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SYNERGY MEDIA SPECIALISTS

the PHILIPPINES

*A guide to real estate
and medical tourism*



Why these industries should matter to Filipinos and Americans in the Bay Area

Overseas Filipinos fuel property sector boom

A Cause for Celebration - 'Labor Day' in the Philip- pines.

Today, in more than eighty countries, the contributions made by workers to their respective countries are being celebrated through Labor Day festivities.

The impact of Filipino overseas workers (OFWs) on the Philippines' economy continues to fuel growth and create wealth and opportunities throughout the country.

The estimated ten million overseas Filipinos worldwide (11% of the total population), are referred to as 'modern day heroes' by both the Philippine government and their fellow countrymen. Remittances from OFWs today account for 13.5% of the country's gross domestic product (US\$18.3 billion - up 7% from January to November of last year)

and is expected to reach \$20 billion in 2012.

Of the ten million overseas Filipinos worldwide, an estimated 200,000 reside in the San Francisco Bay Area of California. Daly City in San Mateo County is home to one of the largest Filipino communities in the Bay Area with an estimated Filipino population of over 32,000.

Filipinos work in varied lines of work including doctors, physical therapists, nurses (see page four - Medical Tourism), accountants, IT professionals, engineers, architects, entertainers, technicians, teachers, military servicemen, seafarers, students, caregivers, domestic helpers and fast wood workers. Filipinos in the Bay Area contribute significantly to a diverse range of industries in the U.S. while remittances from the

area fuel a variety of sectors in the Philippines.

While most Filipinos leave the Philippines for better employment opportunities, for most, there is a strong desire throughout OFWs to return home later in life.

The opportunity to earn a higher wage abroad enables OFWs to provide their family members back home with a better lifestyle through a higher standard of living. As a result of this desire to improve their lives and those of their relatives, houses and condominiums are considered to be the most important investments OFWs can make in the Philippines.

In addition to how OFWs continue to provide better living conditions for their relatives back home, an increasing number of Filipino 'baby boomers' in the Bay Area are also looking to return to and retire in the Philippines in the next five to ten years. As a result, the real estate and property sectors in the Philippines are being driven by the investments being made from overseas Filipinos.

Property developers in the Philippines are increasingly reaching out to OFWs in the US. Trends in the domes-

tic market today include the building of high quality, life-style driven developments designed to meet the needs of relatively affluent Filipinos.

Modern condominiums and homes built in the Philippines today cater to the different income brackets of OFWs. From the mid-cost segment to the luxury, high-rise residential condominiums and homes, new developments continue to rise above the Metro Manila skyline and surrounding cities.

These contemporary and impressive developments are re-shaping the once dormant skyline of Metro Manila.

This drive to create a glamorous and modern property sector in Manila is embodied by Paris Hilton's endorsement 'Azure Urban Resort Residences', a luxury property developed by Century Properties. The company has also recently collaborated with The Trump Organization to bring the first Trump branded building - 'Trump Tower Manila', to the Philippines. The tower will be a 250-unit residential skyscraper and promises to be one of the country's tallest buildings.

With the Philippines property boom not expected to slow down in the foreseeable future, foreigners are also attracted to

investment opportunities in the country.

According to the Republic Act. No. 4726 (the Condominium Act) as long as no more than forty percent of the units in a project are acquired by foreigners, foreign nationals are today able to buy condominium units in the Philippines.

There is a wide choice of developers to choose from when considering investing in property in the Philippines. While industry heavyweights Ayala Land and Megaworld Corporation continue to build in prime locations across the country, relative newcomers are creating a more diversified and accessible property sector. Earth and Style, Greenfield Development Corporation and SMDC are successfully offering alternative opportunities to potential investors.

Developers are continually improving construction standards while remaining focused on offering quality, modern developments at appropriate price points. With the industry heading in the right direction and OFWs and foreigners continuing to make investments, interest in the property industry in the Philippines looks set to increase and further fuel the country's growth.



