

MEDIA RELEASE

18 OCTOBER 2011

CEA MARKS 1st ANNIVERSARY
KEO SEMINAR 2011
“RAISING PROFESSIONALISM & SERVICE QUALITY”

Date : 18 October 2011
Time : 8.30am
Venue : HDB Auditorium, HDB Hub
Guest-of-Honour : Mr Lee Yi Shyan
Minister of State for Trade & Industry
and National Development

The Council for Estate Agencies (CEA) will reach its first anniversary milestone on 22 October 2011. To mark its first year, CEA will be organising an inaugural KEO Seminar which serves to provide a platform for the Key Executive Officers (KEOs) of real estate agents to share and learn best practices from one another, and network with industry players. The KEO Seminar 2011 will be officiated by Guest-of-Honour, Mr Lee Yi Shyan, Minister of State for Trade & Industry and National Development.

2. Driven by the Council’s vision of building a professional and trusted real estate agency industry, CEA has chosen the theme *“Raising Professionalism & Service Quality”* for the inaugural event. The seminar features speakers from government agencies and KEOs of estate agents who will speak on latest industry updates, as well as best practices in customer service and human capital management.

3. Said Mr Chionh Chye Khye, Executive Director of CEA: “Targeted at the KEOs, this seminar is a new and important platform for CEA and the industry, not only to create a nexus of ideas and information, but also to encourage KEOs to excel in their professional and leadership skills. As leaders of estate agents, KEOs play an active

role in developing and managing salespersons to achieve a high level of professionalism and service quality that will help the industry gain consumer trust and confidence. It is essential for KEOs to take the lead in instilling a stronger sense of service and ethics among their workforce and inspire them to continually improve themselves professionally.”

4. Mr Chionh will be sharing with KEOs strategic plans for the real estate agency industry. Participants interested in policy developments in the private residential market will also hear from Mr Sin Lye Chong, Controller of Housing, Urban Redevelopment Authority (URA), on policies introduced by URA to enhance the transparency of the private market. Representing the Housing and Development Board (HDB), Mr Loh Swee Heng, Deputy Director (Sales), will speak on professional practices of salespersons that make positive differences in resale transactions of HDB flats.

5. In addition, three KEOs will be sharing about their experiences and their estate agents’ professional practices. Mr Patrick Liew of HSR Property Consultants Pte Ltd will introduce the audience to his company’s structure and process for the supervision and management of salespersons. Mr Eugene Lim of ERA Realty Network Pte Ltd will speak on his company’s experience in promoting service excellence in a market where consumers have become more sophisticated and discerning. Mr Chris Koh of Dennis Wee Properties Pte Ltd will explore challenges faced by salespersons and share about his company’s training programme to build a professional workforce.

6. The three KEOs will be joined by four more KEOs in a panel discussion to round up the seminar. They are: Ms Pauline Goh of CB Richard Ellis Pte Ltd; Mr David Huan of Rainbow Cottage Pte Ltd; Mr Mohamed Ismail of PropNex Realty Pte Ltd; and Mr Dennis Yeo of Colliers International (Singapore) Pte Ltd. The KEOs will discuss on the challenges of building a trusted real estate agency industry and engage the audience in a Q&A session. In addition, seminar participants could also visit information booths set up by industry associations and IT partners at the seminar venue for useful information on courses and business solutions.

Annex A: KEO Seminar 2011 Programme
Annex B: Synopses of Presentations
Annex C: Bios of Speakers and Panel Members

About Council for Estate Agencies

The Council for Estate Agencies (CEA) is a statutory board established under the Estate Agents Act to regulate and promote the development of a professional and trusted real estate agency industry. The key responsibilities of CEA are to license estate agents and register salespersons, promote the integrity and competence of estate agents and salespersons, and equip consumers with the necessary knowledge to make informed decisions in property transactions. For more information, please visit: www.cea.gov.sg.

