

FILIPINO HOMES



REAL ESTATE & TOURISM MAGAZINE

MOUNT APO (9,692 FT)

MARCH 2023 / FILIPINOHOMES.COM

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Welcome Home

Davao's strategic location and it being an economic powerhouse in the south of the country reminds investors to cash in on the region's natural charm, skilled talent pool and business friendly environment.

In this year of full recovery, this region is leading the provinces of Mindanao in getting the attention of both local and foreign investors to get their money rolling in various industries such as tourism, agriculture and real estate.

Its campaign being a "tourism and investment-ready destination" signifies that its ahead of its game knowing how intense competition would be when all local economies and even those overseas, compete for investments.

It is but fitting to put our spotlight once again to this awesome destination that's being eyed to elevate the whole of Mindanao in various aspects. Colliers Philippines has even declared that Davao, despite the pandemic and the sluggish economic growth, has retained its stature as residential market leader in Mindanao. This just proves that the region is growing faster prompting the need for homes, office spaces and commercial developments.

I am personally quite excited of these developments that are inclusive and round the clock. Developers like Grand Land Inc., Weecom Developers In., Cebu Landmasters Inc. and Johndorf Property Ventures Inc. are firming up their presence in the region, supplying it with residential units for of investment or end-use.

Prudently, let us check the offerings of these companies and take a look at how they are elevating Davao as the best home or second-home, as well as investment destination.

Covered in this issue are also the superstars of Filipino Homes, our dear real estate agents who are an inspiration to many. Their hardwork, patience and resilience are worth emulating. Let's learn from their stories and celebrate their successes in this industry.

Anthony Gerard O. Leuterio
Publisher

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ABOUT FILIPINO HOMES


Filipino Homes is the largest comprehensive real estate solutions portal in the Philippines, providing one-stop-shop services for real estate buyers and sellers.

This one-of-its-kind facility (available both online and offline) connects people to all related products and services in real estate business. It provides much needed market information, extensive property listings, statistics, experts' industry assessments, events and activities to assist clients make sound decision.


Headquartered in Cebu, this full service real estate portal is managed by a group of seasoned property professionals and capitalists. It envisions to be the largest property portal that syndicates all property listings in the Philippines. Powered by its growing 3,000 property agents, Filipino Homes provides a full range of services including property management, in tandem with affiliate Rent.ph; foreclosure listings; and real estate insurance and consultancy services.

Deeply rooted in its commitment to uplift the quality of real estate services in the country, Filipino Homes has also set-up physical offices in major areas in the Philippines, to get closer to the market it serves.


With its extensive presence online including all social media platforms, Filipino Homes can easily reach at least 10 million audience a day, making it the biggest marketing arm of property developers to showcase their products worldwide.




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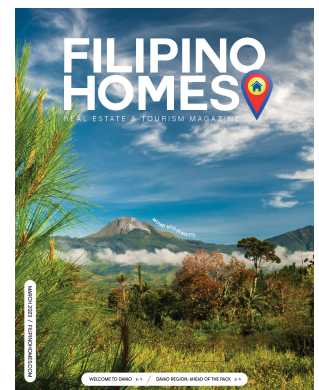


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March 2023 Cover
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Pag-Ibig releases P118B residential loans in 2022

Pag-IBIG Fund financed a total of 105,212 homes in 2022, which is equivalent to an 11% increase from the previous year, setting a new record high. The agency's efforts in addressing the country's housing backlog have resulted in empowering more Filipinos to own their own homes through affordable shelter financing.

THE HOME DEVELOPMENT Mutual Fund or Pag-IBIG Fund released a record-high P118 billion in residential loans in 2022, 21 percent higher than the P97 billion home loan disbursement recorded in 2021.

With this, a total of 105,212 Pag-IBIG Fund members were able to avail themselves of its home loan program in 2022.

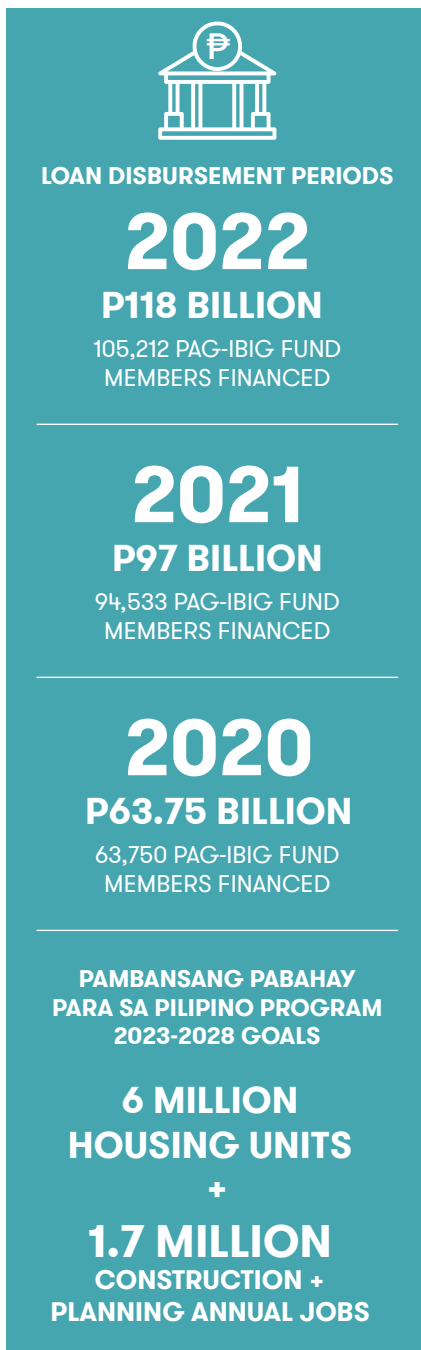
With this amount, Pag-IBIG financed the acquisition and construction of 105,212 homes for its members, equivalent to an 11 percent increase from the 94,533 homes financed in 2021, setting a new record high.

