

# Real Riches in Real Estate

Learn from the Inspiring Story  
Of Maves Angeles and Her Journey To  
Wealth Through Real Estate



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Articles from this ebook first appeared in previous issues of *Wealth Strategies* and *EntrepCircle Report* newsletters.



## INTRODUCTION

# My Story From Poverty to Prosperity

**A**GE BRINGS A MEASURE OF AUTHORITY IN MANY AREAS IN LIFE. I'm now 33 years old and to some, I'm still young and they might think that I only have a little experience when it comes to the real estate business. I started doing the business when I was 22 years old, so I've been doing this for more than 10 years now. I believe the learnings I gained through all those years are worth your time to read this book.

If you know my story, you'll know that growing up, we didn't have our own house. We transferred house more than 15 times in 20 years. Literally, I've seen, lived, and touched 15 different houses. Now by the grace of God, I don't only have a house, I also buy, build and sell properties.

I have many real-life experiences that I can share that will guide you in your real estate investing journey. You may disagree or agree with my thoughts and learnings. In one way or another, I know this e-book can help you have deeper meaning in your life. As for me, my own experiences both personal and professional, have helped me to become better in what I do as a real estate entrepreneur. Every property for me is a life-changing move for every family, so it is right

## *Introduction*

to give clients more than the worth of what they've paid not only in providing a home, but also in giving, if only a glimpse, of how to have a happy life in the comfort of their own home.

It is my dream that every Filipino family will have their own dwelling place where they won't be called illegal settlers or squatters. That every children can answer the question of "Where did you grow up?" That every family will reap the fruits of their ancestral inheritance. That nobody will face property foreclosure. This can only be achieved if families will help one another maximize their own properties.

I maybe young at 33 but I hope my real estate investing experience will at least touch your heart to know the real meaning of this business, for it is certainly more than profit. Yes, it will bring in good money, but as you start your own journey in this business, I hope that you will use the learnings I've written here to jumpstart your own real estate business.

Happy Real Estate Investing!

Maves Angeles

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## CHAPTER 1

# Inspiration from My Real Estate Buyer and Seller

**I** REALLY LOVE MY WORK! ASIDE FROM THE EARNINGS, I'VE LEARNED A LOT OF THINGS THROUGH THE EXPERIENCES SHARED WITH ME BY MY BUYERS AND SELLERS IN THE REAL ESTATE BUSINESS. I love listening to their stories on how they've gained their fortune but gave back to the poor and to their community. Their experiences have helped me make sound business decisions, and have made me a better businessperson in the process. Here's what I've learned from my Malate property seller and buyer.

### Malate Property Buyer

He is a successful Filipino-Chinese businessman of 20 years in his niche business. What's so inspiring about his story is that he did not even have a college degree to boast about. He just finished secondary schooling. When I asked him if he took courses on management and how to run a business he said, "Not at all!" His expertise is purely experiential and with some consultation and advice from his elders.

Add to this, I've learned that his workers have been with him for the past 18 years. Wow! That's really remarkable. He has managed his employees so well and has earned their trust in the process. No wonder his company has become a giant in their industry.

And now that he has already achieved much success in his niche business, he is currently trying to expand through other businesses like real estate. He plans to put up a transient house on the property that he has just bought.

### **Malate Property Seller**

She is a very humble and helpful woman. She claims that they have acquired their properties "*by Divine providence and proclamation of their desire.*"

She told me the story about the building where they now hold office. Before they were able to acquire that property, they would often just pass by it and proclaim that one day they will own it. Indeed, in 1983, when the Philippine economy was in chaos and many Filipinos were trying to move out of the country in the aftermath of Ninoy's death, that was the time that their dream property was offered for sale. The owners also wanted to leave the country immediately and so they were able to buy that property at a bargain price.

The property that I've just sold to my Malate buyer was this woman's ancestral home. She is liquidating their properties to help the poor people in Isabela Province where she hails from, and also to allow her children to enjoy the fruits of her labor even while they're still young. She said, "My sons and daughters are all very kind and intelligent. I want to give



them their share while I'm still alive so that they can enjoy them and I can see them.”

As of this writing, I've already sold three of her properties in less than 10 months. She has entrusted to me the task of selling her other properties by becoming her exclusive broker.

These two people are a source of inspiration to me. Their achievements and goals nourish my soul and awaken in me my social responsibility to help others and to give back to the community where I come from. My barometer of wealth now is not to be equated to one's degree of education and social standing but by the actual experience of using one's wealth to help others.



## CHAPTER 2

# Get Started in Real Estate Business with a Bed without Breakfast

**Y**OU CAN GET STARTED IN REAL ESTATE BUSINESS AND INVESTING, I DARE SAY, BY MAKING USE OF WHAT YOU HAVE, EVEN IF IT IS JUST A BED AND NO BREAKFAST, BUT WITH YOUR OWN BRAND OF CREATIVITY.

