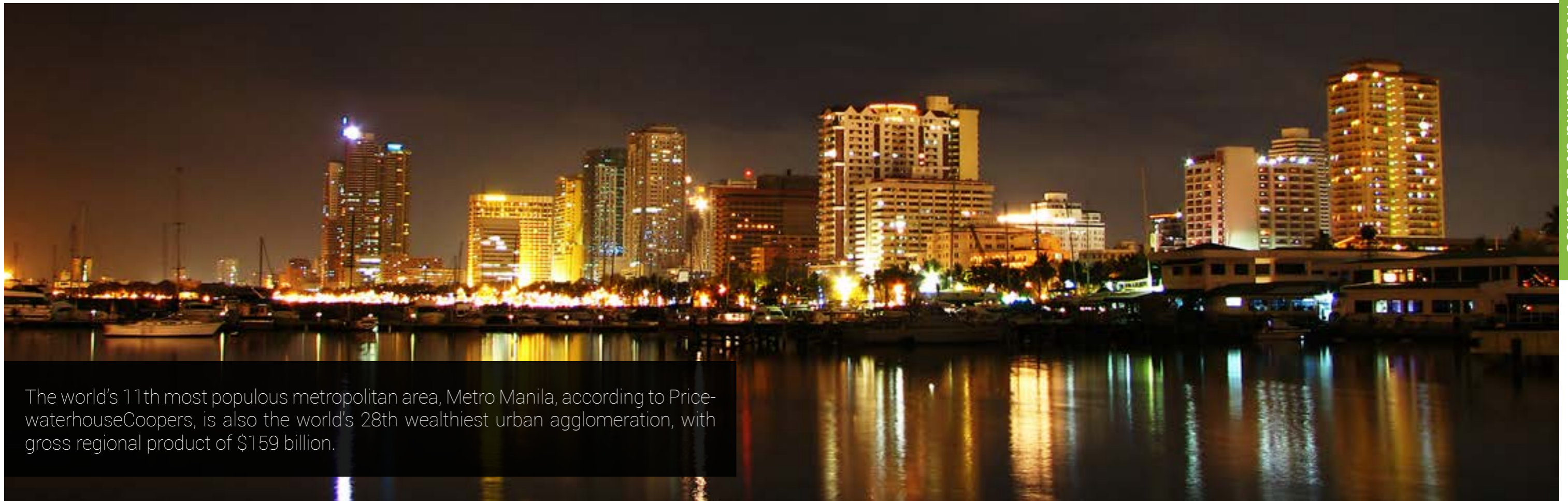


METRO MANILA BUYING GUIDE

by ZipMatch.com



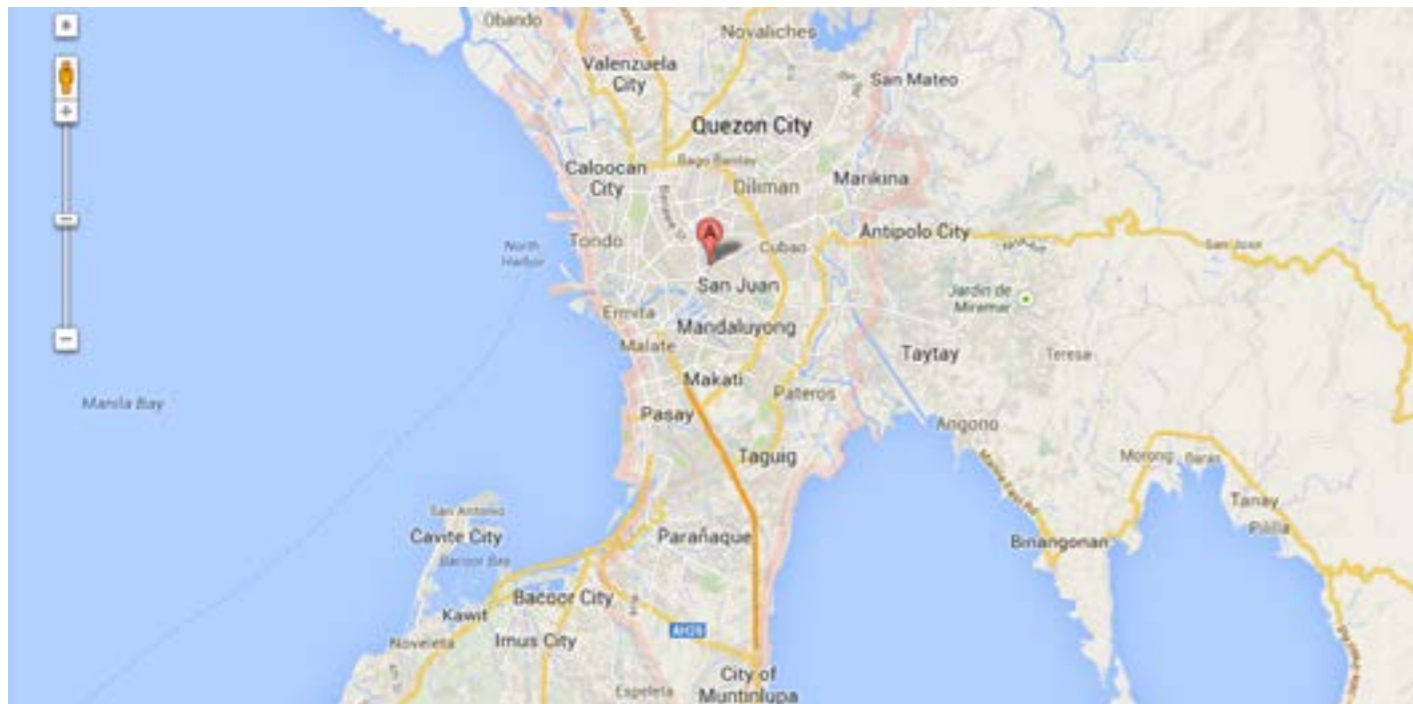
Metro Manila at a Glance
Hotspots
Buying Guide
About ZipMatch.com



The world's 11th most populous metropolitan area, Metro Manila, according to PricewaterhouseCoopers, is also the world's 28th wealthiest urban agglomeration, with gross regional product of \$159 billion.