KEO Seminar – 18 Oct 2011, 8.30am to 1.00pm, HDB Auditorium
Raising Professionalism & Service Quality

PROGRAMME

- 0830 Registration of participants
- 0900 Arrival of Guest-Of-Honour
Welcome by emcee
- 0905 Opening Speech by **Guest-Of-Honour: Mr Lee Yi Shyan**
Minister of State for Trade & Industry and National Development
- 0925 Address by Mr Chionh Chye Khye
Executive Director, Council for Estate Agencies
- 0945 Tea Break
- 1030 **Enhancing Transparency in the Private Residential Market**
Mr Sin Lye Chong, Controller of Housing, Urban Redevelopment Authority
- 1045 **Developing Professionalism of Salespersons in the HDB Resale Market**
Mr Loh Swee Heng, Deputy Director (Sales), Housing & Development Board
- 1100 **Supervision and Management of Salespersons**
Mr Patrick Liew, Key Executive Officer, HSR Property Consultants Pte Ltd
- 1115 **Service Excellence in Estate Agency Work**
Mr Eugene Lim, Key Executive Officer, ERA Realty Network Pte Ltd
- 1130 **Building A Professional Workforce**
Mr Chris Koh, Key Executive Officer, Dennis Wee Properties Pte Ltd
- 1145 **Panel Discussion + Q&A**
1. Ms Pauline Goh, Key Executive Officer, CB Richard Ellis Pte Ltd
2. Mr David Huan, Key Executive Officer, Rainbow Cottage Pte Ltd
3. Mr Chris Koh, Key Executive Officer, Dennis Wee Properties Pte Ltd
4. Mr Patrick Liew, Key Executive Officer, HSR Property Consultants Pte Ltd
5. Mr Eugene Lim, Key Executive Officer, ERA Realty Network Pte Ltd
6. Mr Mohamed Ismail, Key Executive Officer, PropNex Realty Pte Ltd
7. Mr Dennis Yeo, Key Executive Officer, Colliers International (Singapore) Pte Ltd
(Moderator: Mr Soh Kee Hean, Deputy Executive Director, Council for Estate Agencies)
- 1300 End of programme

** You are warmly welcomed to attend the first half of the KEO Seminar and lend coverage to the event.*

KEO SEMINAR 2011

RAISING PROFESSIONALISM & SERVICE QUALITY

SYNOPSIS

Enhancing Transparency in the Private Residential Market

Mr Sin Lye Chong, Deputy Director (Property Research) and Controller of Housing, Urban Redevelopment Authority

To enhance transparency in the private residential market, URA had earlier announced that developers of uncompleted private residential properties will be required to give home-buyers more accurate and timely information about the market and units that they are buying. For example, developers will need to comply with new guidelines when they set up showflats to ensure that they depict the actual units to be built accurately and provide more information on the housing project to prospective buyers.

Salespersons play an important role in the sale of residential units by acting as intermediaries between the developer and home-buyers at the point of sale. Therefore, the support of salespersons is important to ensure the smooth and effective implementation of the new regulations. The Controller of Housing, Mr Sin Lye Chong, will share the details of the new regulations.

Developing Professionalism of Salespersons in HDB Resale Market

Mr Loh Swee Heng, Deputy Director (Sales), Housing and Development Board

In Singapore, the resale market of HDB flats is a sizeable one with an average of about 32,000 transactions registered a year in the period, 2007 to 2010. Salespersons play a major role in the resale market in ensuring that buyers and sellers are well aware of the relevant policies and procedures when buying/selling an HDB flat, and in facilitating the smooth completion of the transactions. Deputy Director (Sales) Mr Loh Swee Heng will highlight practices of salespersons that have made positive differences in the resale transactions and also areas which could be further improved.

HDB has been working closely with the industry players through consultation and engagement. Various initiatives have been put in place, including investments in Internet and electronic channels to enable buyers and sellers as well as salespersons to access information with ease. Mr Loh will share with the audience some of the initiatives that have been implemented as well as upcoming plans for salespersons.

Supervision and Management of Salespersons

Mr Patrick Liew, Key Executive Officer, HSR Property Consultants Pte Ltd

This presentation will cover the HSR Corporate Governance Model which was introduced to ensure that salespersons comply with the laws of Singapore, including the Estate Agents Act 2010. Mr Patrick Liew, KEO of HSR Property Consultants Pte Ltd, will share about the HSR structure, system and process for leading, managing and controlling the sales force so as to raise their professional standards, service and quality.

Service Excellence in Estate Agency Work

Mr Eugene Lim, Key Executive Officer, ERA Realty Network Pte Ltd

Today, Real Estate Salespersons operate in an environment where the dollar value of real estate transactions has increased significantly and customers are more sophisticated.

Customers expect service excellence in estate agency work; it is no longer about meeting customers' expectations. Estate agents and their salespersons need to exceed customers' expectations in order to be competitive and relevant.

In order to build this capability, they need to think "Customers Win, You Win".

ERA's Customer Service philosophy is drawn from its corporate slogan "Always There For You". Simply put, only when you are "1st In Service", can you achieve "1st In Results".