“But,” you may object, “we did not inherit a property like your husband, Maves. We don’t have a property to start with.”

Or you may invoke a classic excuse that does not allow any further possibilities, such as, “We don’t have money, and I don’t know anyone who can lend me.”

Rather than dwell on what cannot be, especially if it is along our line of interest, let us give our attention to my story.

### **How I Got Started in the Real Estate Business**

How I got started in the real estate business was by renting a space in my bed to my best friend.

Way back in college, my family was renting a house in Makati for P7,000, a slightly bigger space compared to what we had before. There were five of us in the house: my parents, my two brothers and me. My brothers occupied the upper deck of a double-deck bed, while I had the lower deck all by myself. My parents' room was on the adjoining space, being separated by a curtain.

My best friend, Lara, whose family lived in Tagaytay, used to come over and sleep at our house from time to time, sharing the lower-deck bed with me. Lara stayed with her relatives in Makati during weekdays and usually went home to Tagaytay on weekends or if there were no classes.

One day, something went wrong while she was staying with her relatives, and she had to find another place. Because she was my best friend, I offered our house to her. She slept at the space she used to occupy—beside me in my lower-deck bed. Every month, she paid us P1,000. Food was not included. She always bought food outside, but sometimes we also ate together at home. She stayed with us for more than a year, and left only when her older sister graduated from college and got a job that enabled them to get a house to rent for the two of them.

## **Look Around for the Opportunity**

You see, don't tell me that you can't start now. If you have an extra bed or a space in your house enough for a small bed, you can ask a relative living in the province who is looking for a job in Manila to stay with you for a fee. You can ask for him to start paying only when he already gets

a job. He can then opt to stay with you a bit longer and you continue to get a monthly fee.

I know there will always be an issue in this situation because you'll be accommodating another person from a different background, but when you learn to develop a wider understanding, you'll learn to create good relationships and maintain harmony in the house. Even with members of our own family, with our spouse and with our kids, we are on a journey of creating good relationships with each another.

Sometimes it is better if there are other people looking at us so that we will be more aware of our actions. You cannot shout at your spouse when there are other people around. You cannot easily get mad at your kids when there are other people around.

Right now, I am managing rental properties but I got started by renting a space in my bed, in response to an opportunity offered by my best friend who all of a sudden had nowhere to stay.

If you are ready to make a step towards improving your financial situation, this little tip on sharing your bed or a space you have can help you in moving you forward in real estate investing.

Go ahead and let your gaze drift around you—your house, your family, your relatives, your neighbors, your community—setting forth the intent of opening yourself up to great possibilities, of finding one bright idea that will enable you to live a life of more ease and abundance that is so right for you, as you conjure and define how you're going

*Get Started in Real Estate Business with a Bed without Breakfast*

to start in the world of real estate investing.

Continue to love and inspire others. Happy Real Estate Investing!



## CHAPTER 3

# Your Real Estate Buyer Says I'm Online

**I** ALWAYS RECEIVE QUESTIONS LIKE THESE: WHERE DO YOU FIND YOUR REAL ESTATE BUYERS? HOW DO YOU SELL PROPERTIES?

Seventy percent of my buyers come from the Internet and 30 percent come from friends, referrals and newspapers.

### Online Advertisement = Sales

One of our *ninangs* (godmother) told me that they are selling their house because it's too big for two senior citizens like them, a 500-square meter house and lot in Quezon City.

So I went to their house, took photos and videos, inside and outside, the neighborhood and nearby commercial centers. I also made some agreements in brokering the house for them.

Then I posted the photos and videos online to websites that offer free advertising. A few months later, a qualified and motivated buyer called me. I'd say he's motivated because he needed a house for his family and a warehouse at the same time. They are in the medicine distribution business

and stocks are coming in the next months. So when he saw my advertisement, “a 500-square-meter house and lot, two-storey with seven rooms,” he wanted to see the house immediately. Catching the urgency of the buyer, I went to Quezon City right away. A few days after the buyer saw the property, he made a P1 million downpayment and in two weeks, he paid in full. Wow, great deal! I closed a deal worth P7 million.

I sold the property to someone whom I didn't know. He just saw the ads online and he didn't know me either.

After this sale, I resigned from my job and now do real estate business full time at home using the Internet.

But this January 2012, I lost P8 million worth of sales from two buyers. Why? Because I didn't reply to their queries immediately as they needed it. I was late by one day. (Though, because of that hard-earned lesson, I sold three properties in February.)

Here are some tips on how you can get real estate buyers from the Internet and avoid losing them:

## **Getting Property Buyers Online**

1. ***Post your property advertisements in sites that will give your property maximum exposure to searches of property buyers.***
  - a. Post your property for sale online.  
Post your ads in Sulit.com, Ayosdito.ph, Myproperty.ph, Craigslist.org, Bahay.ph, and Usfreads.com.

I only used Sulit.com (you need to upgrade your membership to maximize your posting) before but now, I'm using more sites. With Craigslist, I learned that you need to update your ads so that the site will always put you in their priority list.