Metro Manila at a Glance

Comprising the cities of Manila, Caloocan, Las Piñas, Makati, Malabon, Mandaluyong, Marikina, Muntinlupa, Navotas, Parañaque, Pasay, Pasig, Quezon City, San Juan, Taguig, and Valenzuela, and the municipality of Pateros, Metro Manila is the Philippines' national capital region, one of country's 12 defined metropolitan areas, and its political, social, cultural, and educational center.



As of the 2010 national census, Metro Manila has a population of 11.85 million, or roughly equivalent to 13 percent of the national population. It is the world's 11th most populous metropolitan areas, and according to PricewaterhouseCoopers, its gross regional product is estimated to be \$159 billion (33 percent of the nation's GDP) as of July 2011, making it the world's 28th wealthiest urban agglomeration and Southeast Asia's second (after Singapore).

Being the Philippines' center of commerce, Metro Manila has a third of the country's bank offices and over two-thirds of its deposits. Its financial and economic hub Makati hosts many of the country's largest corporations, the Philippine Stock Exchange, and the local offices of many multinational corporations.



Economy

The metropolis' economy is diverse. The vibrant business process outsourcing (BPO) industry, for instance, has in last decade been a major employer, many of which are in the call center industry. According to the Call Center Directory of the Philippine Economic Zone Authority, about 790 call centers of the more than 1,000 call centers in the Philippines are in Metro Manila. By 2016, the call center industry expects to post \$14.7 billion revenue and 816,000 of the total jobs created.

Economists were bullish with the Philippine economy in 2013. A series of credit upgrade from the world's top credit rating agencies—namely, Fitch, Standard & Poor's, and Moody's—propelled the country into investment grade, while its economy grew an impressive 7 percent in the third quarter of 2013, boosting the year's first nine months' growth to 7.4 percent from 6.7 percent during the same period in 2012.

Metro Manila is also the Philippines' leading manufacturing hub. Diverse manufacturers produce industrial-related products, such as chemicals, textiles, clothing, and electronic goods, and food and beverages and tobacco products.

Real estate is also a major player. The Philippines' vigorous economic growth in the first three quarters of 2013 was driven largely by the robust performance of real estate (renting and business activities, building and construction, etc.), trade, and financial intermediation, according to the National Statistical Coordination Board (NSCB).

Philippine Economy By the Number

GDP:
GDP per capita:
GDP growth (3Q 2013):

Residential Real Estate

Starting with a mere 7,000 condominium units at the start of the millennium, Metro Manila's residential condo market ballooned to about 90,000 units by the of 2011, according to data from global real estate consulting firm Jones Lang LaSalle.

From 2012 to 2016, it is projected that approximately 154,000 condominium units will be completed, which is about 1.7 times the housing stock completed between 2007 and 2011 (87,000 units) and almost 9 times that between 2002 and 2006 (17,500 units).

These numbers are a reflection of the Philippines' improved economic outlook, according to Jones Lang LaSalle. Capital values for mid-end condominiums grew by an average of 13 percent annually between 2004 and 2011, while rents grew an average of 8 percent annually over the same period.

The Philippines' real estate market has not been as volatile as the country's stock market, according to real estate consulting firm KMC-MAG, the local associate of London-based firm Savills. Investors remain optimistic toward the industry and new projects are being rolled out by property developers.

Swiss-based UBS is also bullish on the Philippine real estate sector. According to the investment banking giant, the industry will likely post slower but more resilient compounded annual growth rate (CAGR) in earnings from 2013 through 2016.

This observation comes after the market performed below market expectations in 2013, as macroeconomic concerns, perceived oversupply in the high-end housing and office space sectors, and slowing earnings momentum continued to weigh on sentiment.

However, although some of these concerns are valid, there are factors that could cushion their potential impact on the sector's fundamentals, according to UBS.



These include a generally modest rise in property prices, high domestic liquidity, the banking sector's accommodative stance, healthy preselling activity, a positive outlook in the business process outsourcing (BPO) segment, steady overseas Filipino remittances, organic growth in housing demand, and the country's stronger economic footing.

Local players are banking on this optimism. Andrew Tan-led Megaworld Corporation in 2013 consolidated all its real estate units to ensure better fund availability, while mall operator SM Prime Holdings merged its real estate units to bolster its market position. Upon completion, SM Prime will become the Philippines' and Southeast Asia's largest property firm.

Residential Property Facts

Median Property Value:
Average Property Price:
Rent per Month:
Rental Yields 2013:
Price per Square Meter: \$2,807
Average Rent per Month: \$1,982
Rental Yield: 7.06%