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Ten things you should ask your developer when investing in a condominium unit

Rockwell Land, one of the most trusted premier real-estate developers in the Philippines, gives us 10 questions that every consumer should ask their real-estate developer.



“What amenities do you have? Can I use them anytime I want?”

Amenities are for sharing, and you want to make sure the amenities are well maintained, clean and orderly. Avoid overcrowded amenities that are only made available only depending on your scheduled time of use.

“What is the elevator waiting time?”

You would think that the provision of adequate elevators in a development is standard, but you can get stuck in line, queuing to go up to your home.

“How many units are there per floor?”

The number of residents on a floor dictates the comfort that you feel when considering personal space.

“What kind of demising walls stand in between units?”

Most developers will not tell you that their demising walls (walls that divide your unit from your neighbors’) are made of gypsum board and base boards only. This means that you can practically hear anything and everything that your neighbor is doing, and vice versa. At The Grove by Rockwell, you are assured of walls that are made of concrete masonry unit (cmu) which



not only minimizes noise, but also lasts longer and is resistant to patching and deterioration.

“When can I expect the project’s turnover?”

While other developers promise a handover there are often completion works that need to be done on building components like plumbing and electricity.

“What is the quality of the finishes?”

Request to be personally shown around the property

“Who are the contractors and sub contractors of the project?”

You will want your tiles to be made of ceramic for a cleaner feel and laminated wood flooring to add an elegant luster to the area. Finishes should be easy to maintain and last for longer use.

“Does the area of the condominium flood? How was the developer prepared for this?”

One of the basic misconceptions about condominium living is that floods are never a problem since the units are several floors above the ground. However, one must still scrutinize the steps taken and functionality considered when the developer was designing your home.

“How much back up power is guaranteed and what areas are covered?”

Developers often promise that they have back up power for you. Ensure that you satisfied with the amount of reserve energy they have for your convenience. In most cases, back up power is just assured for common areas of your condominium. Or, if it reaches your unit, provision for electricity is only good for one or two socket outlets.

“How much water supply is available in case of emergency?”

This is a feature that is provisional to particular emergencies, and yet is an undeniable need when an unexpected event does occur. A reservoir of water for dire circumstances is a very welcome point indeed.

“How credible is the developer behind the project?”

An indication of how your future home will look, be delivered and maintained is an echo of the developer’s past projects. You must look at their project portfolio, examine and evaluate its condition now. With your hard earned money, you must place it in the hands of a trusted developer.

With over 16 years in realty development, Rockwell Land stays true to its reputation as the premier property developer in the country. Rockwell has delivered quality residential and

notable 75% open space between 6 well secured and magnificent towers, which only means more lush spaces coupled with your peace of mind, as well as a retail area where you can find your everyday essentials.

Located along C5, it is within comfortable distance to commercial centers, malls, the Ortigas business dis-

trict, top rated schools and hospitals. The Grove gives you the luxury of space, security and comfort that only Rockwell can give.

Catch Rockwell in the USA this April – May 2012! For inquiries, call 1877-OWN-ROCK and for online inquiries, visit www.e-rockwell.com/grove.

Q&A with Alfred S. Xerez-Burgos III

Alfred S. Xerez-Burgos III is the President and Chief Executive Officer of Landco Pacific Corporation, a developer of leisure and luxury home communities as well as resort-inspired condominiums all over the Philippines.

It’s flagship development, Peninsula de Punta Fuego in Nasugbu, Batangas, is the country’s first private and exclusive seaside residential resort. This along with other resorts developed during the last two decades, paved the way for the resort-inspired condominium TRIbeca Private Residences located along the highly accessible South Luzon Expressway in Sucat, Muntinlupa.

What was the inspiration behind TRIbeca?

There’s philosophy and theme, as it translates to substance and form.