Mr Eugene Lim, KEO of ERA Realty Network Pte Ltd, would share about how ERA trains and develops the mindsets and skills of their salespersons; how they measure and track their service delivery standards; as well as their complaint management policy and system.

Building a Professional Workforce

Mr Chris Koh, Key Executive Officer, Dennis Wee Properties Pte Ltd

The presentation will cover the importance of building a professional workforce to enhance the image of real estate salespersons and the real estate industry as a whole.

Mr Chris Koh, KEO of Dennis Wee Properties Pte Ltd will share some of the basic training new salespersons should undergo, and continuing professional development training for experienced salespersons.

The presentation will also look at the challenges faced by salespersons today as clients become more knowledgeable and demanding. Highlights of the presentation will include changing the mindset of salespersons to have them understand the importance of always providing excellent service to stand out from the crowd, leaving clients with a positive experience.

KEO SEMINAR 2011***RAISING PROFESSIONALISM & SERVICE QUALITY*****SPEAKERS**

Mr Chionh Chye Khye
Executive Director
Council for Estate Agencies

Mr Chionh Chye Khye is the Executive Director of Council for Estate Agencies. He previously held the positions of Deputy Secretary in Ministry of National Development (MND), CEO of Building & Construction Authority (BCA), Director (Housing) in MND and Deputy CEO (Building & Development) of Housing & Development Board (HDB).

He is a professional civil engineer, graduated with a 2nd class Honours degree in Engineering from the University of Singapore in 1974. Later, as a Colombo Plan scholar, he obtained a Master of Science from the Imperial College of Science and Technology (University of London) in 1976.



Mr Sin Lye Chong
Deputy Director (Property Research) and Controller of
Housing
Urban Redevelopment Authority

Mr Sin Lye Chong graduated with a First Class Honours in Economics. He also holds a Master of Science in Regional & Urban Planning Studies and a Master in Land Economy Research.

During his 13 years with URA, Mr Sin's career was punctuated with many exciting and enriching working experiences. He started off as a Research Officer, did a stint with the planning department, was awarded a postgraduate overseas scholarship, and was seconded to Ministry of Finance and Ministry of National Development.

As Deputy Director of Property Research, Mr Sin is involved in the planning of the Government Land Sales programme to meet national planning, economic and social objectives. As Controller of Housing, he administers the Housing Developers (Licensing & Control) Act and reviews related legislation and guidelines to ensure they remain relevant and pro-business.



Mr Loh Swee Heng
Deputy Director (Sales)
Housing and Development Board

Mr Loh Swee Heng joined the Housing & Development Board (HDB) in 1981. He has vast experience in operations and policy administration. He was the Head of the Public Housing Policy Research and Development Unit in 1991. In 1993, he served as the Head of the Allocation Section, overseeing the planning, implementation and review of public housing programmes to meet the housing demand. Mr Loh has successfully implemented various measures and systems to enhance quality and service delivery in the HDB. He was the Deputy Director in charge of the Resale Section from Jan 2001 to June 2011. He implemented various measures such as the standard Option To Purchase (OTP), cooling-off period for buyers and sellers, the Resale Checklists and also the full online application of resale applications. Now, as Deputy Director (Sales), Mr Loh continues to be involved in the development and implementation of HDB's housing policies.



Mr Patrick Liew
Key Executive Officer
HSR Property Consultants Pte Ltd

Mr Patrick Liew is KEO of HSR Property Consultants Pte Ltd. He is also the CEO of HSR Global Ltd, which is listed on the Singapore Exchange.

Previously, he was the regional director of the Gartner Group, providing strategic advisory and planning services to governments, banks and multinational corporations.

Mr Liew graduated with a Bachelor of Science in Estate Management. He has a Master of Science in global business and marketing a Master of Business Administration, and other professional qualifications. He has developed a multimedia e-learning programme on entrepreneurship and authored a Chinese book on business systems.

Mr Liew has conducted trainings, including online programmes, for local and foreign participants. He also provides leadership and advisory services to various professional and charity organisations.

Mr Liew has received the Entrepreneur of the Year Award for Social Contribution, the Asia Pacific Entrepreneurship Award, and six other business awards.



Mr Eugene Lim
Key Executive Officer
ERA Realty Network Pte Ltd

Mr Eugene Lim oversees more than 4,800 salespersons at one of Singapore's largest real estate agencies, ERA Realty Network Pte Ltd. Since 1982, ERA has been serving the real estate needs of the many thousands of sellers, buyers, landlords and tenants in Singapore and overseas. ERA is an international real estate brokerage network with franchised offices in 48 countries worldwide.