Source: Global Property Guide

Hotspots



MAKATI CBD

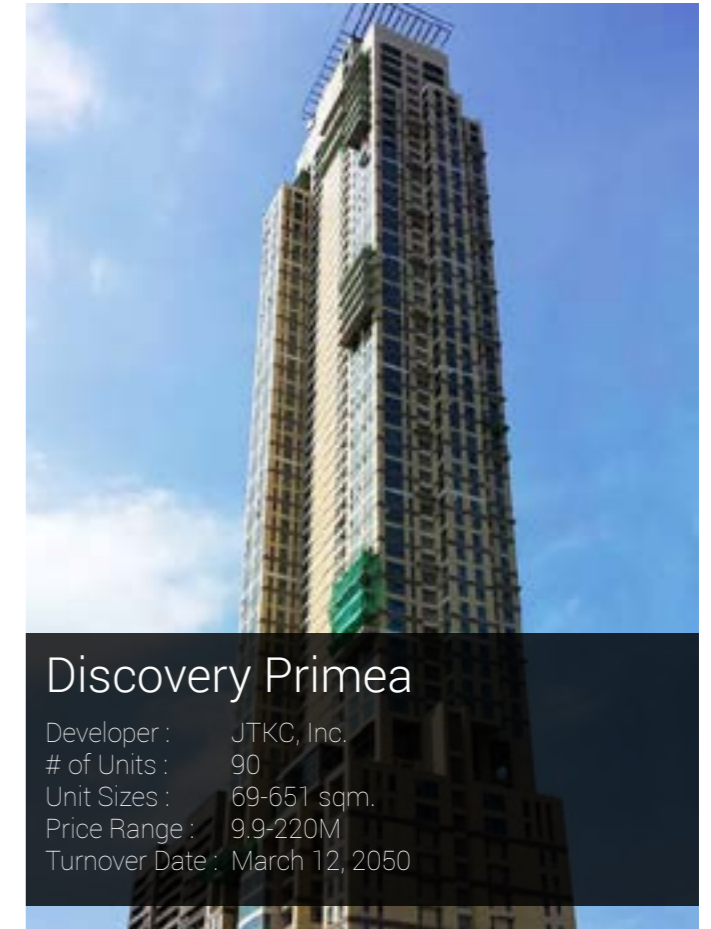
As the Philippines' financial center, Makati City perhaps has the most vibrant real estate market in the country. The city is home to the Makati central business district (CBD) in which Ayala Avenue (dubbed as the country's "Wall Street") and the Philippine Stock Exchange Plaza are located.

The city is also the top choice for high-end luxury properties. The city has a high concentration of high-rise condominium developments, many of which are located in Ayala Center, Apartment Ridge/ Ayala Triangle, Legaspi and Salcedo Villages, Rockwell Center, and Century City. In addition, Makati is also home to some of the metropolis' most exclusive gated communities or villages, such as Forbes Park, Dasmariñas, Urdaneta, Bel-Air, Magallanes, and San Lorenzo.

According to Colliers, premium three-bedroom rental rates in Makati CBD grew by 1.48 percent, with monthly per-sqm rent averaging Php800 (Php550–1,050). This means a 250-sqm condo unit in Makati can command a monthly rent of Php200,000. For 2014, Colliers predict rental rates in Makati to range from Php570 to Php1,130 for luxury three-bedroom apartments.

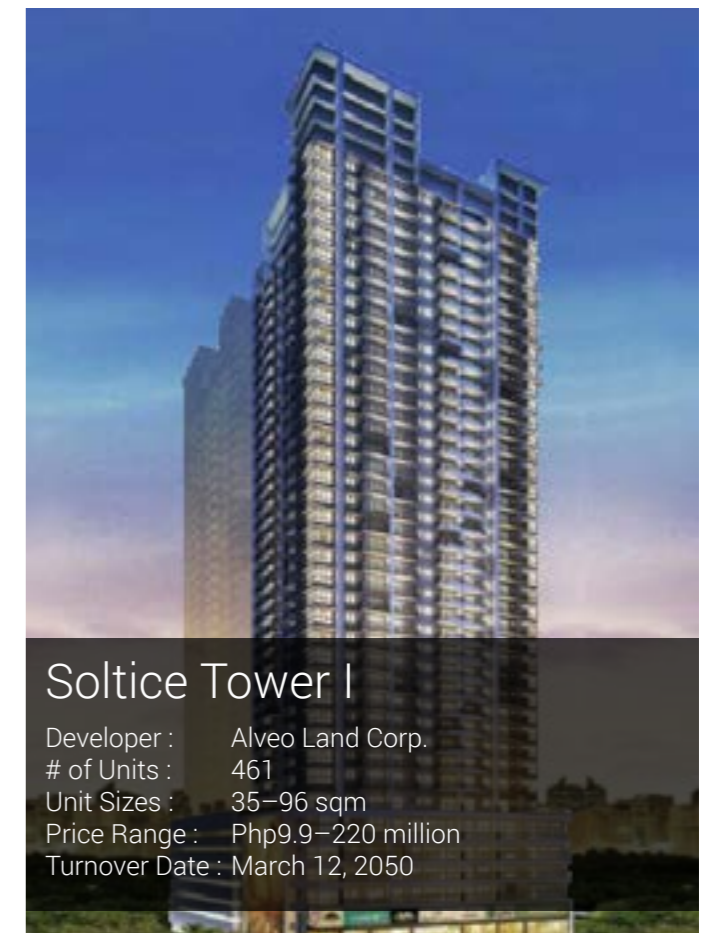


Notable Projects




Discovery Primea

Developer : JTKC, Inc.
of Units : 90
Unit Sizes : 69-651 sqm.
Price Range : 9.9-220M
Turnover Date : March 12, 2050




Soltice Tower I

Developer : Alveo Land Corp.
of Units : 461
Unit Sizes : 35-96 sqm
Price Range : Php9.9-220 million
Turnover Date : March 12, 2050




Kroma Towers

Developer : Alveo Land Corp.
 # of Units : 1,979
 Unit Sizes : Unit Sizes: 28–92 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050




The Lerato, Tower III

Developer : Alveo Land Corp.
 # of Units : 2,541
 Unit Sizes : Unit Sizes: 29–132 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050




Garden Towers

Developer : Ayala Land Premier, Inc.
 # of Units : 340 (Tower 1)
 Unit Sizes : 69–651 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050




Park Terraces

Developer : Ayala Land Premier, Inc.
 # of Units : 800
 Unit Sizes : 35–96 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050




Shang Salcedo Place

Developer : Shang Properties, Inc.
 # of Units : 3,489
 Unit Sizes : 35–104 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



