	4-ROOM	5-ROOM	EXECUTIVE*	TOTAL
1Q2016	1	51	1,220	1,809	1,023	345	4,449
2Q2016	3	72	1,500	2,473	1,369	421	5,838
3Q2016	1	74	1,473	2,250	1,283	433	5,514

Note:
* Includes Multi-Generation flats.

HDB Rental Market

The number of applications approved for subletting of HDB flats decreased by 8.8%, from 11,824 (2nd Quarter) to 10,789 cases (3rd quarter). As at 30 Sep 2016, 52,394 HDB flats were sublet, an increase of 0.4% over 2nd Quarter.

Number of Subletting Approvals by Flat Type

QUARTER	1-ROOM	2-ROOM	3-ROOM	4-ROOM	5-ROOM	EXECUTIVE	TOTAL
1Q2016	2	132	3,783	3,682	2,847	793	11,239
2Q2016	6	140	3,942	3,969	2,944	823	11,824
3Q2016	4	119	3,605	3,558	2,712	791	10,789

Upcoming Sales Launch

In November 2016, HDB will offer about 5,090 new flats in Bedok, Bidadari, Kallang/Whampoa and Punggol in a Build-To-Order (BTO) exercise. About 5,000 balance flats will also be offered in a concurrent Sale of Balance Flats exercise. More information on the August 2016 BTO exercise is available on the HDB InfoWEB, <http://www.hdb.gov.sg/cs/infoweb/residential/buying-a-flat/resale/resale-statistics>

Wishing all C&H Associates,



From: The Management Team.

Upcoming Events

Pot Luck Lunch Is Back!



This year C&H will once again be having Pot Luck Lunch to welcome 2017! Pot Luck Lunch will be on New Year's Eve, 30 December 2016, from 12PM onwards.

Come on down to join us for an afternoon of karaoke singing, games, lucky draw, and last but not least the scrumptious spread!



See you there!

Welcoming 2017 Pot Luck Lunch

Date: 30 December 2016
Time: 12PM
Venue: C&H Main Office, HDB Hub

C&H Group

C&H Properties Pte Ltd

C&H Realty Pte Ltd

490 Lorong 6 Toa Payoh,

#06-11 HDB Hub

Singapore 310490

Phone: 6533 1918/9455 9595 | **Fax:** 6397 2900 |

E-Mail: info@candh.com.sg | **Website:** www.candh.com.sg

Visit us on Facebook:

<https://www.facebook.com/candhgroup/>

