

Program Details

| | PROGRAM 1 | PROGRAM 2 | PROGRAM 3 |
|-------|-----------------------|-------------------|-------------------|
| Date | 09 Nov 2012 (Fri) | 10 Nov 2012 (Sat) | 10 Nov 2012 (Sat) |
| Time | 9.00am -6.00pm | 9.00am – 1.00pm | 2.00pm – 6.00pm |
| Venue | Vistana Hotel, Penang | | |

Fees Per Participant

| | PROGRAM 1 | PROGRAM 2 | PROGRAM 3 | ALL 3 PROGRAM |
|---|-----------|-----------|-----------|---------------|
| EARLYBIRD – Book by 12 Oct 2012 | RM320 | RM175 | RM175 | RM670 |
| Normal charges - From 13 Oct 2012 | RM350 | RM200 | RM200 | RM750 |
| Previous Participant REBATE | RM290 | RM175 | RM175 | RM640 |

Fees inclusive of study materials, folder, certificate, buffet lunch and tea-breaks

Registration Form

Company Name & Address _____

Telephone Numbers _____

Contact Person _____

Please register the following participants for the training: -

| | Participant's Name | E Number | Program |
|---|--------------------|----------|---------|
| 1 | | | |
| 2 | | | |

Signature of Authorized Personnel

Date

Please send cheque payable to **Selvaraj Balasundram** or bank in to Maybank
account 107059483606

Tel: 04 – 6566632 / 019 – 4108486 / Fax: 04 – 6575631

3 NOT TO BE MISSED PROGRAMS!

Program 1

Online Marketing for Real Estate Professionals

By Vincent Cheng

Confirmed 5 CPD!

Program 2

Procedures & Legalities in Auctioning & Bidding

By Jeevan Muniandy

Confirmed 3 CPD!

Program 3

Using Blue Ocean Strategy for Developing Real Estate Business

By Dr. Asha Suresh Chand

Confirmed 3 CPD!



Facilitated in Penang by:

SUNGROUP TRAINING & CONSULTING SDN BHD

Together Towards Excellence

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Program 1 – Online Marketing for Real Estate Professionals

Course Objectives :-

- Allow Real Estate Professionals to have an overview of the online landscape
- The importance of online marketing
- Online branding
- Online lead generation
- Using You Tube, Facebook, LinkedIn, Twitter, websites, blogs
- Practical hands on application using your laptop, mobile phone

About the Real Estate Trainer – Vincent Cheng

Vincent Cheng is an associate trainer with the Malaysian Institute of Estate Agents. Vincent has trained and consulted over 1000 business owners through Public and In-House Programs. He is an invited speaker for many Social Media and Online Marketing Conventions, as well as a Certified HRDF (Human Resource Development Fund) Trainer. Vincent has worked with the Russian Consulate of Malaysia as well as Brand Laureate Awards in assisting their online branding and marketing campaigns.



Program 2 – Procedures & Legalities in Auctioning & Bidding Process

Auctioning has been an area where few people want to venture due to many reasons. Jeevan brings to us his practical experiences on what auctioning and bidding is all about in a hands on practical manner.

Course objectives: -

- Common problems faced by agents during auctioning & bidding
- How Real Estate bidding works and the agents role in the bidding process
- What are the advantages and disadvantages for buyers and sellers when they go through the bidding process
- Common legal issues in bidding and how to overcome them

About the Bidding Facilitator – Jeevan

Jeevan holds a Bachelor's Degree in Accountancy from University Putra Malaysia and also holds a "Sijil Asas Amalan Pelelong Awam Hartanah Malaysia" (SAAPAHM) from Universiti Malaya in 2010. Presently he is working as a Licensed Auctioneer in

Kedah, Penang and Kuala Lumpur with his own company Khoshee Auction Sdn Bhd as an MD. Jeevan is also MD for Sri Shan Realty Sdn Bhd and conducts real estate bidding for Sri Shan Realty Sdn Bhd since 2011 at locations such as Safira Club – Seberang Jaya, Masyarakat Penyayang - Pulau Pinang, Sunway Hotel - Seberang Jaya and Sri Shan Bid Office –Bukit Mertajam. Jeevan has participated an sponsored in PIP 2010, 2011 and 2012. Also in Forum for Property Millionaire Convention 2012 at Vistana Hotel Penang and Affordable Housing – PIP 2012 in PISA Penang. Jeevan has written more than 10 online articles regarding real estate industry in Penang and these can be viewed in his website. Some of his articles are :

1. Real estate agents in Malaysia
2. Which is better? Renting or buying?
3. The changing trends of developers in Penang
4. Green homes in Malaysia : The issues and benefits
5. Things to remember before taking a home loan in Malaysia

Program 3 – Using Blue Ocean Strategy for Developing Real Estate Business

Course Objectives :-

- Introduction to Blue Ocean Strategy
- Present challenges in the Real Estate business
- Identifying future trends in Real Estate business
- Formulating a Blue Ocean Strategy in meeting future Real Estate challenges

About the Speaker - Dr. Asha Suresh Chand PhD

Dr.Asha Suresh Chand is a Blue Ocean Strategy trainer certified by UCSI. She is an alumni member of Universiti Sains Malaysia. Asha also served as the Development Manager of Universiti Sains Malaysia from 2008 – 2011 and helped establish philanthropic fund raising within USM to assist all students in need of financial help. She was the pioneer batch from USM that was trained in the Blue Ocean Strategy and has conducted numerous workshops on the implementation of the Blue Ocean Strategy within USM (Main Campus in Penang, Health Campus in Kubang Kerian and the Engineering Campus in Nibong Tebal) and in collaboration with AKEPT as well. She has received numerous local and international awards for her involvement in Toastmasters and is the past recipient of the **Anugerah Sanggar Sanjung Award 2011** by USM in recognition for her expertise in innovative and creative teaching methodologies. Asha believes that in order to be innovative, we have to think '**Out-of-the-Box**' and the Blue Ocean Strategy is precisely the key that enables one to approach any issue in a structured and systematic way through the implementation of its tools. Asha is a very eloquent and exciting trainer. Asha is currently attached to Universiti Sains Malaysia as a Development Manager and Mentor of USM's soft skills programs and a consultant in the Blue Ocean Strategy.