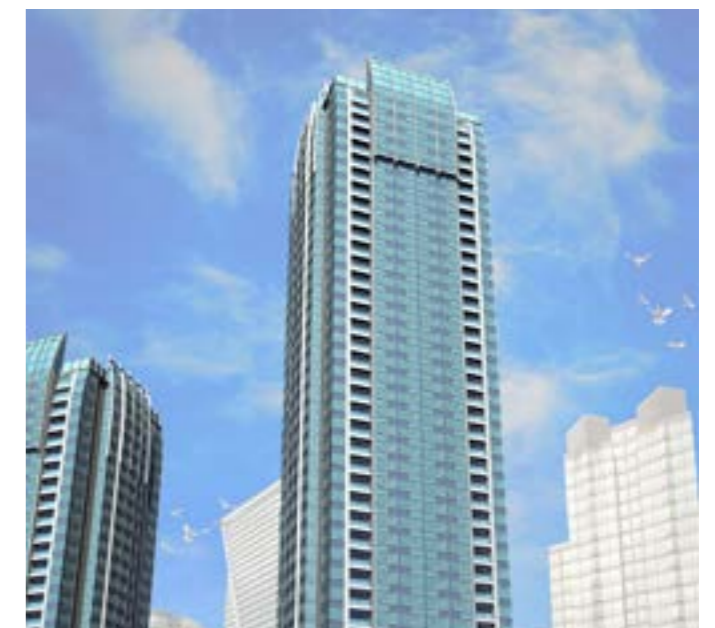
Grand Midori, Tower II

Developer : Federal Land, Inc.
 # of Units : 1,645
 Unit Sizes : 39–146 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Two Roxas Triangle

Developer : Ayala Land Premier, Inc.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Three Central

Developer : Ayala Land Premier, Inc.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050

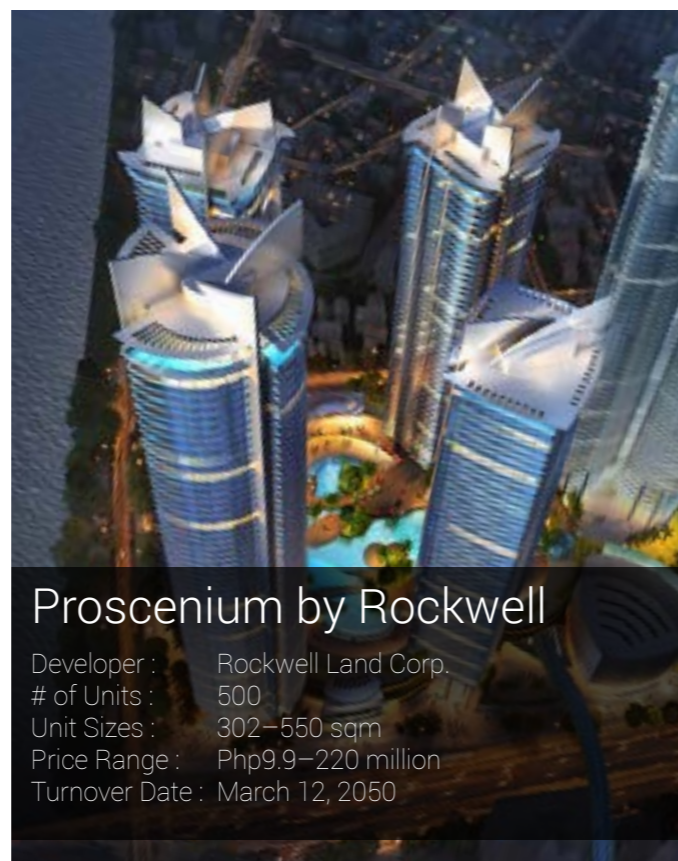


ROCKWELL CENTER

A mixed-use project sitting on a former thermal power plant owned by Meralco, Rockwell Center is one of Makati City's most popular high-end residential areas. Aside from numerous high-end condos, this self-contained development also boasts an upscale mall, numerous cafés and restaurants, a local branch of the Asian Eye Institute, and even an institution of higher learning. Its newest section, the Carlos Ott-designed Proscenium at Rockwell, is a 3.6-hectare mixed-used project located just across Estrella Street.

According to Colliers, rental rates in Rockwell Center for luxury three-bedroom apartments in the third quarter of 2013 grew 1.21 percent QoQ. This translates to an average monthly per-sqm rent of Php860 (Php720–1,005). Colliers predict rental rates in Rockwell Center to increase 6.93 percent year-on-year in 2014 (range: Php755–1,090).

Notable Project



Proscenium by Rockwell

Developer : Rockwell Land Corp.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050

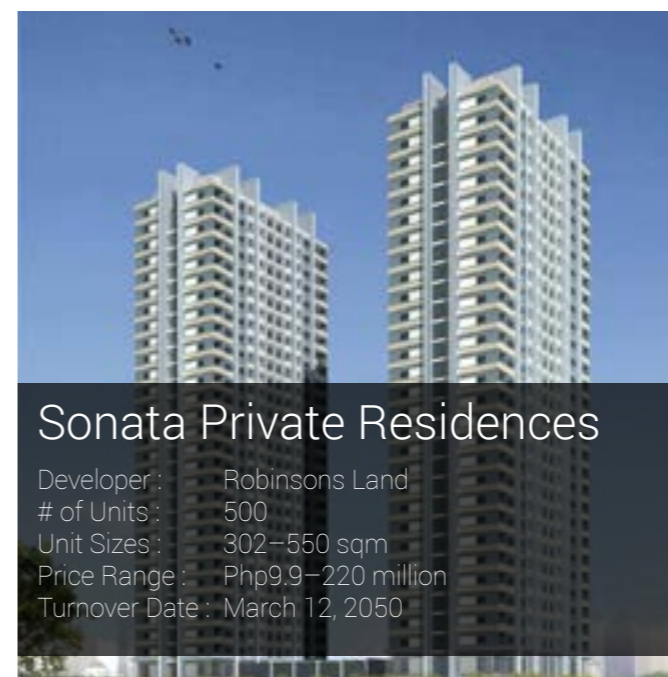
ORTIGAS CENTER

Ortigas Center is Metro Manila's second most important Philippine CBD after Makati. Located at the boundaries of Pasig, Mandaluyong, and Quezon City, it is known as the site of the Philippine Stock Exchange's second trading floor and is home to some of the Philippines' largest malls, upscale hotels, and office and residential skyscrapers. The Asian Development Bank compound is located here, as well as the headquarters of San Miguel Corporation, Southeast Asia's largest food-and-beverage company.

