

Century Properties empowers real estate professionals

THE SECRET to success of any real estate company is its sales people, according to John Victor Antonio, chief operating officer of Century Properties.

"They are the real ambassadors of every property firm," he said.

He added: "Therefore, it is not enough for a company to have good projects. Equally essential are marketing people who can communicate your message very well."

Century founded the Century Academy of Real Estate (CARE) in March 2006, the first developer-established real estate training institution in the Philippines. Since its opening, it produced more than 3,000 graduates, indoctrinated in real estate selling "the Century way." And the results have been nothing less than sensational for Century's sales targets.

"In that same year, we sold Grand Soho Makati—the first fully-fitted, fully-furnished condo in the Philippines with 3 interior design options—in only 4 months," Antonio said.

Antonio continues: "It is not only about teaching our trainees what to sell; but also how to sell, as well as fostering a

genuine "CARE" for customer needs and cultivating a customer satisfaction-driven culture."

CARE holds a training program that provides its participants with a full grasp of the Philippine real estate scenario, as well as useful insights on sales strategies.

The program is often described as both tough and exciting. It was designed specifically to keep trainees on their toes, and instill in them the same passion and fervor that Century Properties holds in high esteem. It is the passion for innovation and customer awareness and satisfaction that has garnered multiple awards for the company, and resulted in the creation of such highly acclaimed projects as the Essensa East Forbes, and the development of pioneering concepts such as the first fully-fitted, fully-furnished and fully-serviced condos in the Philippines.

After graduation, trainees are given the option to work with Century Properties, Inc. and market its projects. A distance-learning program is also offered to those who want to market Century projects to Filipino expats abroad.



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