You can also use paid online advertisements such as Google adwords, Facebook, and Yahoo marketing.

I have a quick test on what works and what does not. I search the property through Google and Yahoo, and check if my ads are on top of these searches.

- b. Be part of a real estate organization with an online community.

There's Multiple Listing Online where qualified brokers are allowed to post their property for sale. If you're not yet a licensed broker, you can be an associate member. Be part of the group. Be active.

**2. *Create a landing page in your own website for each of the property you're selling.***

In doing this, you build your buyer's list.

- a. The landing page must have an opt-in page. The opt-in page is where the buyers put their name and email address. With this, you can send them emails regularly and you will have a follow through. You can use iContact, FeedBurner, and others.
- b. You can make a blog article where you put the details of the property, like the house features, community



features, location, photos and videos. You can make one for every property that can be your landing page. Post the best angles of the house and of the community. You can use Blogger.com, Wordpress.com, Tumblr.com and others.

## **Responding to Your Online Buyers**

Learn to qualify your buyer so you can respond accordingly. A qualified buyer means someone who is able and willing to buy or close the deal in the next 30-45 days.

### **1. *Qualify a buyer. Ask the following questions:***

- a. "When do you need the house? What will be the main use of the property once you've bought it?" This is for you to know the motivation and urgency of the need.
- b. "Who will use the property?" So you will know if you're talking to the right person.
- c. "How will you finance it?" To know the capability to pay and the person's options.
- d. "Have you seen the full details in my website?" For you to know the future objections.
- e. "When do you want to see the property?" So you will know the level of interest in the property.

**2. Always follow the buyer's timing.**

- a. For qualified buyers, immediately show the property. They would always want to see the property right away and want personal communication. So find time to make yourself available for client viewing.
- b. Reply immediately, at least in the next 24 hours, especially when an offer has been made. When you reply right away, the buyer will not consider other options because you are already feeding them information that they need, and telling them that you already have the property they require.
- c. Don't take back what you have agreed during negotiations. And make sure it is reflected in the written agreement.

In summary, to find and build your real estate buyers, you need to focus your resources and efforts on the major source of property buyers: online. Therefore, strengthening your online presence is very important. Establish your online presence by having your own website and posting properties to the websites that will give you maximum exposure. Use Google and Yahoo searches to have a quick test. Create your landing page with an opt-in for you to have buyer's registration system. This allows you to have a follow through. Finally, buyers will just be prospective buyers if you will not close it, so you must respond to qualified buyers as quickly as you can.



## CHAPTER 4

# She Bought It Without Blinking an Eye!

*“We judge ourselves by our intentions and others by their behaviour.” (Stephen M.R. Covey, *The SPEED of Trust: The One Thing that Changes Everything*)*

**W**E MET WHEN I WAS 22 YEARS OLD. I was a newbie to the real estate business then. She was a 55-year-old, single lady and she wanted a rest house with a big area to grow trees and other plants.

It was a rainy morning when we drove to Batangas. Because of the weather, we were not able to go to the exact location of the property. From afar, I just pointed to her where the lot is—one hectare behind a big mango tree with a panoramic view of Mt. Batulao.

It was an unbelievable transaction for me because on that same day, she gave P20,000 as earnest money and a few days after, made a final down payment after checking the

property site. This was my very first sale – a sale that was solely based on trust.

This experience has taught me a valuable lesson on building trust. It is by being an active listener, being honest, being sincere and being a consultant to your prospective real estate buyers.

### ***1. Be an Active Listener***

When I was still young, my mother would always tell me “*Makinig kayo sa matatanda kasi napagdaanan na nila yan*” (*Always listen to your elders because they have already done it.*) That is why I have great enthusiasm talking to people who are 10 or 20 years older than me. I love talking to them because I feel that they need someone to cheer them up and to listen to their stories. This is one of the reasons why older people trust me. By listening to them, they become my friends and they are ready to share everything that they have learned in life.

Remember the buyer whose story I just shared with you? She was actually my former supervisor in a company I used to work for. I earned her trust because I first became her friend. I was with her, ready to listen, when she needed someone to talk to.

I also love talking to my mentor, seasoned real estate guru, Mr. Larry Gamboa. He is full of wisdom and I was there ready to take it all. I believe that with this attitude, I have earned his trust as well.

I also share with his passion to teach other people financial literacy through real estate investing. Sir Larry’s Think

Rich Pinoy Wealth Seminar is more than just a business; it's his way of serving people so that others can learn from the experienced one. Now I'm doing the seminar with him, not with the intension of doing the seminar a business but more of how to share the blessing of real estate business.

## ***2. Be Honest***

When I talk to people (even if they are older than me) I give my honest comments. When my former supervisor and I visited that Batangas property one rainy morning, I immediately told her that the area is hard to reach but that there was already an approved budget from the local government to improve the roads in two years' time. So being honest means presenting the negative and positive perspectives of the property that I sell.

