

Singapore Realtors Conference 2017

ORGANISED BY SISV SUPPORTED BY APFM AND FIABCI SINGAPORE
FRIDAY 7 JULY 2017, YORK HOTEL, 21 MOUNT ELIZABETH, SINGAPORE 228516

CEA SN: C3L3S0593 : 2 Core CPD Credit Hours awarded under C3 L3

Theme : Enhancing the Career Development of Salespersons – Qualities and Skills to have for Next Lap

This Conference is intended to be an annual affair with the purpose of keeping estate agents and salespersons up to date on the latest developments in the real estate industry, and as a gathering and platform where they can dialogue with each other and establish social networking.

For the Singapore Realtors Conference in this July, we have decided on the theme 'Enhancing the Career Development of Salespersons – Qualities and Skills to have for Next Lap' and we would be discussing issues on employability skills and what is required to achieve Service Excellence in this new economy.

In line with Government's key initiatives, speakers at our Conference will share on pertinent issues on the following topics:

- ◆ The Singapore Property Market – Vision for the Next Lap.
- ◆ Industrial Market Trend and Uncovering its Market Demand.
- ◆ Critical Knowledge and Qualities needed by Salespersons in Marketing of Commercial Properties.
- ◆ Skills and Knowledge for Salespersons and Estate Agents to be effective in conducting Residential Enbloc Sales.
- ◆ Enhancing the Career Development of Salespersons in this new Technology Age.



Guest of Honour

Ms Low Yen Ling
Senior Parliamentary Secretary,
Ministry of Education & Ministry of Trade and Industry
Mayor, South West CDC

Organised By



In Support By



Singapore Realtors Conference 2017

ORGANISED BY SISV SUPPORTED BY APFM AND FIABCI SINGAPORE

FRIDAY 7 JULY 2017, YORK HOTEL, 21 MOUNT ELIZABETH, SINGAPORE 228516

Conference Fee (inclusive of GST and Tea break)	
SISV/CREA/KEO CONNECT Members	S\$70.00
CEA Registered Salespersons	S\$80.00
Others/Public	S\$90.00

Organised By



In Support By



Time	Programme
1.00 pm	Registration
1.30 pm	Welcome Address by Dr Lim Lan Yuan, SISV President (VGP) Address by Guest of Honour
1.45 pm	Session 1 : The Singapore Property Market – Vision for the Next Lap Speaker : Ms Tricia Song Objective: The purpose is to inform practicing salespersons and estate agents on the current trends and outlook for the property market.
2.15 pm	Session 2 : Industrial Market Trend and Uncovering its Market Demand Speaker : Mr Tan Boon Leong Objective: The presentation is to explore the key market drivers and demand in the industrial market amid the increasing challenging business environment
2.45 pm	Session 3 : Critical Knowledge and Qualities needed by Salespersons in Marketing of Commercial Properties Speaker : Mr Lester Leow Objective: The purpose is to inform practicing salespersons and estate agents on what are the critical knowledge and qualities needed in marketing of commercial properties
3.15 pm	Networking Break
3.30 pm	Session 4 : Skills and Knowledge for Salespersons and Estate Agents to be effective in conducting Residential Enbloc Sales Speaker : Mr Tan Hong Boon Objective: The purpose is to inform practicing salespersons on the necessary skills and knowledge to have to be effective in the marketing of residential properties
4.00 pm	Panel Discussion : Enhancing the Career Development of Salespersons in this new Technology Age Moderator : Dr Lim Lan Yuan, SISV President (VGP) Panelist : Mr Chan Mun Kit, Deputy Executive Director, CEA Mdm Celeste Ng, Trainer / Lecturer of Real Estate Courses
4.30 pm	Q&A
5.30 pm	Close of Conference

For enquiries, Please contact :

Ping Ping (Tel: [64240297](tel:64240297) or pingping@siv.org.sg) or Manisah (Tel: [64240272](tel:64240272) or manisah@siv.org.sg)

Singapore Realtors Conference 2017

ORGANISED BY SISV SUPPORTED BY APFM AND FIABCI SINGAPORE
FRIDAY 7 JULY 2017, YORK HOTEL, 21 MOUNT ELIZABETH, SINGAPORE 228516

DISTINGUISHED SPEAKERS



Tricia Song

Director and Head of Research, Colliers International Singapore

Tricia is Director and Head of Research, Singapore for Colliers International. She has over 13 years of experience in real estate equity research and capital markets in Singapore and ASEAN. Prior to Colliers, she spent four years as head of Singapore Real Estate and REITs at Barclays Bank PLC, Equity Research, Singapore and was the lead analyst on IPO pre-deals such as Ananda Development and iREIT Global.

She worked in various property analyst roles previously in Credit Suisse, HSBC, CIMB-GK and UOB KayHian, and was ranked among the top 10 Singapore analysts in Asiamoney's polls in 2008 and 2009. She was named the top analyst for the Singapore Real Estate industry in Starmine's Analyst Awards in 2005. Ms Song graduated with a Bachelor of Business Studies (Honours) degree from Nanyang Technological University, Singapore.



Tan Boon Leong

Executive Director and Head, Industrial, Knight Frank Singapore

Boon Leong oversees a team of highly experienced industrial professionals offering innovative and customised business space solutions to landlords and tenants across facilities such as build-to-suit, business park spaces, warehouses, high-specifications factories, and industrial buildings. He also leads the team on consultancy projects, brokerage in sales and leaseback, and structured industrial investment deals. Boon Leong is frequently quoted in the local media regarding views and opinions on the industrial property market.

Boon Leong is an industry veteran with 23 years of experience in the industrial real estate market. He has been actively seeking opportunities for listed real estate trusts or investors to enter into sale and leaseback arrangements with building owners.



Leow Kok Wee Lester

Director, Investment Sales & Agency, Corporate Visions Pte Ltd

Since 2009, Lester has held the position of Director in Corporate Visions and he is responsible for Commercial and industrial leasing while focusing on Investment and acquisitions of REITs sales & leaseback investment deals. He leads a team of sales persons while responsible for providing design & build solutions to corporate clients.

Prior to Corporate Vision, Lester was the fund manager for MacCarther Industrial REIT where he was responsible for managing a portfolio value of more than S\$600 million investment assets in Singapore and Japan.



Tan Hong Boon

Regional Director, Capital Markets, JLL Singapore

Hong Boon is the Regional Director in the JLL Singapore's Capital Markets team. With more than 25 years of real estate industry experience spanning valuation, research, consultancy, investments and advisory, his current focus is in land sales and en bloc (collective) sales.

For the period from January 2015 to June 2016, besides JLL Singapore's Capital Markets business, Hong Boon was concurrently seconded to JLL Malaysia to assist in the integrations and operations of the management functions and the business development of the new office's Research & Consultancy and the Capital Markets departments. He has since returned full time with the Singapore team.

For enquiries, Please contact :

Ping Ping (Tel: [64240297](tel:64240297) or pingping@siv.org.sg) or Manisah (Tel: [64240272](tel:64240272) or manisah@siv.org.sg)