“This is very good news because as the amount of home loans we release increases, so does the number of Filipinos who now have homes of their own,” said Department of Human Settlements and Urban Development (DHSUD) Secretary Jose Rizalino Acuzar, who also heads the 11-member Pag-IBIG Fund Board of Trustees.

“Pag-IBIG Fund’s performance is a testament to our united and unwavering efforts to resolve the country’s housing backlog, in line with the objective of President Ferdinand R. Marcos Jr. under the Pambansang Pabahay Para sa Pilipino Program,” Acuzar said in a statement.

The Pambansang Pabahay Para sa Pilipino Program is a flagship program of Marcos that is aimed at addressing the country’s housing needs by building 1 million houses each year for the next six years.

Marcos earlier expressed the need to provide families with shelter most especially the poor residents, as well as those employed people who struggle to have decent housing.



PAG-IBIG FUND CEO, MARILENE C. ACOSTA

Meanwhile, Pag-IBIG Fund Chief Executive Officer Marilene Acosta noted that the number of housing units financed in 2022 also marks the first time that the agency has financed more than 100,000 housing units in a single year.

According to Acosta, out of the said number of housing units financed by the agency last year, 18,657, or 18 percent, were socialized housing units availed by members from the minimum-wage and low-income sectors.

“We at Pag-IBIG Fund have always strived to provide our members -- the Filipino workers -- the means to have their own homes through affordable shelter financing. That is why we take great pride in achieving a record high number of housing units financed in 2022 because it means that we have empowered even more Filipinos in gaining their own homes,” she said

For 2023, Acosta assured Pag-IBIG members of a continuous service providing them with the most affordable home loan in the market, so that they too can achieve their dream of homeownership. 📍

SOURCE: PAG-IBIG FUND

OFs personal remittance hits US\$2.93B in November 2022

OFs' personal remittances in November 2022 rose, led by land-based and sea-based workers. The increase in cash remittances from major sources, including the US, Singapore, Saudi Arabia, and Qatar, also supported the overall increase from January to November 2022.

PERSONAL REMITTANCES FROM Overseas Filipinos (OFs) grew by 5.8 percent to US\$2.93 billion in November 2022 from US\$2.77 billion recorded in the same month last year.

The increase in personal remittances in November 2022 was due to higher remittances sent by 1) land-based workers with work contracts of one year or more and 2) sea- and land-based workers with work contracts of less than one year.

Consequently, cumulative personal remittances increased to US\$32.65 billion, or by 3.4 percent, in the first eleven months of 2022, from US\$31.59 billion in the comparable period in 2021.

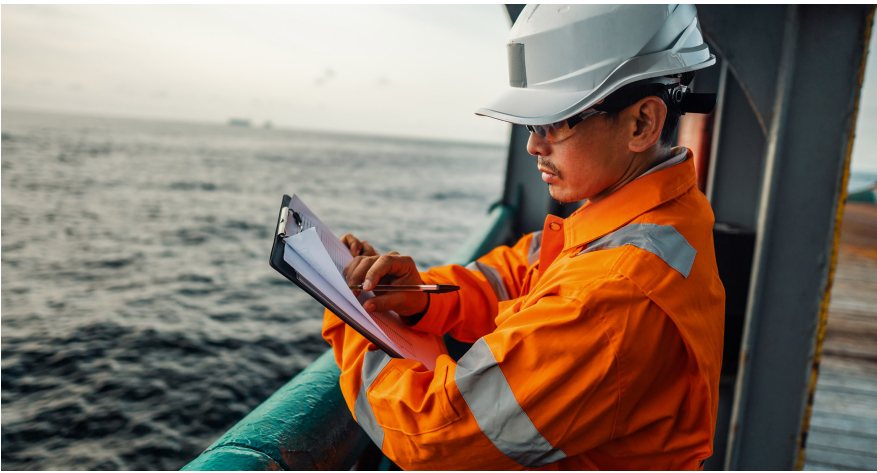
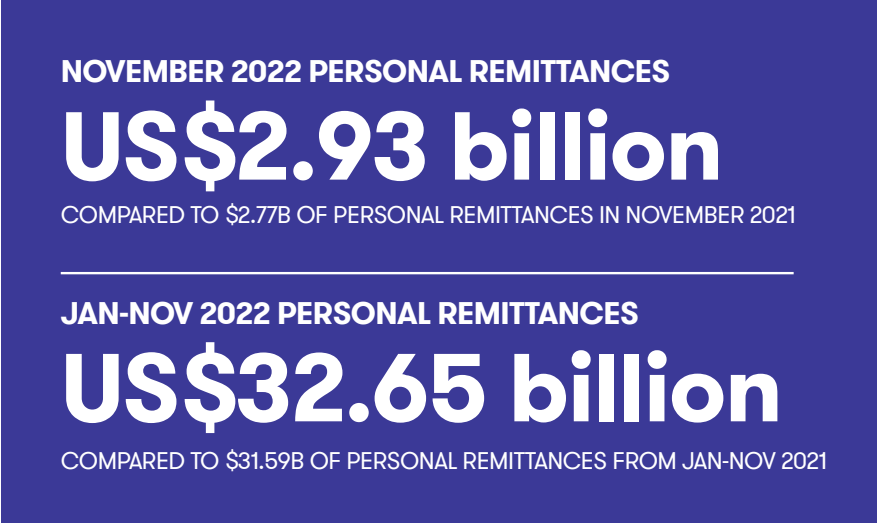
Of the personal remittances from OFs, cash remittances coursed through banks reached US\$2.64 billion in November 2022, higher by 5.7 percent than the US\$2.50 billion registered in the same month in 2021.