To date, there's a cemented road in the property and property values went up from P250 to P500 per square meter. The property is in the National Road of Batangas.

## ***3. Be Sincere***

Honesty (or being frank for that matter) is not enough. Sometimes your becoming too objective can hurt older people's feelings. You must also be sincere. When you make recommendations, you need to make it clear that your intention is for him or her to buy the property that is really fitted to what he or she needs.

Let them feel that you're really concerned to serving them by giving the value of the property. When we say value relative to properties, it means the immediate and long term benefits. If you believe that the property is what they need you will show real concern naturally and for me that's sincerity.

Initially I knew that my buyer wanted a rest house and area for planting. I found the perfect property. It has cool, fresh air, with panoramic view, and most of all, just within the budget set. I knew it fits her that's why I chose that property for her and ***she bought it without blinking an eye!***

#### ***4. Be their Consultant (Not Just a Property Seller)***

Being a property consultant for your buyer means that you have the opportunity to choose properties and offer the best ones to suit your client's needs. "Choose" means you have already identified the needs of the buyer and you have sorted the properties for them. Do not show 100 properties to them. You must check these 100 properties, sort it to 25, visit the 10 properties and from those, choose the best three that you can present to the buyer.

In summary, selling properties to people who trust you is like selling hot cakes. You can easily sell to them. Every word you say about the property means value for their money. They trust you not because you want to make a sale but you want to help them achieve their life-long dream of having that piece of real estate property they long to have. You just need to start listening to the wisdom of the older people, be honest, be sincere and lastly be their consultant. And with that, you will find your gem.

Continue to love and become an inspiration. Happy Real Estate Investing!



## CHAPTER 5

# Will You Bring Your Mother-in-law When You Buy Your First House?

**A**S A COUPLE, BUYING YOUR OWN HOME IS FOR ME A SACRED PROCESS. Two minds and two hearts fuse to come up with one dream house. Buying that dream house when you finally see it is a priceless decision for you and for your spouse.

Surprise! Your adorable mother-in-law comes into the picture, and she is very excited to see the house you've chosen to buy. What shall you do?

Let me tell you a real story.

I have a couple client who saw the townhouse that I was selling. The first time they saw the house they already formed pictures in their minds what appliances they were going to put in every area, what specific colors to paint the rooms and all sorts of details. Obviously, they fell in love with the house and very much wanted to have it.

But I don't close a deal on first sight. You might find it weird, but really I don't because as I mentioned, I believe that buying a house is sacred, requiring further thinking and praying. I wanted my client to see the place at least three times. I know this is against all laws of sales but I want it that way. I want my

client to feel that they have intentionally chosen the house on their own will and not as mere reaction to the pressure of the moment.

The following day, they brought their only daughter who posed no objection, but settled easily into the comfort of the place.

Finally, on the third visit, they brought with them the wife's mother-in-law. As they went around the house, the mother-in-law declared, "The house is nice, but you should put more faucets in the powder room. Place the gas stove over here. The bedroom should be bigger. Break down this wall."

When done with her litany of comments and suggestions, most of which are in fact valid and constructive, she told the couple, "But you really have to pray for this house if this is for you."

With explanations and answering of queries all done, the couple who already saw the house on the third time said, "We are going to reserve this unit today. We already have the check for reservation."

And so we signed the agreement. Suddenly, the mother-in-law said, "I thought we will just look at the house. Anyway it's your decision. Let us all pray. Maves, since you are the broker, you lead the prayer."

Every time I make a sale, I thank the Lord by myself, but this time it was different. I led the couple, the mother-in-law and the agent in prayer as the reservation was signed. The couple was very happy in buying the house and so was I.



## *Will You Bring Your Mother-in-law When You Buy Your First House?*

Whenever I think of this experience I feel thrilled. I feel so much love for my clients, and so much joy in my role as instrument in fulfilling their dream. I feel such fulfilment being in real estate making money as a sweet fruit of my love and passion. And giving much importance to the client's journey in buying their first home makes the sale much sweeter.

Leading property buyers in prayer, in that special moment facilitated by the mother-in-law, hit me as an unmistakable affirmation that God smiles at me.

Now will you involve your mother-in-law in buying your first house?

I would like to encourage you that in your major decisions in life as a couple, yes, it is the two of you that has to decide as one. But it could really be nice to let your mother-in-law be part of it.

Let's renew our thoughts on mothers-in-law so that we enjoy more fulfilling experiences with them.

“When you are a mother, you are never really alone in your thoughts. A mother always has to think twice, once for herself and once for her child.” - *Sophia Loren*

Mothers-in-law are mothers. They have so much love for their child, for your spouse.

*Will You Bring Your Mother-in-law When You Buy Your First House?*

A mother-in-law is a mother-in-love.

Continue to love and inspire others! Happy Real Estate Investing!



