

# C&H QUARTERLY NEWSLETTER

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## KEO Address

*Nelson Lim*



*KEO of C&H Properties,  
Nelson Lim*

We are pleased to have Mr. Terence Lee, our 3<sup>rd</sup> Top Producer for November 2016, to share his trade secret for the consistent performance through the years. He will also be sharing his personal insights on the property market. Look out for it!

In this issue's briefing room, we have the latest statistics on the price index of the resale market for the fourth quarter of 2016 from URA and HDB.

Finally, we take a look at the upcoming events of 2017.

Serving with Care & Honesty!

*Nelson Lim*



In the blink of an eye, this is already the last newsletter of the year 2016! By the time, this issue is published, we are in 2017! So, hereby I wish you a happy new year, and may your new year be healthy and prosperous!

In this final issue of 2016, Mr. Philip Chan, our CEO, will be sharing with us a short story, which teaches us to be optimistic and forward looking.

In welcoming the New Year, C&H had brought our annual Pot Luck Lunch back! Everyone at the event had a blast singing karaoke, taking part in the games and lucky draw prizes. Everyone also enjoyed a sumptuous spread of delicacies contributed by our associates. Great thanks to everyone who made this event a success!

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## CEO Sharing

*Edited by Ong Xin Yee*



*C&H CEO, Mr. Philip Chan*

### Do You Dare To Be A Successful Sales Manager?

A friend of mine is a very successful sales manager. After he had carefully interviewed and selected a new salesperson, he took the salesperson to a BMW dealership and insisted that he trade in his old car for a new BMW car.

The salesperson balked at his idea; and taken aback by the cost of the BMW and the huge monthly installments involved.

However, the sales manager still insisted him on buying that BMW as a condition of employment.

*What do you think happens afterwards?*

The salesperson drove the BMW home; his wife almost had a heart attack when she saw that he bought a new BMW. After she had settled down, he took her for a spin in his new ride around the neighborhood. The neighbors saw them in the new BMW as he waved while driving pass.

With his BMW parked in front of his house, it attracted many people over to gawk at it in awe. Gradually and imperceptibly, his attitude towards himself and his earning potential starts to change.

Within a few days, he started to see himself as the kind of person who drives a new BMW. He sees himself as a big money earner in his field, one of the top performers in the industry. Moreover, time after time, almost without fail, the salespersons in this particular organization had become superstars in sales. Their sales performance soar and they are earning more than they have ever before.

Soon enough, the payment of the new BMW were of no concern at all because the salesperson's income was so much greater.

*-Philip Chan*

**Welcome 2017  
Pot Luck Lunch  
is back!**

Inviting all C&H Associates

Join us for an afternoon of karaoke singing, games, lucky draws and a scrumptious spread!  
**See You There!**

Date: 30 December 2016  
Time: 12PM  
Venue: C&H Office



# Welcome 2017

## Pot Luck Lunch

30 December 2016

To welcome the New Year, once again, we had a Pot Luck Lunch on 30 December 2016. 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.

Great thanks to everyone who made this event a success! See you again in 2017!



## The Market Says



In this issue, we are pleased to have Mr. Terence Lee, one of our Top Producer to share his insights on the property market.

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

TL: Over 9 years.

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

TL:

- (i) Ensure continual improvement on knowledge and inter-personal skill.
- (ii) Set up the business plan & system
- (iii) Implement it.
- (iv) Review and fine tune as and when require.

*What sectors do you specialized in?*

TL: Mass market residential

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

TL: With many projects TOP in the upcoming years, we may aim to obtain listings from landlords and built up long-term partnership with them.



3<sup>rd</sup> Top Producer  
for November  
2016.

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

TL: I do not foresee any intention from government to make big changes to the cooling measures. As such, I feel the transaction volume and price will remain stable for next few years.

*What change(s) do you want to see in C&H this year?*

TL: While big scale agencies are competing and using their resources on project sales, I feel that C&H being a medium scale agency should concentrate our resources to establish niche market in other trades such as assignment business, Resale market, landed market and eventually attracts more agents who share common interest to join our group.

Mr. Terence Lee  
was the 8<sup>th</sup> Top  
Producer for 2015.