The philosophy behind every Lando project is to promote our brand

advantageous because of the large space that we’ve incorporated for recreation. When in TRIbeca, you’ll never feel caged in your unit because of your very big back yard. I don’t know how many condominium developments can boast of having your own football field, resort pools, jogging path, barbeque pits and so much more. For the same reasons, TRIbeca is also advantageous for those who are still active in the United States, and would like to visit the Philippines from time-to-time. We have a rental pool where one can enroll a unit if it is not being used.

What are the advantages and benefits of owning in TRIbeca?

Lando is the purveyor of leisure living in the country. Along with our partners ATR KIMENG Land, we have chosen the largest tract of land along the South Luzon Expressway corridor just to be able to execute our concept. No other development can ap-



promise – Life at Your Leisure. That means every subsequent project of Landco is devoted to promote a lifestyle that encourages moments of leisure. We make sure that we provide wide, open activity spaces that enhance peoples appreciation of nature and enable people to enjoy time alone or with loved ones. We believe that moments like these form part of our precious memories that money can’t buy. By advocating this philosophy for more than 20 years, Lando continues to reshape and revolutionize the way people live.

The themes we chose were upscale, upbeat and metropolitan, inspired in a way by the urban developments in New YorkTRIbeca to us means three towers to a cluster. We even have a central park around which all the clusters form a surrounding community.

Why would Filipinos in the Bay Area be interested in TRIbeca?

Many of our buyers from the United States invest in TRIbeca, first and foremost, because they are looking toward retiring in the Philippines. As a retirement community, TRIbeca is

proximate this size. And because of this, we are able to allocate 60% of our 10-hectate project to open spaces.

The other factor is that an owner of a TRIbeca unit, subject to prevailing rules and restrictions, is granted membership in our Landco Privilege Club. The card entitles members to access some of our leisure projects in

LANDCO

LIFE AT YOUR LEISURE

the country, such as Club Punta Fuego at Peninsula de Punta Fuego and Terrazas de Punta Fuego in Nasugbu, Batangas; Playa Calatagan in Calatagan, Batangas; and Playa Azalea in Samal Island.

Message to Filipinos in the Bay Area on Labor Day:

First we’d like to thank all of the Filipino-Americans and Balikbayans who believed and trusted Landco all these years. When you come over, please do drop by and see what we’ve done so far. And to those who are reading about Lando for the first time, we invite you to come over and visit one of our projects in the country, but most especially TRIbeca.

Fulfilling dreams and realizing aspirations

Real estate property developer Earth and Style understands the needs of the Filipino family. The company strives to enhance the quality of life by providing superior developments designed to fulfil dreams. Our new Communities in Biñan, Laguna, comprised of Jubilation Central, Villaggio di Xavier Mia Vita, and Porchview County, are the upcoming developments in the Jubilation New Biñan township offered by Earth and Style, and are specifically designed to meet the lifestyle demands of the modern Filipino. An easy drive from Manila, Makati and Ortigas, New Biñan lies in the middle of the buzzing metropolis and scenic Tagaytay.



Façade of a Jubilation Central home

“We understand that quality is important for every one of our users. We place a great deal of emphasis on functionality and lifestyle requirements. The important market for us are the Filipinos from Northern America and we recognize that the effort that they put into working overseas is to be able to provide their relatives back home with a better lifestyle,” says Victor H. Manarang, President of Earth and Style.

“It is our duty as developers to deliver properties which fulfil this objective. A lot of Filipino ‘Baby Boomers’ are also in the process of retiring and our developments are wellsuited for retirees,” he continued.

This year will see the completion of

the Jubilation New Biñan development. The concept of Jubilation New Biñan is to provide a diversity of lifestyle choices tied to a culture of happiness. The developments’ unique dualism of modern and traditional styles is depicted through the unmistakable morphing of the urban landscape and nature.

The concept of Jubilation New Biñan is to reveal those daily experiences everyone has that are often missed or forgotten. The concept encompasses the idea of living mindfully, reflectively and connecting with both people and nature.