Mr Lim is the key spokesman for ERA in Singapore. His professional views on the real estate market and its pertinent issues have been featured by the press and media.

Mr Lim holds a Masters Degree in Real Estate and an Honours Degree in Estate Management from the National University of Singapore. He has more than 20 years of experience in the real estate industry, seven of which were with Singapore Exchange's mainboard-listed property developers, DBS Land and CapitaLand.



Mr Chris Koh
Key Executive Officer
Dennis Wee Properties Pte Ltd

Mr Chris Koh joined the real estate industry in early 1993 after serving as a regular officer in the Singapore Armed Forces (SAF). Today, Mr Koh is the KEO of Dennis Wee Properties Pte Ltd. He is also the spokesman and trainer for Dennis Wee Group (DWG).

Proficient in training both large assemblies and small groups, Mr Koh has conducted trainings and talks for organisations such as the Republic of Singapore Air Force (RSAF), AXA Life Insurance Singapore Pte Ltd, Great Eastern Life Assurance Company Limited, Institute of Estate Agents (IEA), Standard Chartered Bank, and Singapore Polytechnic.

With 19 years of real estate experience and a veteran in the industry, Mr Koh's views and comments have been quoted in various media.

PANELLISTS



Ms Pauline Goh
Key Executive Officer
CB Richard Ellis Pte Ltd

Ms Pauline Goh is the Chief Executive Officer of CB Richard Ellis Singapore and South East Asia.

In her 28 years with the company, Ms Pauline Goh has successfully negotiated key investment property transactions involving local and foreign institutional investors, as well as marketing instructions on office, industrial and residential projects and assignments entrusted to the company. She is a valued member of CBRE's senior management board which charts the direction for the firm in the APAC region.

Ms Goh has earned CBRE Singapore a number of global awards. Within the company, she was awarded Special Achievement Awards in 2007 and 2008 for her outstanding contributions to the company.

Ms Goh graduated from the National University of Singapore with a Bachelor of Science (Estate Management). She is a fellow with the Singapore Institute of Surveyors and Valuers and sits on a number of boards and committees in various organisations including charities, education and healthcare.



Mr Dennis Yeo
Key Executive Officer
Colliers International (Singapore) Pte Ltd

Mr Dennis Yeo has more than 20 years of experience in the real estate industry. He is the Managing Director for Colliers International's business in Singapore. He is also a member of the Colliers Asia Executive Committee that manages some 40 Colliers offices in the Asia Pacific region. Additionally, Mr Yeo heads the Asia Industrial Services Group, handling cross-border industrial transactions for Colliers' multi-market clients.

Mr Yeo is well-versed with Real Estate Investment Trusts (REITs) and is very much involved in advising corporations on matters pertaining to REITs, as well as the transaction of properties to property funds and trusts. He heads the Colliers Asia Investment Services Group, which manages transactions for funds and institutions across the region.

Mr Yeo has been appointed by the Building and Construction Authority as one of the founding board members of the Singapore Green Building Council.



Mr Mohamed Ismail
Key Executive Officer
PropNex Realty Pte Ltd

Mr Mohamed Ismail is the KEO of PropNex Realty Pte Ltd, a flagship subsidiary of P&N Holdings and one of Singapore's leading real estate companies. Mr Ismail also holds various appointments in other organisations and is now the President of the Institute of Estate Agents and Commander of 12th Singapore Infantry Brigade amongst many.

He has written two books, "You Can Fly" in 2005 and "Ultimate Guide to Real Estate investment" in 2010. A firm believer of life-long learning, Mr Ismail has institutionalised a series of developmental seminars and workshops for his salespersons so that they can stay ahead of competition.

His views and insights on the property scene have been featured in the media.



Mr David Huan
Key Executive Officer
Rainbow Cottage Pte Ltd

Mr David Huan was a Commando Officer and subsequently a Battalion Signal Officer in 1st Commando Battalion from 1977 to 1982. He was later transferred to the Ministry of Defence from 1982 to 1987. After a ten-year career in the Army, he left and joined the Real Estate Sector and opened his own Real Estate Agency, Rainbow Cottage Pte Ltd, in 1993.

Mr Huan had conducted a number of Common Exams for House Agents (CEHA) and Professional Real Estate Agent Courses. With more than 20 years of real estate agency experience, Mr Huan is passionately committed to professional training and development of the human capital. He firmly believes in providing extraordinary sales service with measureable service quality and accountability that would enable anyone to rise above the crowd.