According to KMC-MAG, although majority of real estate activities in recent years are in Makati and Bonifacio Global City, there are still several ongoing major developments in Ortigas Center, one of which is Robinsons Land's flagship condo project Sonata Private Residences.

In addition, data from Colliers show that there were 10,987 residential new supply in Ortigas Center by the end of 2012, while 934 were added in 2013. Furthermore, 792, 1,560, and 405 new supply will be added in 2014, 2015, and 2016, respectively. Ortigas Center also has a significantly lower residential lease rates compared to Makati CBD, averaging Php436 per sqm and reaching up to Php700 per sqm.

Notable Projects



Sonata Private Residences

Developer : Robinsons Land
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



One Shangri-La Place

Developer : Shang Properties, Inc.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



BONIFACIO GLOBAL CITY

Sitting on a former military base, Bonifacio Global City (colloquially known as The Fort) is one of Metro Manila's newest CBD. The area has experienced robust commercial growth since 1995, and is now home to some of Metro Manila's most popular urban areas and skyscrapers, such as Pacific Towers, Megaworld's Burgos Circle and Forbes Town Center, and Ayala Malls' Bonifacio Hight Street, Serendra, and Market! Market!

According to KMC-MAG, fluctuation in rental rates in BGC is not as strong as in other CBDs, mainly because most of residential stock is composed of new buildings. Colliers data show that majority of new residential supply in Metro Manila will be heavily concentrated in BGC; 1,276 units will be turned over in 2014, 2,977 in 2015, and 3,741 in 2016.

In addition, in the third quarter of 2013, rental rates of luxury three-bedroom apartments in BGC increased by 1.81 percent quarter-on-quarter, according to Colliers, leading to an average rent of Php795 per sqm (range: Php600–990), compared to Makati's Php800 per sqm. Colliers predicts average rent in the district to range from Php636 to Php1,070 for luxury three-bedroom apartments by the third quarter of 2014.

Notable Projects



Avida Towers, BGC Tower II

Developer : Avida Land
 # of Units : 90
 Unit Sizes : 69-651 sqm.
 Price Range : 9.9-220M
 Turnover Date : March 12, 2050



Grand Landmark Residences

Developer : Ayala Land Premier, Inc.
 # of Units : 340 (Tower 1)
 Unit Sizes : 69-651 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050




One Maridien

Developer : Alveo Land Corp
 # of Units : 800
 Unit Sizes : 35-96 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050




Park West at Grand Hyatt

Developer : Ayala Land Premier, Inc.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050




Verve Residences

Developer : Alveo Land Corp
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



The Suites

Developer : Ayala Land Premier, Inc.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



East Gallery Place


Developer : Ayala Land Premier, Inc.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



MANDALUYONG

Bordered on the west by the city of Manila, to the north by San Juan City, to the east by Quezon and Pasig cities, and to the south by Makati City, Mandaluyong is located at the approximate geographical center of Metro Manila. Among Mandaluyong's attractions is the western half of Ortigas Center, wherein the headquarters of the Asian Development Bank and San Miguel Corp. are found. SM Megamall, currently the Philippines largest shopping mall, is also located in Mandaluyong. The city is also home to the 18-hole Wack Wack Golf and Country Club.

Notable Projects



Avida Centera Tower III

Developer : Avida Land
 # of Units : 90
 Unit Sizes : 69-651 sqm.
 Price Range : 9.9-220M
 Turnover Date : March 12, 2050



Twin Oaks Place East Tower

Developer : Greenfield Development Corp.
 # of Units : 90
 Unit Sizes : 69-651 sqm.
 Price Range : 9.9-220M
 Turnover Date : March 12, 2050



PARAÑAQUE, MUNTINLUPA AND LAS PIÑAS

These three cities located south of Metro Manila have experienced a considerable development in recent years. With the completion of the Metro Manila Skyway, travel to these cities from EDSA has become easier.

For years these suburban cities have been home to many of Metro Manila's gated communities, such as BF Homes Parañaque, Ayalala Alabang, and BF Homes Las Piñas, among others.

Filinvest City in Alabang, Muntinlupa, has been since the mid-1990s the area's major CBD. This 244-hectare prime property is a fully integrated, self-contained community boasts hotels, a shopping mall, a top hospital, and learning and education zones. Over the last few years, numerous residential projects were launched, most notable of which are Century Properties Azure Residences, Phinma's Asia Enclaves, and Filinvest's Botanika, The Levels, and Studio City.

Notable Projects

Asia Enclaves Alabang

Developer :	Robinsons Land
# of Units :	500
Unit Sizes :	302-550 sqm
Price Range :	Php9.9-220 million
Turnover Date :	March 12, 2050

Avida Towers Altura Tower 1 at South Park District

Developer :	Shang Properties, Inc.
# of Units :	500
Unit Sizes :	302-550 sqm
Price Range :	Php9.9-220 million
Turnover Date :	March 12, 2050

The Chelsea Residences Alabang

Developer :	Shang Properties, Inc.
# of Units :	500
Unit Sizes :	302-550 sqm
Price Range :	Php9.9-220 million
Turnover Date :	March 12, 2050



Tribeca Private Residences Hudson Place Tower 1

Developer : Shang Properties, Inc.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Azure Residences

Developer : Century Properties
 # of Units : 800
 Unit Sizes : 35–96 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



PASAY

Due to its proximity to Manila, the city of Pasay quickly became highly urbanized starting from the American Occupation. The city is also well known for the Cultural Center of the Philippines complex, Bay City, and Megaworld’s Newport City where Resorts World Manila is located. Other upcoming developments include the Philippines’ very first Conrad Hotel, PAGCOR’s Entertainment City, and the City of Dreams project.