The expansion in cash remittances in November 2022 was due to the growth in receipts from land- and sea-based workers.

On a year-to-date basis, cash remittances coursed through banks in January-November 2022 amounted to US\$29.38 billion, 3.3 percent higher than the year-ago level of US\$28.43 billion.

The growth in cash remittances from the United States (US), Saudi Arabia, Singapore, and Qatar contributed largely to the increase in remittances in January-November 2022.

Meanwhile, in terms of country sources, the US posted the highest share of overall remittances in the first eleven months of 2022, followed by Singapore and Saudi Arabia. ♥



SOURCE: BANGKO SENTRAL NG PILIPINAS (BSP)

Welcome To Davao

Mindanao regions are committed to restoring the vibrancy of its tourism, with several big conventions and events planned for the year. Additionally, they are welcoming both local and international travelers once again.

DAVAO, ONE OF THE PROMINENT provinces of Mindanao, is now fully open to welcome tourists from anywhere around the world.

This was the loud message stakeholders in the region expressed during the recently concluded first Mindanao Tourism Expo held in Davao City in January 2023, which signaled the readiness of the region and Mindanao as a whole to further reopen its doors for international and local travels.

Described as “first of its kind,” Tourism Secretary Christina Frasco said the gathering is “the regionalization of the highly anticipated tourism expo in a new era of tourism development in Mindanao.”

The tourism expo brought in a total of 69 booths with 41 exhibitors ready to sell Mindanao to the world, bearing the “Colors of Mindanao,” a campaign that showcases various inter-regional and intra-regional travel circuits of five regions of Mindanao particularly Northern Mindanao, Davao region, Zamboanga Peninsula, Socksargen and Caraga.

The campaign aims to showcase Mindanao’s strength in culinary, sightseeing, and culture among others.

“Mindanao is vital and essential in terms of tourism development because it is a hidden gem that has yet to be fully discovered and developed,” the tourism chief said.

Tourism Region 11 Director Tanya Rabat-Tan noted that it is the right time to experience Mindanao, primarily its untouched natural wonders.

“The time has finally come for Mindanao with this very first Tourism Expo. For years, the ever passionate stakeholders of Mindanao tourism industry have been doing their best

MINDANAO REGIONS

- REGION 9**
ZAMBOANGA PENINSULA
- REGION 10**
NORTHERN MINDANAO
- REGION 11**
DAVAO REGION
- REGION 12**
SOCCSKSARGEN
- REGION 13**
CARAGA REGION
- BANGSAMORO**
AUTONOMOUS REGION
OF MUSLIM MINDANAO

THE TOURISM EXPO BROUGHT IN A TOTAL OF

69 BOOTHS

WITH 41

EXHIBITORS




A TAGAKAULO TRIBE WOMAN WEAVES A TRADITIONAL BLANKET AT THE MINDANAO TOURISM EXPO 2023 IN DAVAO CITY.

efforts not just to bring out the best in their respective regions but also to persuade visitors to go and visit them,” she said.

The three-day expo that run from January 27 to 29 at the SMX Convention Center gathered diplomats, including Malaysia Consul General Deddy Faisal Bin Ahmad, China Consul General Li Lin, Indonesia Consul General Achmad Djatmiko, Myanmar Consul General Anna Te, Hungary Consul General Mary Ann Montemayor, Austria Honorary Consul Dr. Peter Faisteur, Denmark Honorary Consul Rowena Vida-Lisbon, China Deputy Consul General Liu Qian, and China Consul of Commerce Ji Jun.

Davao City is eyeing 2 million tourist arrivals this year. Thanks to the big conventions lined up for the year.

DEPARTMENT OF TOURISM PHILIPPINES



TOP PLACES TO VISIT IN DAVAO

1. SAMAL ISLAND

Located in the southern part of the Philippines in Davao Gulf and short boat ride away from Davao City, is a true tropical paradise that draws visitors from around the world. With its pristine white sand beaches, crystal-clear waters, and diverse marine life, Samal Island is a top destination for those seeking relaxation and adventure. The island also offers plenty of exciting activities such as zip-lining, island hopping, and scuba diving.



2. EDEN NATURE PARK

Located in the foothills of the majestic Mount Apo, the park offers a tranquil and serene retreat away from the hustle and bustle of the city. Spread across 80 hectares of lush greenery, Eden Nature Park is a natural paradise that boasts of exotic flora and fauna, pristine waterfalls, and breathtaking vistas. <https://www.edennaturepark.com.ph/>



3. PHILIPPINE EAGLE CENTER

This is a must-visit destination for nature lovers and bird enthusiasts. The center serves as a sanctuary for the critically endangered Philippine Eagle, also known as the "Monkey-eating Eagle." The lush greenery surrounding the center makes for a perfect backdrop, and visitors can enjoy a picnic or a leisurely walk along the nature trail.



4. ROXAS NIGHT MARKET

This iconic night market has a wide array of food stalls offering delicious and affordable local cuisine, visitors can savor the flavors of Davao while enjoying the lively atmosphere of the market. The market is also known for its colorful array of handicrafts, clothing, and souvenirs, which are sold by local vendors. The ambiance of the market is enhanced by live music and entertainment, adding to the overall fun and excitement of the experience. <https://www.davaocity.gov.ph/>



5. MOUNT APO

Mount Apo is a majestic and iconic landmark that sits at the heart of Davao. Rising to an impressive height of 9,692 feet, this stratovolcano offers stunning panoramic views of the forested landscapes, picturesque lakes, and breathtaking waterfalls. As visitors trek up the mountain, they will encounter a diverse array of flora and fauna, making it a perfect destination for nature lovers.