## CHAPTER 6

# I'm Facing Foreclosures, What Will I Do?

**I** BUMPED INTO MY OLD NEIGHBOR WHO HAS A LOT OF BUSINESSES. I thought they're doing good. He is one of the right hand persons of a politician. I learned that when that politician lost in the election, all my neighbor's businesses flunked.

He knew that I'm into real estate and he asked me this question, "Maves, my condominium in the Fort Global City is facing foreclosure from a developer. The property is still pre-selling, and I really don't have the money to pay for the arrears (unpaid amortization). Can you help me?"

For a moment I hesitated because I don't like this man. He is known to be the person giving money every election for his politician boss. But Luke 6:33 says, "And if you do good to those who do good to you, what benefit is that to you? For even sinners do the same."

Here are the tips I told him:

1. Don't ignore bank/developers/lender's letter. Pay attention to them. Call them or reply to their letters. This will show

## *I'm Facing Foreclosures, What Will I do?*

- your intention of facing your obligation but explain that you're in a tight situation now.
2. Ask for leniency. You can create a letter addressed to the Manager or Head of Credit to ask to delay payments for a short period of time. Ask for 2-3 months.
  3. Ask for interest payment only. Give specific time when you're going to pay the principal.
  4. Ask to change your payment scheme. If possible, extend your term longer to have lower amortization. And whenever you have extra cash to pay, ask the bank to allow you to pay the principal to save from future interest.
  5. Ask for a refinancing plan. You can transfer the loan to other banks. Sometimes this can be favorable for you since the other bank might appraise your property higher and you can leverage on this.
  6. If you owe the developer, if you already paid two years amortization, by law you are entitled to get 50 percent of your payment. But if your lender is the bank, no single penny will be returned to you.
  7. Sell it really low at the price lower than the market price. The allowance that the bank/lender gives you also gives you time to sell your property at a profitable price.
  8. Sell it again. Let someone assume your mortgages. Sell it even though you lose some money. At least you get some rather than nothing. There are creative and legal ways to do it.

## *I'm Facing Foreclosures, What Will I do?*

In the end, I helped our neighbor sell his property at a very, very low price. He already paid Php 800,000 to the developer but when we sold it he only got 600,000. He lost 200,000. A few days more, he will have lost everything with foreclosure. He was able to use that money to build his business again.

When you are not able to pay the amortization in the next few months, act on it. Don't wait for credit letters to come.

Sometimes we have to accept that we fail in doing specific real estate investment, especially buying pre-selling properties. When you are able to accept your failure, you'll be able to accept the highest possible amount you can get out of your property. Then you can always move on to the next property suitable and profitable for you.

Happy Real Estate Investing. Continue to love and inspire others!



## CHAPTER 7

# Say Yes to Home Mortgage

“When we leverage, we aggregate and organize existing resources to achieve success.” (Richie Norton, *The Power of Starting Something Stupid*)

**O**NE DAY I HAD A CONVERSATION WITH MY CLIENT. He said, “You know, I’ve never mortgaged our house—it’s clean. I don’t want my children to use this for mortgage. I’m afraid that if we mortgage this house that we’ve invested for so many years, it will be foreclosed.”

I certainly agree with my client. Never use your home for mortgage, if I may add—for luxury. But mortgage your home to earn more income and more importantly, do real estate business.

That clean title of yours you’ve been holding for a long time can help you and your family have a better financial position. Take these reasons to give you the guts and the courage to say Yes to Mortgage.

Let me give you 3 major reasons to say yes to home mortgage:

**1. Home Improvement.** Not for aesthetic purposes, but to add more floors and rooms so that you'll have more space to lease out. I really love to share this. When we were still renting our house, I leased out my own bed to my girl bestfriend who was from the province. She lived with us while we were still studying college here in Manila. She paid us P1,000 per month. For more than a year, we shared the same bed. I know that strategy is too personal. But, how much more can you earn if you own your own house and can accommodate more people by adding more rooms and floors? You want to add more income, right? I'm sure you can do better than what I did. With what I have done, I improved my relational skills, balancing my family and friend at home by having more patience. More rooms, beds and floors mean more income. Say yes to mortgage, say yes to more income.

**2. Build New House/Apartment for Sale or for Rent.** In building a new house, the loan releases are staggered based on the rate of construction to make sure that you only use the money for building the house and finish the construction on time. Amortization normally starts after the construction. You still have room to market and sell or rent the property even before you start the amortization. But also be prepared to give yourself 8-12 months buffer money you can afford the amortization even without a buyer or renter. If you have a buffer fund for this, you will have peace of mind that you can sell or rent the property at the right price and right client. Then, say yes to mortgage, say yes to more income.

**3. Buy a new house to sell or to rent.** If you're buying a property, the one that you are buying can be used for home loan collateral. But if you own your home and that can also be used for mortgaged, you can use the two properties to have a

bigger capacity place or get another house. Of course there are other factors for granting you a bigger loan. To simplify this, if you own a property now and it's clean titled, you can also use that to increase your capacity to buy property that allows you to buy bigger or more units of property instead of just one. You can buy a duplex or series of apartments. Say yes to mortgage, say yes to more income.