## Briefing Room

The following is based on the 4<sup>th</sup> quarter 2016 statistics released by URA and HDB.

### URA Flash Estimate for Private Property Price Index

The key pointers for the private property price index in the 4<sup>th</sup> Quarter 2016 are as follows:

#### Results for Q3 2016 Performance

- Prices of non-landed properties in CCR remained unchanged, as for RCR and OCR decreased by 2% and 1% respectively.
- Prices of landed properties rose by 0.9%, compared to the 2.7% decline in the previous quarter.
- Prices of landed properties increased by 0.9% in the 4<sup>th</sup> Quarter of 2016

For the full article, please visit <https://www.ura.gov.sg/uol/media-room/news/2017/Jan/pr17-01>

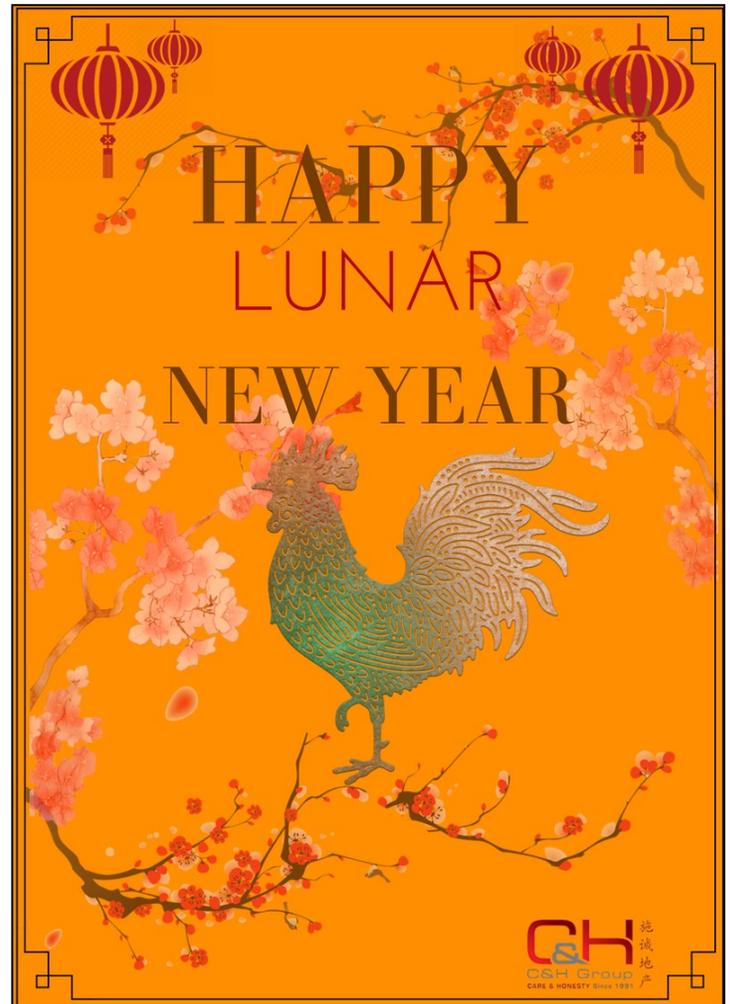
### HDB's Flash Estimate of the Resale Price Index

The flash estimate Resale Price Index for 4<sup>th</sup> Quarter decline 0.1%, to an index of 134.6. The flash estimate for the year of 2016 will be a decline in resale flat prices by 0.1%.

### Upcoming Sales Launch

In 2017, HDB will launch about 17,000 new flats for sale. The first Build-To-Order (BTO) exercise will launch in February 2017, which consist about 4,100 flats in Clementi, Punggol, Tampines and Woodlands.

More information is available on the HDB InfoWEB, <http://www.hdb.gov.sg/cs/infoweb/residential/buying-a-flat/resale/resale-statistics>



鸡年大吉，恭喜发财！

*May the New Year brings you  
luck, prosperity and success  
throughout!*

*- The Management Team*

# Upcoming Events

## Annual Dinner & Dance 2017



Date: 18 February 2017

Time: 6:30 PM

Venue: Concorde Hotel Singapore,  
Concorde Ballroom (Level 3)

*See you there!*

C&H Group

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