Last February 16, the city was the host destination for the 19th National Convention of the Integrated Bar of the Philippines. The convention, according to news reports, gather about 3,500 delegates who are IBP members across the Philippines.

Some of the delegates brought with them their families for a quick getaway in Davao.

Davao City will also host the 2023 Meetings, Incentive Travel, Conventions, and Exhibitions Conference, a gathering of tourism stakeholders, from March 1 to 3. The event is expected to have at least 600 attendees.

Likewise, it will host the Alveo Ironman 70.3 sporting event on March 26.

There's so much going on in Davao right now. Like the rest of the neighboring regions, Davao is committed to bring back once again the vibrancy in the region's tourism atmosphere in this day of revenge travel.

Davaoños surely can't wait to welcome each one warmly. 📍

DAVAO REGION

Ahead of
the pack



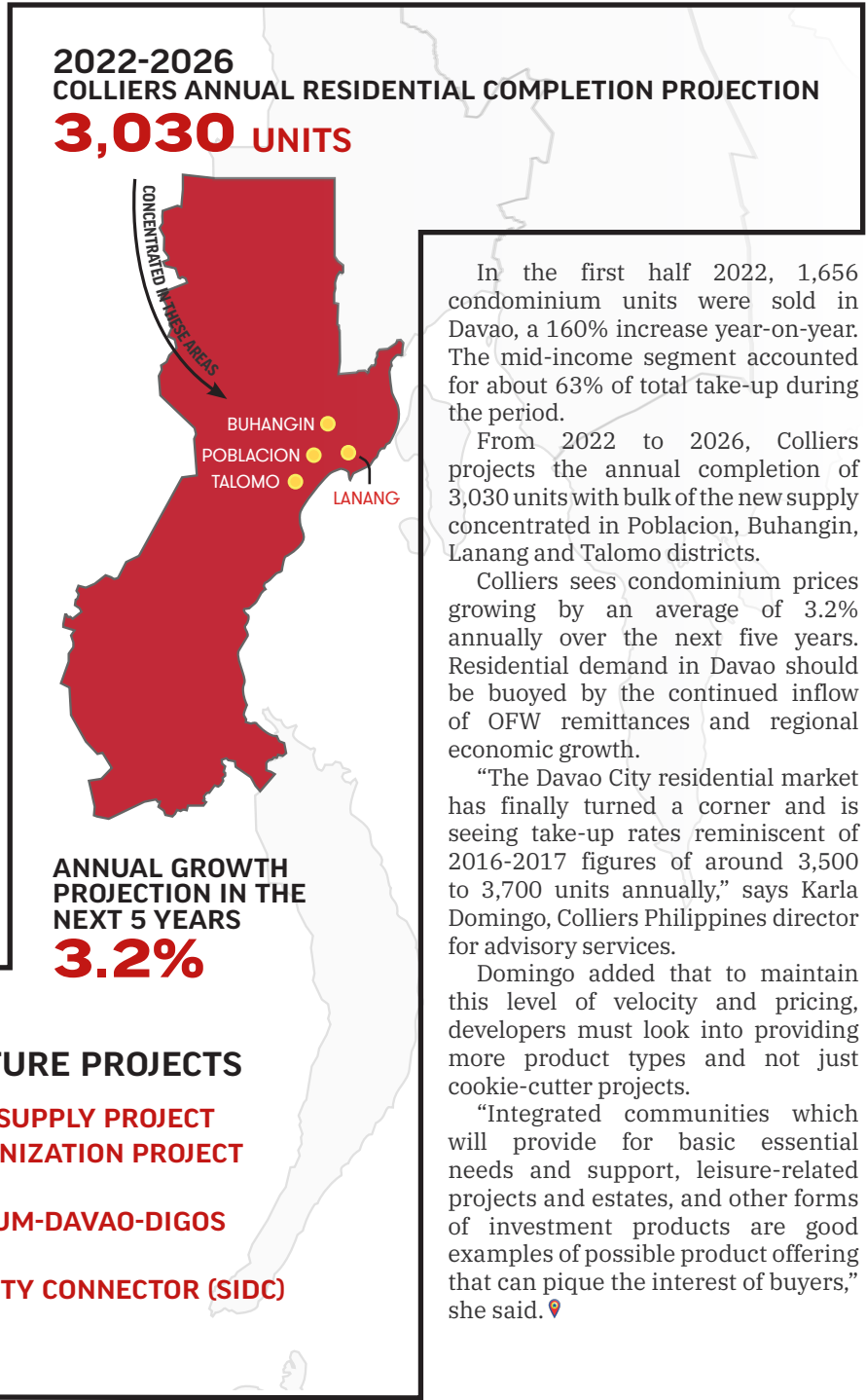
THINGS ARE LOOKING BRIGHT for Davao Region in 2023 as it will remain ahead of the pack in terms of reaping investments in the southern part of the Philippines.

National Economic Development Authority - Davao director Maria Lourdes Lim was quoted in a MindaNews report that the region's declaration as "tourism and investment-ready destination will translate to an uptick in investments be in trade, tourism, business process management, property or in agriculture."

"This would facilitate even more investments in Davao Region," she said.

Time and again, Davao Region has proven itself as the epicenter of investments in the south. While business activities in surrounding cities slowed down in the past three years due to the lockdowns, Davao, specifically its property sector has been on a building mode, generating revenues for the region and creating livelihood to its constituents.

Davao is likely to retain its stature as one of the most competitive residential markets in Visayas-Mindanao corridor, according to property consultancy firm Colliers Philippines.