All of these are ways to generate more income to help you have better financial position and secure your family's future. If you own your house now, monetize it. Say yes to mortgage. Then the income that you generate from your real estate business, use it to invest in the stock market for your retirement and reinvest in your real estate business. The cycle goes and on and on. Generate income through your real estate business, then invest in the stock market until you retire and reap your harvest.

Three more important lessons when you mortgage your house:

1. Initially get the longest possible term that you can. Get 10 years, 15 years, or 20 years. Why? For you to get lower amortization and make it easier for you to pay. The rule of thumb maximum amortization that you can afford is 30 percent of your gross income.
2. When you have extra cash, pay the principal to shorten your term. Though you've got the longest term, it doesn't mean that you will pay that long. If possible, whenever you have extra cash, pay it directly to the principal amount of your loan. Look for banks that offer that kind of amortization scheme.



3. Mortgage your house only for REAL ESTATE business. Mortgage debt is a good debt only if used for real estate business. You use an asset to buy another asset that is income-generating and secure. Good real estate property will always be acceptable as collateral since whatever happens to your selling or renting, you can always have that property to run and can create ways to reclaim cash from it.

Maximize the use of your ROYAL property. I encourage you to step out of your comfort zone. Say yes to home mortgage. Shop and hop for great home loan deals out in the market. Use what you have now but don't let your property be foreclosed. Be focused on your goal of generating income out of your home loan. Start in your most creative way, your own real estate business.

Continue to love and inspire others. Happy Real Estate Investing!



## CHAPTER 8

# Developing Communities with My Amore Experts

“COMING TOGETHER IS A BEGINNING; KEEPING TOGETHER IS PROGRESS; WORKING TOGETHER IS SUCCESS,” SO SAYS HENRY FORD.

Five years ago, while passing by Cavite, I noticed there were several townhouses being developed next to each other. I then saw a big sign that made me stop. On the gate of one subdivision the sign read *Amore*, an Italian word which means love. As I was looking at the gate sign, I felt really good. I entered the gate and saw beautiful big houses being built. I walked around and visited the clubhouse and other amenities. It was really wonderful. Then I heard a very clear message from my heart, that I could build something as wonderful as this. I did not know then how I could do the developing, which looked like a very complicated thing, since I am not an architect or an engineer.

There was a lot in Pateros that we inherited with a complicated case attached to it—court cases, tenants, debts, renovations and other troubles that affected my health and my husband’s. However, my *Amore* dream shone like a spotlight on our dark, depressing situation when I realized

that a small portion of the inherited property has a clean title, free of any encumbrances.

### **“Chance” Encounters**

Last year, I bumped into my old classmate, our class valedictorian. He is a civil engineer with 10 years of experience working with a big developer. He told me that he just resigned from the company, and was planning to work abroad. I also met my previous colleague who is an architect with 15 years experience in his field, and who also just resigned to apply abroad. They wanted to go out of the country to find better opportunities. After I talked with them, I went home with a big smile. I had asked them both to put into paper all the plans I had in mind—the vision of having a unique development that will scale up our community. I offered them a partnership, instead of just being employees.

At the moment, we are nearly finished building the three units of townhouses in a portion of our property. It is just three among the eight units that we plan to build, with a commercial space. My partners only work three times a week on this project. Aside from this, we are also working on some parallel projects.

I realized that my partners and I met again for a purpose. We were answers to each other’s prayers, which happened just in time when I was looking for people who could help me build the townhouses to maximize the property that we inherited; and they were looking for opportunities to earn more, something which is provided by the entrepreneurial

deal in the development I offered, even though it was not exactly what they had in mind initially, which was to work abroad.

### **Help Will Come Along—If You Really Want It**

For me, building and selling properties is not a question of how you're going to do it. Rather, it is a question of whether you really want to do it, and how deep is your desire to fulfill it. Because you see, the right people come along at the right time to help you, to fulfill the deepest desires of your heart. In the process, you also help them achieve their dream. Seeing my friends being with their own family, and not having to work far away, gives me inner joy. At the same time, because I am with my Amore experts, the complicated things in building houses are made simple.

Continue to inspire others! Happy Real Estate Investing!



## CHAPTER 9

# My Hesitations and Meditations in Building Townhouses

I AM NOT AN ARCHITECT NOR AN ENGINEER BUT WE WERE ABLE TO DEVELOP TOWNHOUSES THAT WE NOW CALL ANGELES RESIDENCES ([www.angelesresidences.com](http://www.angelesresidences.com)). These are the first three units of the planned 7-door townhouse of Angeles Residences. We've already sold the five units; the remaining two units are priced to its ceiling of P3.450M, a 15 percent increase from the original price. This deal is really profitable.

How was I able to build and sell? My husband has an inherited lot which we joint ventured with my real estate company.