With ‘user centric design’, Earth and Style’s designs are optimized around how users can, want or need to use them. An additional key theme is also

‘connectivity’—developments are safe, well-ordered and allow convenient vehicle, pedestrian and bicycle access. This notion of connectivity fosters pedestrian-friendly allotment of land use and well-organized street networks.

“We market exceptional and captivating projects in Jubilation New Biñan, Laguna, as well as Dasmariñas, General Trias, and Imus in Cavite. All of these projects are strategically located in prime and gentrified areas and within an hours drive from Makati. Earth and Style offers a complete line of products from ‘Lot only’ to ‘House and Lot’ and our designs are intended to meet every customer’s requirement. Our homes come in different sizes, colours, and



Floor plan of Jubilation Central’s biggest homes

aspirations in life. Our goal is to help these individuals reward themselves by entrusting their life gains with the best in real estate,” says Manarang.

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Landline: 011 63 2 4701093

A lot of Filipino ‘Baby Boomers’ are also in the process of retiring and our developments are well suited for retirees

themes and are all affordably priced,” Manarang says.

The upscale 2012 project, Jubilation Central is characterized by ‘Intimate Familiarity’. The distinct joys and laughter of familial gatherings, the gusto and enthusiasm of children playing, and the genuine love for living are all intertwined into the concept of the Jubilation Central development. ‘Urban’, ‘Asian’ and ‘Modern’ are all key themes of Jubilation Central and are exhibited by its design. The materials used represent elegance and sophistication and the development offers a delightful surprise around every corner. Design features include lanais, master bedroom with walk-in closet, living area, master toilet and bath (with his and hers lavatory), double carport, dining area and fully fitted kitchen with bar.

“Earth and Style believes that all hardworking Filipinos, especially the Overseas Filipino Workers deserve to fulfil their dreams and realize their



Jubilation new Biñan township map showing all past projects (in watermark) and highlighting the 3 upcoming projects

Dedicated to development

The purchasing power of Overseas Filipino Workers (OFWs) in Northern California is today, one of the highest in comparison to other countries with substantial Filipino populations. With a significant number of relatively affluent OFWs continuing to send money home, remittances today account for 13.5% of the country’s GDP.

Accordingly, the number of investments being made in the property sector is increasing and OFWs contribution to the real estate boom in the Philippines is being facilitated by strong financial institutions that are



BDO, Mr. Rolando C. Tanchanco, BDO Executive Vice President and Consumer Lending Group Head

eager to provide simplified loans and a platform for efficient remittances to hard working Filipinos abroad.

Leading the way is BDO Unibank (BDO), the Philippine’s largest bank in terms of customer loans, total deposits, total resources and assets under management.

“BDO is a member of the SM Group, one of the Philippine’s largest and most successful conglomerates with businesses spanning retail, mall operations, property development (residential, commercial, resorts/hotels)

and financial services. Our consumer lending group completes the suite of bank services available to BDO’s millions of customers by providing retail, automotive, home, small business and personal and credit card loans,” explains Mr. Rolando C. Tanchanco, BDO Executive Vice President and Consumer Lending Group Head.

BDO’s global remittance service brand ‘BDO Remit’ is proving to be a huge success throughout the country. The service comprises of almost 5,000 cash pick-up points in the Philippines located at the banks own branches, BDO Remit Counters in SM Group locations, rural banks and financial partner offices.

“This ensures that OFW families can easily get their remittance. BDO branches and BDO Remit Counters in SM malls, allow safe and convenient peso and dollar payout for beneficiaries,” says Tanchanco.

Recognizing the demand for seamless efficiency and convenience, the bank offers lower interest rates and longer payment terms for home and auto loans. Clients may also get approval on their applications within 10 working days provided all requirements are met.

“Customers can also take advantage of our All-In Financing scheme that takes care of the miscellaneous expenses at all stages of owning a home or vehicle-- registration fees, insurances, and incidental expenses. The Home Loan could also be used to refinance an existing home loan, or as reimbursement of home acquisition cost. We also partner with major developers as well as local provincial developers, among which is SM Development Corporation,” he says.