In the first half 2022, 1,656 condominium units were sold in Davao, a 160% increase year-on-year. The mid-income segment accounted for about 63% of total take-up during the period.

From 2022 to 2026, Colliers projects the annual completion of 3,030 units with bulk of the new supply concentrated in Poblacion, Buhangin, Lanang and Talomo districts.

Colliers sees condominium prices growing by an average of 3.2% annually over the next five years. Residential demand in Davao should be buoyed by the continued inflow of OFW remittances and regional economic growth.

"The Davao City residential market has finally turned a corner and is seeing take-up rates reminiscent of 2016-2017 figures of around 3,500 to 3,700 units annually," says Karla Domingo, Colliers Philippines director for advisory services.

Domingo added that to maintain this level of velocity and pricing, developers must look into providing more product types and not just cookie-cutter projects.

"Integrated communities which will provide for basic essential needs and support, leisure-related projects and estates, and other forms of investment products are good examples of possible product offering that can pique the interest of buyers," she said.

SUPPLY TO GROW BY 1,529 UNITS

Colliers sees the delivery of 1,529 condominium units in Davao in 2022 and completion picking up in 2023 with the completion of 7,066 new units.

From 2023 to 2026, the Manila-based property research firm and consultancy, projects the average completion of 3,400 units per annum.

Among the projects that are due for completion in the next five years include the multiple-tower projects Avida Tower Abreeza (Avida Land), Casa Mira Towers Davao (Cebu Landmasters), One Lakeshore Drive (Megaworld) and Lane Residences (SMDC).

Colliers Philippines believes that the entry of national players in Davao has paved the way for a massive development of integrated communities.

It cited Davao’s competitiveness and stature as an outsourcing hub, backed by regional economic growth should retain the city’s attractiveness for more residential projects.

The entry of national developers such as SMDC, Megaworld, Ayala Land and Filinvest Land have also strengthened Davao’s position as a property investment destination in the VisMin area.

OFFICE SPACES

In terms of office space deals, Colliers said Davao captured about 20,900 square meters (224,900 sq feet) of the total 82,000 square meters (882,320 sq feet) office transactions across the country.

Davao is a leader in hosting business and knowledge process outsourcing down south.

Quoted in a Sunstar Davao report, IT Davao president Eric Manalastas says they are aiming to double the number workforce of the Information Technology and Business Process Management (IT-BPM) in Davao Region from 75,000 to 150,000 by 2028.

“In our view, this should partly support residential demand in Davao moving forward,” Colliers said.

The completion of big-ticket infrastructure projects such as Mindanao Railway and the Davao City Bypass Road should also help prop up the demand for mixed-used developments in the province.



AVIDA TOWER ABREEZA

Artist's Perspective



CASA MIRA TOWERS DAVAO



ONE LAKESHORE DRIVE



LANE RESIDENCES



DOTR REVEALS CONCEPTUAL DESIGN FOR DAVAO HIGH PRIORITY BUS SYSTEM TERMINAL, SET TO LAUNCH IN Q3 2023 AFTER ONGOING PLANNING & IMPLEMENTATION PHASE.



A COMPUTER-GENERATED VISUAL REPRESENTATION OF THE DAVAO HIGH PRIORITY BUS SYSTEM, INCLUDING THE BUSES, WAITING SHED, AND ROAD DESIGN.

NEDA APPROVAL OF TRANSPORT PROJECT

On Jan. 26, 2023, the National Economic and Development Authority Board confirmed the Investment Coordination Committee approval of the Department of Transportation’s (DOTR) request for changes in scope, increase in cost, and extension of the implementation period for the Davao Public Transport Modernization Project (DPTMP).

The project involves delivering a modern, high-priority bus system for Metro Davao, wherein interconnected bus services will be prioritized along 29 routes. The implementation period for this project is extended from 2023 to 2029.

In a Feb. 8 report by Sunstar Davao, the budget for DPTMP in Davao City was increased to P80 billion following the Neda Board’s approval from the initial P18 billion.

Sixty percent of the P80 billion budget will be loaned by the national government from the Asian Development Bank while the remaining 40 percent will come from DOTR’s budget.

This big-ticket infrastructure project will include 1,000 buses and 1,000 bus stops spread out in Davao City. Of the 1,000 buses, 300 will be electric articulated buses, 500 will be regular 12-meter buses, and 200 will be the smaller nine-meter buses.

Given these developments down south, it’s no brainer investments will continue to pour into the region, with spillovers in most of Mindanao areas. Davao’s success story wasn’t overnight, its leaders are quick to spot on and capture these abounding opportunities. Truly, brighter and exciting times are ahead! 📍

DEPARTMENT OF TRANSPORTATION - PHILIPPINES

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CAVITE | MAKATI | LEGAZPI | CAMARINES SUR | BICOL | NAGA | CAGAYAN DE ORO | BOHOL | PUERTO PRINCESA
DIPOLOG | DIGOS | GINGOOG | CATBALOGAN | MANILA | PARANAQUE | ROXAS | KALIBO | KABANKALAN | ILIGAN
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From selling to building homes

“

Vilma's courage and fortitude brought her from a law office secretary to a successful real estate developer. Starting as a part-time agent, she now leads her own company and serves as an inspiring example of success in the industry.

VILMA TSURUOKA ROMERO'S uncompromising courage and fortitude are the main ingredients that brought her to where she is today—an inspiring and successful ‘sideliner’ in the real estate profession who started as a real estate agent, now a start-up property developer.

While finding success in real estate, Vilma is also working as a senior law office secretary, a livelihood she enjoys doing for 24 years now.

“Real estate is my part-time job. I am still working in the law office. I am just lucky that my boss Atty. Lyndon J. Romero allowed me to do real estate on the side,” she said.