The Levels

Developer : Filinvest
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Botanika Nature Residences

Developer : Filinvest
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050

Notable Projects



Avida Towers Prime Taft Tower 2

Developer : Avida Land
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Breeze Residences

Developer : SMDC
 # of Units : 800
 Unit Sizes : 35–96 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



81 Newport Boulevard
 Developer : Megaworld Corp.
 # of Units : 800
 Unit Sizes : 35–96 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Savoy Hotel
 Developer : Megaworld Corp.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



PASIG

Although formerly known as a predominatly residential and industrial area, Pasig City has seen massive urbanization in recent years, thanks to the development of Ortigas Center. Over the last few years a number of projects outside Ortigas Center have been launched, most notable of which are Rockwell Land’s The Grove and Ortigas & Co.’s Capitol Commons. Pasig is also one of Metro Manila’s most popular nightlight spots.

Notable Projects



Shell Residences
 Developer : SMDC
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



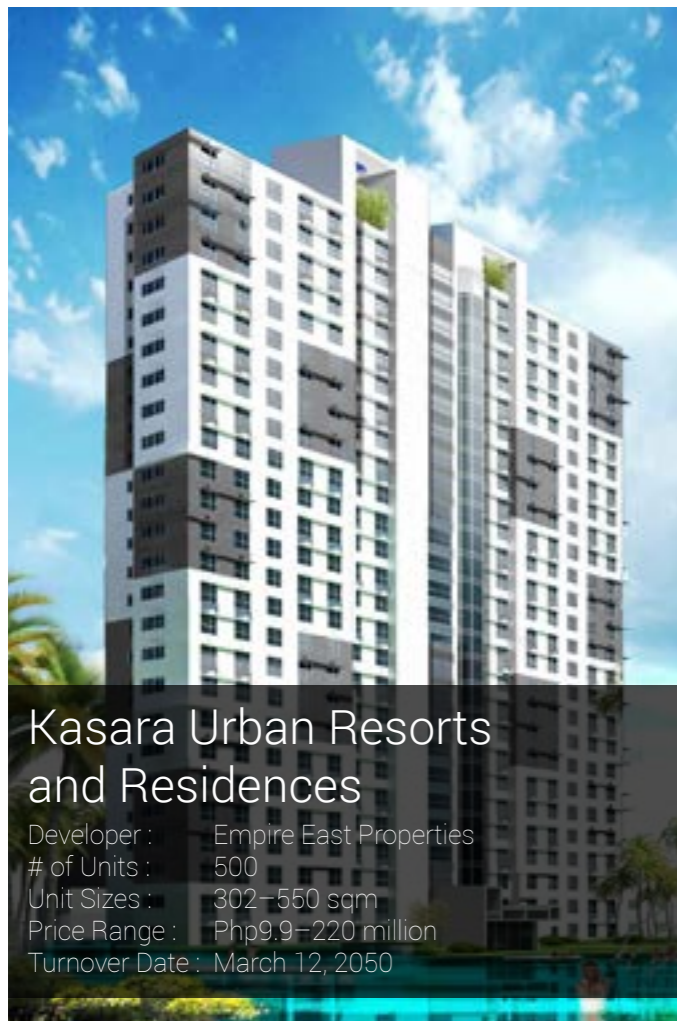
Studio Zen
 Developer : Filinvest
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Arezzo Place
 Developer : Phinma Property Holdings Corp.
 # of Units : 800
 Unit Sizes : 35–96 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050

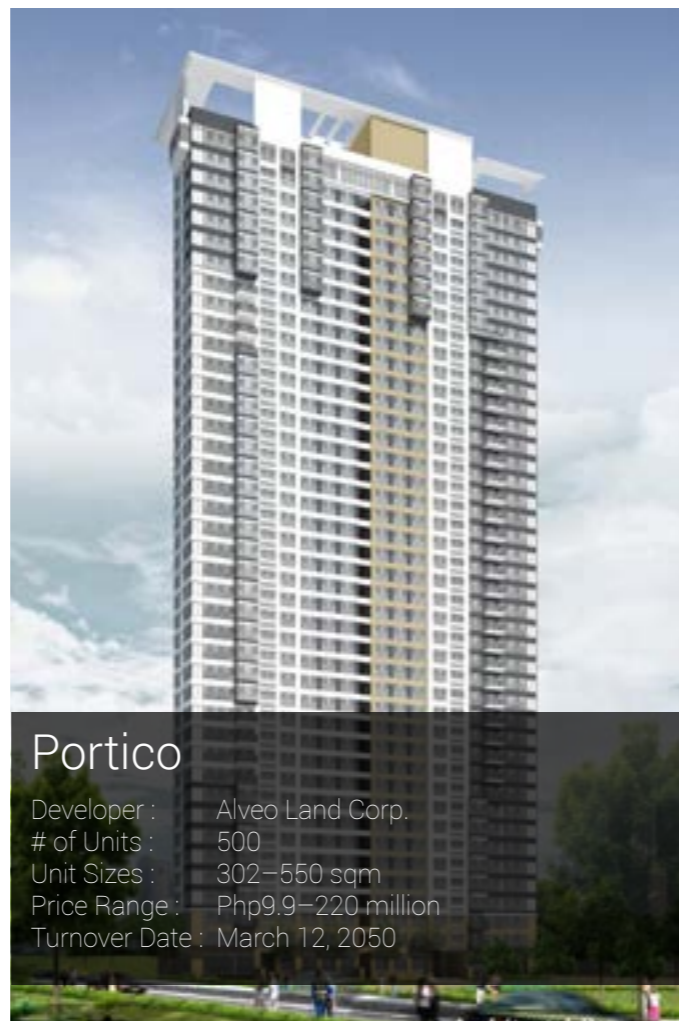


Breeze Residences
 Developer : SMDC
 # of Units : 800
 Unit Sizes : 35–96 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Kasara Urban Resorts and Residences

