

AGENCY NOMINATION FORM

I. REAL ESTATE AGENT OF THE YEAR:

Judging Criteria:

- Written Submission
- Mandatory 3 minute video submission (displayed on awards website)
- Voting via award website

Submission Criteria:

1. Agency Name : _____XYZ Real Estate_____
2. General company license ID from MEF _____EV-123456_____
3. Company director/CEO who approved to participate the award competition:

Name: _____Sitha Chan_____

Email: _____sitha.chin.bz@xyzrealestate.com.kh_____

Telephone: ___+85593456735_____

4. Number of Staff: ___11_____
5. Company Profile (200 words max):

XYZ Real Estate has been in operation since 2010 and has become a trusted name in the Cambodia real estate sector. With offices in Phnom Penh, Siem Reap and a Sihanoukville office launching soon, XYZ can service your real estate requirements nationwide.

In Phnom Penh, XYZ have a strong focus on the Sen Sok, Toul Kork area, and also a number of serviced office centers available for commercial clients across the city. XYZ Real Estate offers professional valuation services, agency of all kinds and can consult on all facets of Cambodian real estate investment.

XYZ Real Estate embraces a "Customer First and Integrity" philosophy and culture because they understand that each customer that they serve has a unique set of objectives, constraints, operational circumstances and economic realities within which they operate.

XYZ offers a strong commitment and the ongoing support of their professional and experienced board of directors and shareholders, and are very confident that they can always deliver unsurpassed service quality at competitive price.

Contact XYZ today to find a partner for your next property sale, rental or valuation

All above info are the must to enter the award competition.

6. Member of CVEA: Yes

7. **Agent Achievements** (Outline key professional achievements within the year and why they are of significance. For example: business growth, innovation, and employee development)

- In 2018, XYZ has increased its staff size from 3 staff to 11 full time employees. This is evidence with the MEF and CVEA records.
- XYZ has embarked on a staff development program in 2018, whereby 3 of our staff have completed RICS valuation certifications in Singapore.
- XYZ has also partnered with the local development firm, Footon Boreys, in 2018, to support the planning, marketing and sales of the Footon Borey I project, which is now 75% sold. This is evidenced by attached sales records, and the developers' sales and construction licenses are also attached. These sales records can be cross checked with the MEFs records.

8. **Sales and Rental Success** (Example of success in property sales and/or rentals. Focus on why the campaign(s) has been successful, not simply the number of sales or rentals)

- XYZ has completed 69 sales transactions in 2018, at a total value of 4,000,000\$, and a total commission revenue of approximately 133333333\$. This is evidenced with the MEF.
- XYZ has completed 378 rental transactions in 2018, at a total value of 123,000\$, and a total commission revenue of approximately 10250\$. This is evidenced with the MEF.

9. **Staff Development and Company Culture** (Outline staff development programs (professional & personal) and describe your company ethics and culture)

- In 2018, XYZ has increased its staff size from 3 staff to 11 full time employees. This is evidence with the MEF and CVEA records. XYZ have been highly active member of the CVEA, and assisted in a variety of successful events. This is evidenced by the images and documents attached. XYZ has embarked on a staff development program in 2018,

whereby 3 of our staff have completed RICS valuation certifications in Singapore. The attached copies of the certificates can evidence this success.

10. **Marketing** (Highlight your most successful marketing campaigns during the award period)

- Find attached a series of marketing materials and evidence of events that XYZ used to support the sales of Fotoon borey I. The marketing campaign included radio, sms, tv and online advertising on Realestate.com.kh, and generated over 200 sales (75% of the total project units) in just 7 months of 2018. Find attached the contact details of the developer, who can testify to our involvement in this marketing and sales venture.

11. **Innovation** (Describe any new ideas you have implement in your business and demonstrated how they have contributed to overall success)

- In 2018, XYZ has moved their operations onto a centralised CRM program, which allows the business to scale more effectively and efficiently. This took several months of training and set up, but now is clearly benefiting the business.
- In 2018, XYZ joined a property expo in Beijing china, and collected over 300 chinese property buyer contacts. Since the event, over 30 of these investors have traveled to Cambodia to view property investment opportunities - and over 10 Of those prospects have bought thus far.
- XYZ Real Estate launched their own property search application in 2018, and launched a new website. The new technology is making it easier for our customers to search through our properties.

12. **Service to Clients** (Examples of how your company provide a high level of customer services to your clients. Highlights what sets you apart and client testimonials)

- "XYZ was great to work with buying our home. The team was patient, understanding and knowledgeable, and helped us buy the right home for us. It wasn't about commissions, or how many houses a realtor can sell, but the quality of service and finding the right home for our family that was important to XYZ Real Estate Co. We never write testimonials but this time the service we received was exceptional and felt the need to share our experience. We would recommend XYZ to anyone wanting to purchase or sell realty in the Terrace area." - Jason and Isabel Majore, 097896543

jasonI@dorvo.com

“ It has been our pleasure to have XYZ as our selling agent during a prolonged slow market. XYZ was well prepared with her research and presentation and kept us informed with the feedback from every showing, good or bad. Having the feedback allowed us to know the market better and to better fine tune our expectations. We would definitely recommend Shannon for your consideration in selecting a realtor.”

Tom Garrison, 097345627 tommyG@bigdog.com

13. **Corporate Social Responsibility** (Provide examples of corporate responsibility initiatives performed by the agency they voting period- including any images and video related to those initiatives)

- XYZ have been highly active member of the CVEA, and assisted in a variety of successful events. This is evidenced by the images and documents attached.
- All XYZ staff have joined the “clean up the beach” program in Sihanoukville twice in 2018, spending 2 days (X2) in Sihanoukville, clearing rubbish from the shoreline. This CSR activity was in association with the ministry of Tourism.

14. **Marketing Research Report** (Provide any marketing reports you have published during the voting period in relation to property prices and market insights in Cambodia)

- Find attached the XYZ Real Estate Market Highlights Report for Phnom Penh.
- Find Attached the Market Survey Report for Duan Penh District Rentals Market, by XYZ Real Estate.