Despite being a part-timer in the real estate business, Vilma’s courage to do things outside of her comfort zone has paid off with increasing gains, and encouraging income month after month.

Significantly, this earned her the opportunity to start a business as a real estate developer.

An economics and nursing graduate, Vilma never thought of achieving her dream lifestyle in doing real estate business. She thought working in the law office which she considered her second home was just enough. She was happily working with an understanding boss, she said.

Not until she gave in to the invitation of her sister, Gerlie Romero to try real estate as a sideline and join Filipino Homes.

As a law office secretary, Vilma is more exposed to property documentation, its legal complexities, and other real estate-related transactions. Along the way, she also met real estate brokers, agents, and real estate players who inspired her to try selling properties herself.

“I tried a few and was amazed at the results,” she recalled. Little did she know she was earning bigger than what she earned monthly doing office work.

Vilma related that aside from enjoying

the fieldwork on the side—meeting people, and making new friends, the allure of earning big commissions in real estate captivated her.

Her courage and fortitude strengthened. Day after day since 2015, Vilma makes real estate her main money-making venture, while still working full-time at the law office.

“After I was properly trained and already had a sense of belongingness I made sales enormously. I wasn't contented there as a sales agent, I wanted to be a licensed broker,” she confessed.

In 2017, Vilma made a decision to make real estate a career, and took the Professional Regulation Commission (PRC) board examination and passed it.



Her PRC badge reinforces her confidence to make real estate a serious profession and intends to excel in this

industry and inspire others to do the same.

In fact, she forgoes her opportunity to acquire a permanent residency in Japan, the privilege of being a daughter of a Japanese national. Instead, she preferred to stay in the Philippines and continue her real estate career.

Vilma is proud to be part of the real estate industry, where she found her true freedom.

“Now I am financially stable. I already traveled to 10 countries and still counting. I already met Millionaires and Billionaires in the Philippine real estate industry, a few big-time businessmen and politicians, that I never imagined in my life to have personal encounters with these influential and powerful people,” she said.

Her courage to explore outside of her comfort zone ushered her to enjoy the surprising rewards she never expected to happen to her.

Boasting aside, Vilma made a few investments like houses, condominiums, high-end vehicles, and farmlands.

This single mom of four children is not done yet. She is bringing her profession far way higher. “I also started a family corporation named Rometsu Land Development Corp.”

She is now the president of her own company which will soon launch a residential project, together with her daughter who is following her example and is now a licensed real estate broker.

Vilma doesn't need to preach and convince harder. Her story and what she has achieved in just seven years in the real estate business are enough to inspire others.

“My achievements serve as the greatest inspiration to others. I am one of the living testimonies of success in real estate,” she said. 📍

 /VILMA.T.ROMERO



Career Made In Heaven

“

Real estate was meant for her, and with faith and hard work, Rheena-Lyn found her destined path to success and financial freedom.

FROM THE MOMENT SHE laid her attention to real estate, Rheena-Lyn D. Engbino knew that the path is for her. She never doubted even a hint.

Coming from a wide background in marketing and sales, Rheena-Lyn’s entry into real estate is not unfamiliar to her, although she encountered some difficulties traversing the new terrain, let alone facing the industry’s complexities. She acknowledged that these are the natural courses of every new endeavor.

“I realized that real estate was meant for me when the Lord God allowed me to meet people who invested and trusted me,” said Rheena-Lyn, who never discounted the hands of God working silently to show her the path to realize her prayers of success and financial freedom.

They say, when God gives, He gives abundantly and arranges everything in one’s favor. Rheena-Lyn knew that it was the hands from heaven working to lead her to her destined path when she met influential people upon deciding to put her hands wet on real estate.

“He [God] let me meet good people like Boss Anthony Leuterio, our CEO who always has my back when I need guidance in real estate,” she confessed.

Rheena-Lyn is part of the growing Filipino Homes network of real estate licensed agents and brokers—the force behind the success of big and small residential developers in the country.



“My inspiration is my family, most especially our Almighty God who never fails to guide me,” said Rheena-Lyn, who never gets tired of acknowledging God in every activity and work she does. After all, she said the all-powerful man above is the master planner of her life.

A graduate of Bachelor of Science in Information Technology at Informatics/ICST, Rheena-Lyn is one of the hardworking and top licensed agents, who regards challenges and discouragements as tools that polish her craft—on her way to inspire more dreamers out there who also aspire to live comfortably and find success in real estate.

There were times, she related that because of discouragements, and sometimes rejections, “I’m tempted to give up,” but these unwanted thoughts dissolve easily when she reminds herself that this career is “made in heaven.”

“This industry [real estate] is promising. It won’t go bankrupt, it just keeps on growing,” she expressed her strong belief in the industry’s bright future moving forward.

As far as she is concerned, her vocation as a real estate marketing practitioner is for life. She commits not only to succeeding and providing a comfortable life for her family, but also to sharing the good news with others.

Needless to say, this rising star in the Filipino Homes network of licensed agents owns a couple of investments, a few residential properties (house and lot, condominium units), and a car, and can build meaningful memories with her loved ones.

Underneath these trappings of her success, is an inner wealth that she also keeps on investing inside her heart.

Rheena-Lyn puts in investments to help other people in need—her small charity to grow her inner wealth, which she does silently, without fanfare.

“This [career] is not just about making money but helping other people to make their lives easier,” she concluded. 📍



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Johndorf Ventures readies P10B capital expenditures

Johndorf Ventures Corporation (JVC) plans to expand its real estate projects in Cebu and Mindanao, taking advantage of the flourishing market. The company aims to offer sustainable and accessible properties for primary homebuyers and investors, contributing to the country's economic recovery.