Developer : Empire East Properties
 # of Units : 500
 Unit Sizes : 302-550 sqm
 Price Range : Php9.9-220 million
 Turnover Date : March 12, 2050



Portico

Developer : Alveo Land Corp.
 # of Units : 500
 Unit Sizes : 302-550 sqm
 Price Range : Php9.9-220 million
 Turnover Date : March 12, 2050

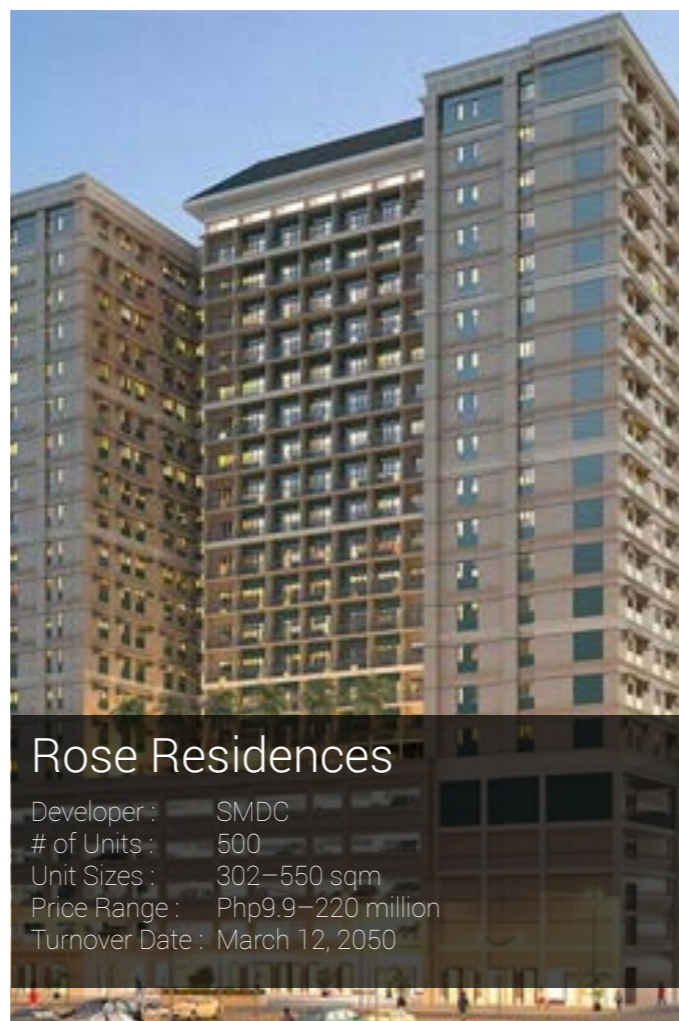


Hotspots



Riverfront Residences

Developer : DMCI Homes 500
 # of Units : 302-550 sqm
 Unit Sizes : Php9.9-220 million
 Price Range : March 12, 2050
 Turnover Date :



Rose Residences

Developer : SMDC
 # of Units : 500
 Unit Sizes : 302-550 sqm
 Price Range : Php9.9-220 million
 Turnover Date : March 12, 2050

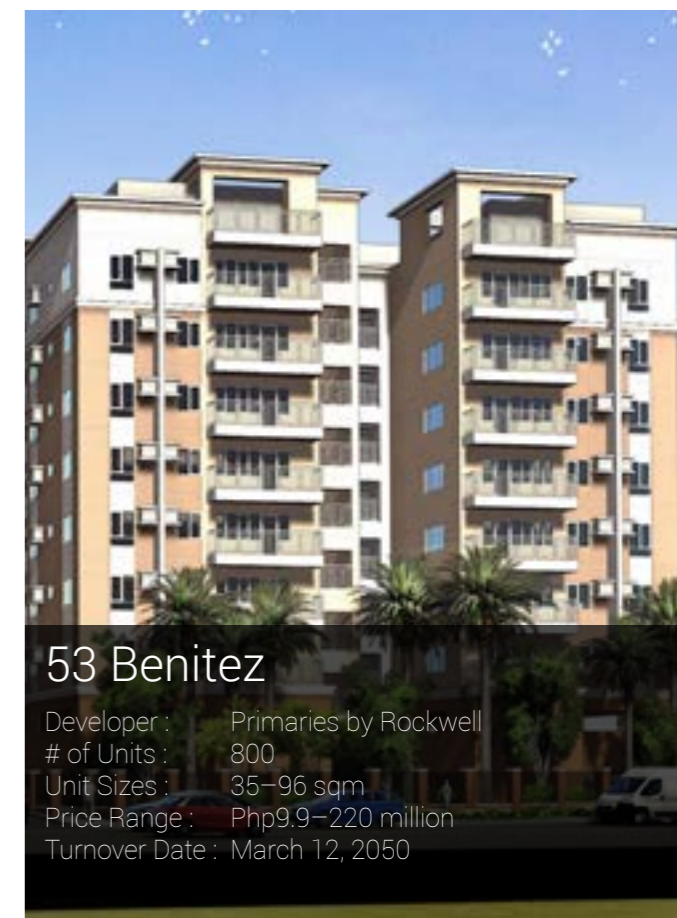
QUEZON CITY

Metro Manila's largest city packs quite a lot of punch. For a city this size (166.2 sq km or 26 percent of Metro Manila's total area), one would be hardpressed not a pick a spot where to buy a property here.