At first, I was hesitant to use the lot that my husband inherited. I was hesitant for two reasons:

1. We don't have enough cash to build. In fact, we needed cash to pay the estate taxes, unsettled court cases, and issues with the informal settlers.

I sought the help of mentors and investors, and I was able to create a sound business plan, and produce the cash needed to build and sell Angeles Residences.

If you are really serious in moving your finances to the next level, you will activate your creativity on how you can do so from the property that you already have.

I walked around our place, and learned that most of the people are using their property for rental business. That's why I knew that if I sell a property in our area it will be selling like hot cake.

I presented it to partners who are willing to invest in that real estate deal. Again, invest in the real estate deal and not to me. Good real estate deal equals good income.

*With the help of mentors and experts, I was able to create a sound real estate business plan.*

*Not having enough cash should not hinder you from earning with the property that you have.*

2. I was caught in paralysis of what other people would say, especially the relatives.

*Ano ba yan, kamamatay lang ng byenan niya gusto kaagad kuhanin yung lupa nila, atat na atat naman. Siguro kaya lang nya pinakasalan si Christian para makuha yung lupa nila at magpayaman. Napaka-ambisyosa talaga!* (The mother-in-law just died and she already wants to get the land. Maybe that's why she married Christian, so she can get the land and get rich from it. How ambitious!)

Are these words familiar you?

I realized that these words stopped me for more than a year. Keeping my mouth shut — not even suggesting what options were available for the property that was left to us because of these words. I was afraid to be judged.

*Eh di pa naman sinasabi or wala ngang sinasabi inuunahan na kaagad ng isip mo.* (But they haven't said anything, or haven't actually said anything but your mind already think of the words.)

My dear friends, don't allow your ideas and your wealth to be paralyze by what other people might say. Earn from the property that you have. Use it. Maximize it. Don't be hesitant.

What would other people say if you maximize it? *“Well done, Maves. Well done, Christian. Most of all, the Lord will say, “Well done, my child. You have used the gifts I have given you.”*

Our development though profitable, takes hard work. We are now building the additional units and I still have so many things to do in the documentation of the development for the first three that we've already sold. Nevertheless, I just continue working on it. After the documentation, I will be able to return the money of my investors which also adds up to happiness. Not only am I able to provide homes for families, I was also able to share the business to others while I am also earning.

Continue to love and inspire others!

## CHAPTER 10

# Does Bribing Really Lead Me to Efficiency in Real Estate Business?

**I**T'S BEEN ALMOST A MONTH SINCE I STARTED REQUESTING FOR A CERTIFIED TRUE COPY OF TITLE FOR A PROPERTY THAT IS NEEDED FOR THE APPLICATION OF A BUILDING PERMIT. Initially, the City Engineer told me that she will not issue a building permit unless I have a certified true copy of title. Although she will let my papers be processed, she will not release the building permit without the certified true copy of title.

The architect was already pushing me to bribe the Register of Deeds and the City Engineer's Office so that I'll get all the papers I need immediately, because we were already behind schedule in starting our construction. We must finish the roofing of the houses before the rainy season starts.

I assured him that I don't mind if we suffer a loss, as long as I do not resort to bribing anyone. My position is clear—no to bribing.

### Here's My Story

Today at the Register of Deeds, before I got down from my car, I prayed and opened the Bible. I then proceeded



in the hope of getting the certified true copy. They said the same thing that they have been saying—because of computerization, they are having a hard time producing the document because my title still requires additional codes to be encoded. And so I got nothing other than word from the Records Officer that they will follow up their site handler.

I stepped out of the Register of Deeds praying that the Lord will touch their hearts so that they will do the right thing. I went directly to the City Engineer's Office to follow up if all other signatures are in order, signatures other than that of the City Engineer's that requires the certified true copy of title. As I went there, I was praying that the Lord would give me miracles today. My plan was to plead my case to the City Engineer so that I would be allowed to start the construction even without the certified true copy, with a promise that I would submit it once released by the Register of Deeds, or that I would give her another proof that the property is with us, like asking the mayor to prove it.

Miracles do happen.

When I told the City Engineer that I think it would take a bit longer for me to get the certified true copy, and expressed my hope that she would allow me to get my permit to start the construction immediately, without need for further explanation, ifs or buts, she just said yes.

I felt deeply touched about being given a great blessing that I nearly cried. I then blurted out to her my story about my experience at the Register of Deeds. She affirmed my stand about not giving in to bribing. She shared to me that in her office, she teaches her staff not to accept any form of gifts or

bribe from applicants. This I believe is the real essence of being a leader. No ifs, no buts, just a yes.

