

MAREC12

MALAYSIAN ANNUAL REAL ESTATE CONVENTION



The property market in 2012 faces its fair share of uncertainties. --AFP

MALAYSIA is bracing herself for a turbulent year. Experts expect a GDP average of around 5% for 2012 although most analysts state that it is too early to tell for sure.

The property market in 2012 faces its fair share of uncertainties. To answer impending questions of the 2012 property market, the Malaysian Institute of Estate Agents (MIEA) is organising the Malaysian Annual Real Estate Convention 2012 (MAREC 2012).

The convention themed "Property Investment - The Way Forward" will focus on key issues, for instance the amendment of the Valuers, Appraisers and Estate Agents Act in 2011, says MIEA deputy president and MAREC 2012 convention chairman, Siva Shankar. The amended act allows non-registered individuals to be shareholders in estate agency and valuation thus, allowing property practitioners to expand their businesses locally and globally.

"However, practitioners are looking at this as a double edged sword. They see it both as an opportunity as well as a threat," says Siva.

The talk will be given by MIEA former president and Reapfield Properties Sdn Bhd director and head of project marketing Soma Sundram, who has 25 years of experience as a real estate practitioner.

NLP trainer

The convention will also be addressing issues to prepare practitioners and investors for 2012. Giving the talk is Carsten Czibbor, one of Asia's leading experts in the field of Neuro Linguistic Programming (NLP).

A licensed NLP trainer, Czibbor is a master coach and an accomplished motivational speaker. The talk will focus on ways to help individuals engage their clients, competitors and prospects with ease and comfort. He will focus on ways to create trust, to shape the client's perception and leave a lasting impression.

The convention promises to be the largest congregation of real estate professionals and property investors in the country.

"We are expecting about 600

people to attend this year, half of whom will be estate agents, valuers, property managers and other professionals and the other half to be from the public," shares Siva.

"The forecast for 2012 is slow market growth for Malaysia. Although there is the possibility of seeing some form of price correction in the property market, the consensus is that the correction will not be significant and limited to certain sectors of the market."

The Malaysian Institute of Estate Agents, founded in the 1970s, is the recognised body representing all registered estate agents in the country.

● **FOR more information on MAREC 12, call the Malaysian Institute of Estate Agents at 03-7960 2577 or e-mail the convention chairman at siva@miea.com.my or secretariat@miea.com.my**



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Czibbor's talk will focus on ways to help individuals engage their clients with ease.



Soma will be giving a talk on key issues facing the 2012 property market.

Registration fee

Rates	(RM)	Onsite registration
Members	738	788
Negotiator/ CREN/ AF	600	650
Non-members	888	988
General public	988	1,088

The registration fee covers:

- Participation in the conference
- Morning and afternoon tea break and lunch