A sizable number of BDO’s retail loans customers are OFWs and the bank reaches out to them via strong remittance partners, overseas offices and retail developer’s international road shows. In the U.S., BDO has four



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remittance subsidiary offices including one in Mission St. in San Francisco and has established partnerships with large U.S. based remittance companies including Wells Fargo, RIA and MoneyGram.

“In the Philippines, we have a large distribution network with 740 operating branches and over 1,600 ATMs and our internet and mobile banking services make it convenient for the beneficiaries of OFWs to partner with us. The BDO website enables customers to access their deposit, credit and loan accounts, pay bills, transfer funds, reload cash cards or wire money from abroad. We have a responsibility to

our customers to provide them with these relevant and seamless products and services wherever they are in the world,” he says.

Looking forward, BDO will continue to take advantage of favorable domestic and international growth opportunities. BDO looks set to remain the preferred bank by consistently meeting international market demands and delivering products and services that surpass customer expectations, wherever they may be located.

“Every Filipino deserves to work and own a home and car, among other things. It’s up to us to find ways to help our OFWs further their success,” Tanchanco says.

www.bdo.com.ph

The Philippines - offering a healthier option

Healthcare reform continues to be fiercely debated in the United States. The outcome of the 57th U.S. Presidential election on November 6th could well be decided on this key political issue. Politicians and the private sector recognize that the challenges of reform involve the individuals' right to healthcare, costs, quality of treatment and the choices of healthcare made available to citizens.

While the U.S. is the only industrialized nation which does not ensure its citizens have some form of public or private health insurance, more money

tering the market as an affordable and attractive medical tourism destination offering quality care, medical expertise and a suitable holiday environment to help patients recover.

With a significant number of health professionals from the Philippines already working in the U.S., Filipino doctors, nurses and healthcare workers have gained a reputation in North America for offering quality healthcare related services. The Philippines is one of a few countries which sends qualified physicians and dentists to the U.S. - a testament to the high standards of medical education in the Philippines. Medical exchanges and technology



St. Luke's Medical Center and The Medical City are two facilities in Metro Manila which offer a five-star hotel-like ambiance. Both are accredited by the same agency charged with accrediting U.S. hospitals; the Joint Commission International and several other ISO certified establishments can be found in Metro Manila.

Surgeries sought by Americans currently include heart procedures, transplants, knee and hip replacements and resurfacing, orthopedic procedures, spinal surgeries, dental work and cosmetic surgery. All these procedures, priced at one-third to one-tenth of what a private patient would pay for in the U.S., are readily available in the Philippines.

With foreign patient arrivals to the Philippines on the increase, the government now offers long term visas for tourists wishing to combine their medical procedure with a relaxing holiday.

Destinations in the Philippines such as Cebu, Palawan and Boracay offer perfect environments in which to relax, recuperate and enjoy the beauty of the country. The tropical climate and beautiful beaches make for a truly memorable holiday experience. Philippine Medical Tourism, Inc., a local medical tourism company, provides convenient packaged services designed for foreign patients seeking medical and wellness programs in the Philippines. Spas and wellness centers also offer acupuncture, aromatherapy, nutritional consultation, facials and body scrubs, herbal healing, holistic lifestyle, homeopathy, massage, mud therapy, thermal springs and yoga.

The warmth and friendliness found throughout Filipino culture look set to

Why the Philippines:

- Majority of the Filipino Medical practitioners have international training or experience, offering world-class healthcare service.
- Medical and surgical procedures are priced at one-third to one-tenth of what private patients would pay in the U.S.
- The Philippines is renowned for hospitality and tourism industry, giving rise to the phrase, "Philippines, the Heart of Asia."

Competitive medical services and world-class facilities:

- Comprehensive integrated packages of medical and health services tailored for special groups of individuals.
- Cost competitive medical and surgical procedures
- High standards of medical care and top notch healthcare professionals.