## **Creating Good Relationships**

Real estate construction is at its peak during summer time, and so it is very important to become efficient in documentation so that the project can start on schedule. One way to ensure this is to get the permits and documents you need as fast as you can to move your project forward. Traditionally, bribing has been a way of getting your papers faster than normal. In the short run, it may be efficient. In the long run, real efficiency requires preparing the necessary requirements ahead of time. Even more important, being efficient in the long run means creating good relationships with the officials by letting them know that you are morally upright. I believe I created just that—a good relationship with the City Engineer—by letting her know that I process permits with utmost integrity.

Let us stand true to what is right in dealing with the government. Let us all help our fellow Filipinos eliminate corruption, by not giving in to bribing. And beyond that, let us continue inspiring and loving others.

As of this writing, I still don't have the certified true copy of title that I need but God gave me what I really need—the building permit!

Happy Real Estate Investing!

## CHAPTER 11

# A Questions That's Very Hard to Answer and an Answer that Gives Me the Reason

**W**HERE DID YOU GROW UP?

For years, I struggled how to answer this question. Why? I was born in one place in Caloocan then for some time, we lived in Leyte. After that we went back to another place in Caloocan where I studied elementary. Before I finished my elementary, we transferred to Makati, then I studied high school in Pateros and college in Manila (whew!). During those times, we transferred from one house after another before finally buying our first house in Cavite.

Now, you tell me where is my hometown or where did I grow up?

Now that I am married and living in the hometown of my husband, I am now starting to build a legacy for my husband as we are developing townhouses in his hometown, from where he really grew up and never transferred since birth. Unlike him, to date my family and I transferred more than 15 times.

In my husband's hometown, I am helping families have their new home where they can at least live for 10-15 years. As I build these homes, I feel that I am with them building their dreams for their families, and having a house where their children can grow up till they find their own home. I want their children to be able to easily answer the question "Where did you grow up?"

Even though I don't know the answer for myself, one thing for sure is that in every place I lived, I lived as if it was my hometown. The neighbors and community loved me and I loved them.

I resolve that as a Filipino, it is my mission to help my fellow brothers and sisters build their families where their children can build their own history of youth to fully grown individual till they're ready to soar high and find their own nest.

### **An Answer That Gives Me the Reason**

One day, I asked one of the property buyers, "Ma'am, how was your first night in your new house?"

She replied, "Maves, ang sarap matulog sa sarili naming kwarto" (*Maves, it feels so good to sleep in our own room*).

These words were so familiar to my heart. It was my feeling when we bought our first house after 20 years of transferring houses for 15 times. It was indeed a great feeling for me to sleep on my own bed without the fear of demolition or a landlord asking us to leave.

Now every time we build a house, my heart is excited who'll be the next family to live and experience how good it is to be in your own house.

I was just longing for us to have our own house. Now the Lord is using me to inspire and help others to pursue their dream homes.



## CHAPTER 12

# No to Real Estate Investment

**Y**ES, YOU READ IT RIGHT: NO TO REAL ESTATE INVESTMENT—THE KIND THAT DOESN'T HAVE REAL ESTATE PROPERTY ATTACHED TO IT.

Recently, I shared to a group of 10,000 people at the Philippine International Convention Center (PICC) how God led me to achieve my dreams of having a house of my own, a profitable business, and a wonderful husband. I felt overwhelmed at how my sharing indeed blessed a lot of people. My sharing inspired many people to do real estate business and I was very happy about that. Many came up to me and said, “Maves, thank you. Because of you, I will renew my real estate broker license.”

But hold on and read on before you put any amount of money in real estate investment.

A new attendee of the Feast at PICC approached me and blurted out, “Maves, help me! My P20M investment is in real estate. My friend put it in properties.”

I replied, “Wow, that’s great! What kind of properties did you invest in?”

“I don’t know,” she replied. “The broker is delayed for almost one year now.”

I was stunned. For a few seconds, I was speechless and just stood there unable to react. Deep inside, I wanted to cry with her. Then I wanted to get mad at Bro. Bo—because of him, I was confronted with the grim reality that there are people who invest all their life savings in real estate without protection.

## **Protect Yourself**

Please friends, **no to real estate investment with no specific property attached to it**. Don’t just lend without protecting yourself even though you’ve known the person for so long. The rule of thumb is, your P1M investment should be attached to a property that is worth at least P2.5M, so that you can earn about P250,000 to P500,000 in a span of 10 to 12 months. These are conservative figures. You can earn more depending on the real estate deal. Also, you need to get all pertinent documents attached to your property, especially when there’s already a buyer who’s in a rent-to-own scheme with you.

In all honesty, even though I’ve been entertaining the idea of launching a coaching program for real estate investment for quite a while now, I felt I was not yet ready for it because I’ve been very busy with my own real estate deals and in growing my business. But because I cannot contain the pain in my heart to see people losing their lifetime savings, I now feel compelled to offer my help, to guide them on their real estate investment.

I am launching very soon my coaching program. Keep on reading Bro Bo's letters and sign up at [www.myrealestatemaven.com](http://www.myrealestatemaven.com).

My heart goes with you in prospering yourselves to fulfil your dreams for your family and for sharing with others.

