

## Professional Research Techniques to Enhance Marketing

(CEA Serial No: C2L2 S0502)

**26 April 2016**  
**(Tuesday, 2.00pm – 5.00pm)**

**2 Core CPD** credits awarded under Core Category 2 / Level 2 approved by CEA for the mandatory CPD Scheme.

### VENUE:

#### SISV Training Centre

110 Middle Road  
#09-00 Chiat Hong Building  
Singapore 188968

### ENQUIRIES & REGISTRATION

☎ 64240 272 (Manisah) [manisah@sisv.org.sg](mailto:manisah@sisv.org.sg)

☎ 64240 297 (Ping Ping) [pingping@sisv.org.sg](mailto:pingping@sisv.org.sg)



Singapore Institute of Surveyors and Valuers  
110 Middle Road #09-00 Chiat Hong Building  
Singapore 188968

☎ 6222 3030 (Main) 6225 2453 (Fax)

Website: [www.sisv.org.sg](http://www.sisv.org.sg)

### SYNOPSIS

The seminar covers the following :-

- Understanding and interpreting private residential real estate supply and demand data
- Presenting the meaning of residential supply and demand to homebuyers simply
- Describing the impact on the market
- Developing an objective data-supported opinion

### LEARNING OBJECTIVES & OUTCOME

Understanding the real estate elements of:

1. Stock
2. Supply
3. Demand
4. Occupancy/Vacancy

### TARGETED TRAINING GROUP

- For all salespersons, managers and KEOs
- Experience is not required
- Basic understanding of English language is necessary

### PROGRAMME

1:45pm	Registration
2:00pm	<b>Seminar commences</b>
3.30pm	Break
5.00pm	End of Seminar

### LECTURER

Mr Leonard Tay

- In real estate practice since 1997
- B.Sc (Estate Management) Honours, 2nd Class Upper, NUS
- Advanced Certificate in Training and Assessment (ACTA)
- Previous positions include:
  - Industrial Tenancy and Property Management - HDB
  - Lecturer, Ngee Ann Polytechnic
  - Associate Director, Research & Advisory, Colliers International
  - Director, CBRE Research

### CERTIFICATE OF ATTENDANCE

Certificate of Attendance will be awarded upon successful completion of the programme.

**Registration Fee** (includes GST & notes) &  
**Membership Category**

**\$65 (A)** SISV Members & Staff of Member Firms  
CES & REAC (CEHA) Course Participants of  
SISV/SISV Services, Affiliates [CREA®, GRES  
participants, Subscribers of SISVREALink]

**\$85 (B)** Others

**Limited Seats! Book now!!**

**Notes**

Registration is on a first-come-first-served basis. Reservation by fax or email will only be accepted upon receipt of payment. Confirmation of registration will be via email. No cancellation is allowed once registration is confirmed.

Fees paid are not refundable under all circumstances. This will also apply to participants who are unable to attend on that day. However, replacement by another individual is allowed and notification must be made in writing at least 3 days before the event. In the case of a non-member replacing a member, the non-member will have to pay the fee difference.




The Organiser reserves the right to alter the programme or cancel the event as may be necessary. In the event of cancellation, full refund will be made to participants.

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  -  6222 3030 (Main) 6225 2453 (Fax)
- Website: [www.sisv.org.sg](http://www.sisv.org.sg)

**REGISTRATION FORM**

**Name of Participants**

#	NAME / NRIC / CEA Registration No / Mobile No. / Email	Mbrshp Category	Amt \$	
1	Name:			
	NRIC:			CEA Registration No:
	 Mobile			Email :
2	Name:			
	NRIC:			CEA Registration No:
	 Mobile:			Email :
3	Name:			
	NRIC:			CEA Registration No:
	 Mobile			Email :
Total Amount Payable \$				

Company .....

CEA Estate Agent Licence No. : ..... Contact Person .....

Address : .....

..... S( )

Tel/HP ..... Email .....

**PAYMENT MODE**

Receipt No : \_\_\_\_\_ (for official use)

- Cheque** (Bank/Cheque No ..... Amount \$.....  
Crossed cheque payable to “Singapore Institute of Surveyors & Valuers”. Please indicate your name, company and date of event on the back of the cheque.
- Via ibanking/Bank transfer.** Details as follows: DBS current account no: 007 005007 0. Please include your name and date of event (Tan Xx Xx 23072015) when transferring.