TAKING ITS ACTIVE ROLE IN THE Philippines' robust economic recovery post-pandemic, Johndorf Ventures Corporation (JVC) is spending at least P10 billion in capital expenditure on building new projects and expanding existing projects in the next five years.

Coming from a surprising performance in 2022 despite experiencing the brunt of the Covid-19 outbreak, JVC sees a bullish real estate market with expectations of high-value appreciation potential, which is much more attractive to investments in properties.

"We have a thoughtfully designed pipeline of projects for the next five years, allowing us to intensify participation in economic recovery," the company said.

JVC observed a good opportunity to put its investments in Cebu, north and southern Mindanao, observing a 93 percent increase in Overseas Filipinos (OFs) clientele in these areas.

This promising trend, the company said bodes well with its expansion pipeline, which will cater to both primary homebuyers and investors.

The award-winning developer is bent to build products that will tailor fit to its buyers' needs and aspirations at this point in time when the emerging middle-income Filipinos' needs are also changing.

"With them in mind, we are thinking about sustainability, accessibility, and livability in our project-planning continuum," JVC vowed.

JVC is a 37-year real estate industry veteran with projects encompassing the economic, open market, and now, mixed-use commercial real estate.

Hailing from Iligan, the company started by addressing an underserved need to provide housing units for the city's working professionals in the industrial sector.

After its initial venture in real estate in the early 1990s, the company expanded to Cagayan de Oro and made its success stride from there. In the late 1990s, JVC made its presence in Butuan, Davao, and Cebu following the market flow of real estate growth, particularly in the

residential segment.

Once just a player in the

socialized housing market, JVC expanded into the affordable housing market in early 2000. This created the company's reputation as a prominent player in a highly competitive industry.

In 2012, the business continued its expansion in Portville Davao, which further solidified its real estate dominance in the Visayas and Mindanao.

While new developments such as Plumera, its first vertical residential project, and Coral Village, one of its first premium offerings, were marketed as part of the affordable housing category, JVC also committed to providing a level of quality and service that strives to be at par with the open market.

In 2022, JVC topped off the Johndorf Tower, a 21-story "green" building, pre-certified by the U.S. Green Building Council for Leadership in Energy and Environmental Design (LEED), this will serve as its main headquarters and will host business process outsourcing firms and other economic frontrunners.

Among JVC's long list of projects include—the Mimosa Minglanilla, Cebu; Navona Davao; Evisa Davao; Commune Davao; Tierra Nava Carcar; Tierra Nava Lumbia; Tierra Nava Opol; Navona Lumbia; Montierra CDO; and Plumera Mactan. 📍



JOHNDORF TOWER CEBU

JOHNDORF PROJECTS IN KEY CITIES IN THE VISAYAS AND MINDANAO

📍 CEBU

📍 DAVAO

📍 CDEO

📍 ILIGAN

📍 BUTUAN



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ABOUT US

FH CleanMate Solutions Inc. (CleanMatePH) is a company committed to provide the highest quality professional cleaning service in Metro Cebu and neighbouring cities. We offer cost-efficient, reliable, and customer-centred cleaning service for your homes, small/shared offices and condominium units.

We are constantly working to establish ourselves as the most reliable partner in the cleaning service industry. We are building to have a lasting working relationship with our clients, staffs and stakeholders. Our values includes integrity, excellence and sustainability as we also aim to provide stable employment for our men and women in the cleaning service industry.

Our company is also conceived as an after-sales service for our Filipino Homes clients. This is to bridge the gap in between purchasing rental investments to helping them maintain their rental properties.



SERVICES

On Call Cleaning for Residential Condominiums/Houses

Basic Cleaning Routine - Condo

This Routine includes:

- Sweeping/mopping/polishing floors
- Polishing tables and furnitures
- Dusting of frames, ornaments and shelves
- Cleaning and sanitizing of sink, kitchen top and counters
- Cleaning stove, stove range, faucets, jars
- Washing dishes (minimum)
- Tidying the bed and couch
- Cleaning of interior glass windows
- Cleaning and sanitizing your toilet bowl, sink, toilet tiles, and bathroom mirrors
- 1 to 1.5 cleaning hours

General Cleaning Routine - Houses

Rates will depend on the area to be cleaned

This package includes:

- Basic Cleaning Routine
- Change linens
- Dry vacuuming of carpet
- Range Hood, oven, refrigerator and grease trap cleaning
- Scrubbing molds and water stains on toilet bowl, sink, floor and bathroom mirror
- 2 to 3 cleaning hours

Post Construction Cleaning Offered to Developers

This package includes:

- Basic Cleaning Routine
- Cleaning Kit from CleanMate
- Welcome gift (wine set or flowers)

Small and Shared Offices Cleaning

This package includes:

- Floor sweeping and polishing
- Dry vacuuming of carpet
- Dusting of shelves, tables, drawers
- Cleaning of toilet
- Cleaning of interior glass windows

Special Events Cleaning:

This package includes:

- Basic routine cleaning
- Garbage segregation (post party)
- Washing of dishes

ON CALL CLEANING

Basic Cleaning Routine for Condominiums

25sq. m & Below	Php 450.00 session
26 - 35 sq. m	Php 600.00 session
36 - 45 sq. m	Php 700.00 session
46 - 55 sq. m	Php 800.00 session
55 - 65 sq. m	Php 950.00 session
66 - 75sq. m	Php 1100.00 session
76 - 85 sq. m	Php 1200.00 session
85 - 95 sq. m	Php 1400.00 session
above 95 sq. m	Php 1400.00 session addtl 25/sqm