Ideal travel Destination:

- High level of English proficiency.
- Favorable exchange rate.
- Direct flights from San Francisco to Manila.
- Strategic location in Southeast Asia.
- Wide variety of tourist attractions.

increase the country's attractiveness as a medical tourism destination. Daily flights from the U.S. to the Philippines make travelling to the country easy and with the growth of the Philippines' knowledge based medical sector, patients are increasingly looking towards the Philippines for their combined medical and tourism needs.



Interiors and rooms of the 5-star hotel-like ambiance of the Medical City

is spent on healthcare per person in the U.S. than any other first world country.

The country's high medical care costs have long been a concern. In 2007, sixty two percent of people filing for bankruptcy claimed high medical expenses had led to their spiraling financial woes. In 2009, the U.S. Census Bureau reported that over sixteen percent of the population was uninsured and the impact of the global financial crisis continued to create financial problems throughout the U.S. population.

As a result of the growing healthcare crisis in the U.S., an increasing number of uninsured and under-insured Americans are traveling overseas for medical treatment. Patients can save up to eighty percent on their bills by seeking treatment outside the U.S. and today several countries are actively promoting themselves as centers of medical excellence.

Foreigners are continuing to seek inexpensive yet high quality care combined with a period of recuperation in a relaxed holiday environment. In South East Asia, Singapore, Thailand and Malaysia continue to build on their reputations as medical tourism destinations. Today, the Philippines is en-

transfers with the U.S. are also creating interest in the Philippines' medical sector.

Throughout Filipino culture, there is an inherent caring and compassionate attitude. These characteristics ensure Filipino healthcare professionals are understanding towards patients and offer a caring disposition creating a 'good bedside manner'.

According to a report commissioned by the European Chamber of Commerce of the Philippines (ECCP) and the German Technical Co-operation (GTZ), "The deep respect towards the elderly, anchored in the Philippines society, the high level of service orientation and the good English-speaking skills are crucial comparative advantages over their South East Asian competitors in medical tourism. The rich natural resources and wide variety of tourist destinations may additionally become a decisive factor for the choice of the international consumers."

The Philippines health care industry also boasts state of the art technology such as imaging and surgical equipment. Fast access to care, same day or next day surgeries and English speaking U.S. certified physicians are also strengthening the industry.

A one-stop shop for your medical tourism needs in the Philippines

Philippine Medical Tourism, Inc. (PMTI) is a company that provides convenient packaged services designed for the individual who is seeking cost-effective medical and wellness programs outside his country of residence.

Led by a group of men and women with combined leadership experience and management expertise in healthcare administration, travel, hotel, business process outsourcing, marketing and leisure facilities management, PMTI has done extensive research on the emerging medical tourism industry and envisions the Philippines to be the destination of choice of medical travelers.

PMTI is currently affiliated with top hospitals, specialty clinics, hotels and resorts in the country today. We seek to expand our network of partnerships with other medical and leisure facilities to continually enhance our offerings for integration services. We work only with government and internationally accredited establishments because as an integrator, we never compromise when it comes to caring for your health and wellness.

Our catchphrase of "holding your hand through it all" sums up our role in that we are here to guide the medical traveler from the moment he decides to come here until he gets home.

PMTI is an accredited institution of the Department of Tourism and the Philippine Tour Operators Association and affiliated with the Department of Health.

www.philmedtourism.com. In the US: +1 301 760 7758



Medical expertise available in the Philippines:

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Pulmonologists	Thoracic surgeons	Transplants
Gastroenterologists	Gastrointestinal surgeons	Knee Replacement
Nephrologists	Urologists	Hip Replacement / Resurfacing
Oncologists	Plastic and Reconstructive surgeons	Orthopedics
Immunologists	Aesthetic surgeons	Back or Spinal Surgeries
Rheumatologists	Orthopedic surgeons	Dental work
		Cosmetic Surgery



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