Deep Cleaning Routine for Condominiums

25sq. m & Below	Php 1000.00 session
26 - 35 sq. m	Php 1300.00 session
36 - 45 sq. m	Php 1500.00 session
46 - 55 sq. m	Php 1700.00 session
55 - 65 sq. m	Php 2000.00 session
66 - 75sq. m	Php 2300.00 session
76 - 85 sq. m	Php 2500.00 session
85 - 95 sq. m	Php 2900.00 session
above 95 sq. m	Php 2900.00 session addtl 35/sqm

Cleaning Routine for Entire House

Floor Area of 50 sq.m & Above 50 sq. m	Php 3000.00 session Php 35.00 /sq. m
Lawn and Garden Area of 50 sq.m Below Above 50 sq.m Add	Php 750.00 session Php 15.00 / sq. m



Changing the Game

Grand Land Inc. is changing residential living in Davao with its multi-billion-peso projects, Amani Grand and The Piazza, and plans for expansion in Cebu and Bacolod. The company aims to offer a lasting lifestyle, not just a roof over their heads, to families.

SINCE ITS ENTRY TO DAVAO'S REAL estate development, Grand Land Inc., has been known as one of the game changers, especially when it comes to building homes.

“We want to change the way people see residential communities with our projects that don’t only offer a roof above their head, but a lifestyle that will nurture and give lasting memories for every family home owner,” the company said.

One of the many commitments made by Grand Land is to give its buyers “not just a living space but a place they always call their home.”

Grand Land Inc. is the residential property development arm of Gaisano Grand Group of Companies. It is tasked to develop single detached houses, townhouses, and condominium projects around Visayas and Mindanao.


At present, Grand Land is building two multi-billion-peso projects in Davao and are in full-swing.

These two new projects are the flagship nine-story Amani Grand, and the Italian inspired three-condominium complex The Piazza – both are located within the eight-hectare mixed-use development Grand

Citygate in Buhangin, Davao City.

The construction of the Amani Grand, which is its first residential project in Davao City, is ongoing and the first of the four towers is already completed.

It is also building a new master plan for the development of a 23-hectare mixed-use development near the Davao International Airport.

The multi-awarded property developer is not only changing the game in Davao’s real estate developments, it is also aggressive in its expansion plans in Cebu and Bacolod. 



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The Piazza

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Paragon Davao: Mindanao's biggest mixed-use project

The Paragon Davao, a mixed-use development featuring residential towers, a convention center, and a mall, is being built by CLI and YHES and is set to become the largest of its kind in the southern Philippines. It is expected to boost the Davao's economic growth and serve as a premier MICE destination.

CEBU LANDMASTERS INC. (CLI), together with its partner YHES is ready to act as Davao's natural catalyst for economic growth with the development of the biggest mixed-use development ever built in the southern part of the Philippines—The Paragon Davao.

“We're pleased that The Paragon Davao will be completed just as Southern Mindanao fully opens up to travel and heightened business and leisure activity. It will serve as a natural catalyst for economic growth in the area,” said CLI chairman and chief executive officer (CEO) Jose

Soberano III.

The CLI and YHES Inc. joint venture project highlights the building of a hotel and residential towers, complemented by a convention center and close to 8,000 square-meter of food and retail spaces.

According to Fred Yuson, president of YHES Inc. the project, The Paragon Davao is positioned to become a lively destination for locals as well as a premier venue for meetings, incentives, conventions, and exhibitions (MICE) that will draw business travelers from other parts of the country and abroad as well.

The property's residential tower One Paragon Place with 554 units is expected to start turnover in the fourth quarter of 2023. It was named the Best Condo Development in 2021 by PropertyGuru Philippine Property Awards.

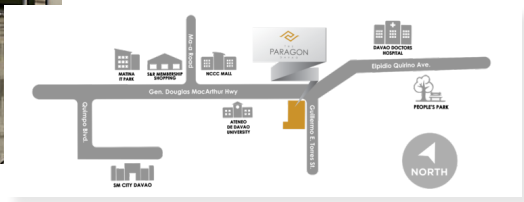
Part of The Paragon Davao is an international hotel, Citadines Paragon Davao, which is set to open its doors in 2024 and will feature well-appointed hotel rooms and serviced residences. It is CLI's fourth hotel in partnership with The Ascott Limited and is expected to help boost the listed company's hotel revenues.

The 2.9-hectare The Paragon Davao will also house The Paragon Davao Convention Center with a grand ballroom that can accommodate up to 2,500 guests. It also has event and meeting rooms and pre-function areas.

Masterplanned by CallisonRTKL in collaboration with top Philippine architectural firm RMDA, the complex will likewise develop The Paragon Davao Lifestyle Mall with 4,398 sqm GLA. The mall will feature a range of retail, food, and beverage outlets.

CLI is expected to soon launch horizontal projects in Davao City.

The listed company's Davao Global Township, awarded Best Township in Asia by PropertyGuru Asia Property Awards 2021, is nearing full site development completion and will be open to the public in early 2023. 📍





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1 MIXED USE DEVELOPMENT WITH 4 COMPONENTS



ONE PARAGON PLACE

RESIDENTIAL CONDOMINIUMS

NO. OF FLOORS
26 FLOORS
 NO. OF UNITS
554 UNITS

1

citadines

Paragon Davao

HOTEL

NO. OF FLOORS
19 FLOORS
 NO. OF UNITS
263 UNITS

2



THE PARAGON DAVAO CONVENTION CENTER

CONVENTION CENTER

GROSS FLOOR AREA (GFA)
4,842 SQM

3



THE
PARAGON
 DAVAO

LIFESTYLE MALL

GROSS FLOOR AREA (GFA)
7,931 SQM

4

LOCATION
 MacArthur Highway, Matina, Davao City

TOTAL LAND AREA
 19, 084 SQM



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