Similar to Pasig, Quezon City in its early years was known primarily as a residential and industrial area. However, the last two decades have seen massive urbanization. The city is also home to SM's first "supermall," SM North EDSA, which is now the country's second-largest mall (after SM Megamall) and Southeast Asia's fourth largest.

Other areas have seen massive developments as well, such as Eastwood City in Libis and Ayala Land's up and coming Triangle Park, a 250.6-hectare project touted to become Quezon City's central business district.

Notable Projects



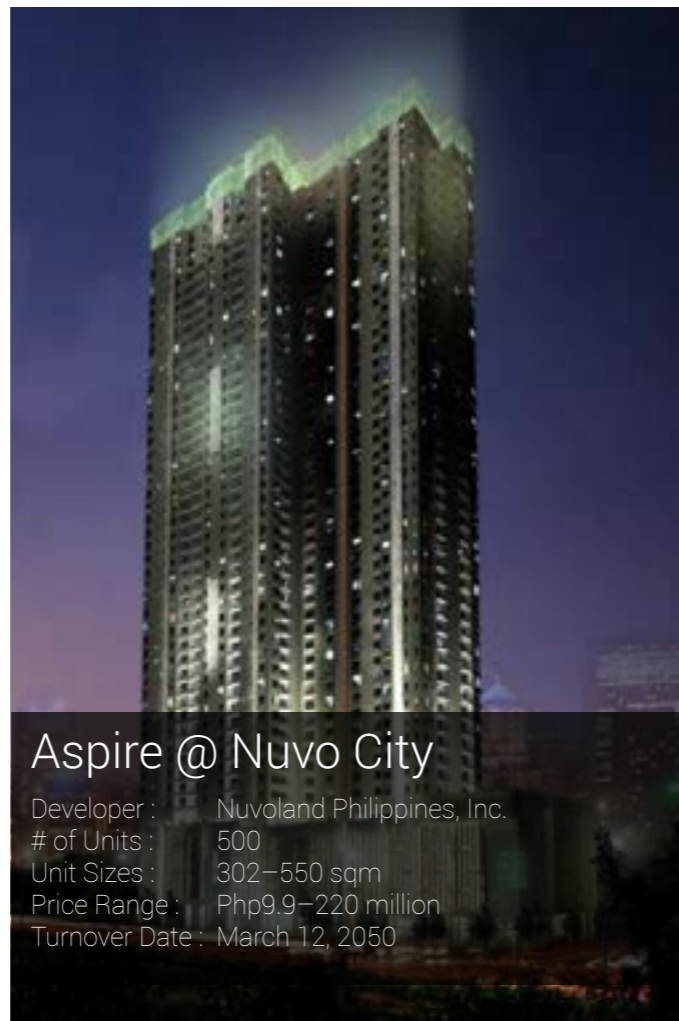
53 Benitez

Developer : Primaries by Rockwell
 # of Units : 800
 Unit Sizes : 35-96 sqm
 Price Range : Php9.9-220 million
 Turnover Date : March 12, 2050



Amaia Skies Cubao Tower I

Developer : Amaia Land
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Aspire @ Nuvo City

Developer : Nuvoland Philippines, Inc.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050

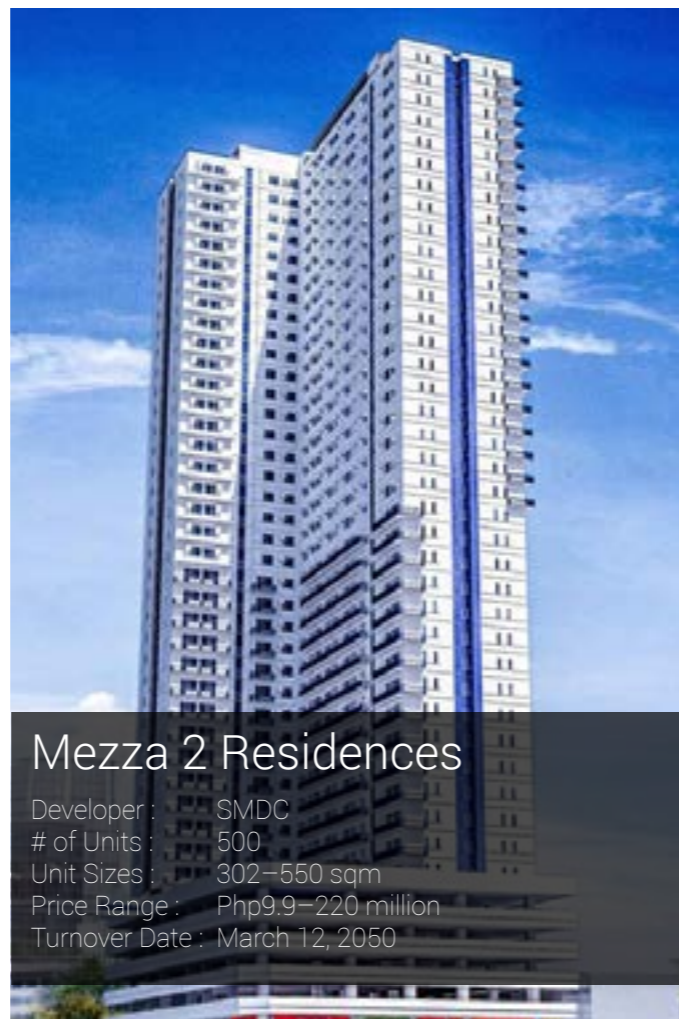


Hotspots



Avida Towers Vita in Vertis North Tower I

Developer : Avida Land
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Mezza 2 Residences

Developer : SMDC
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050

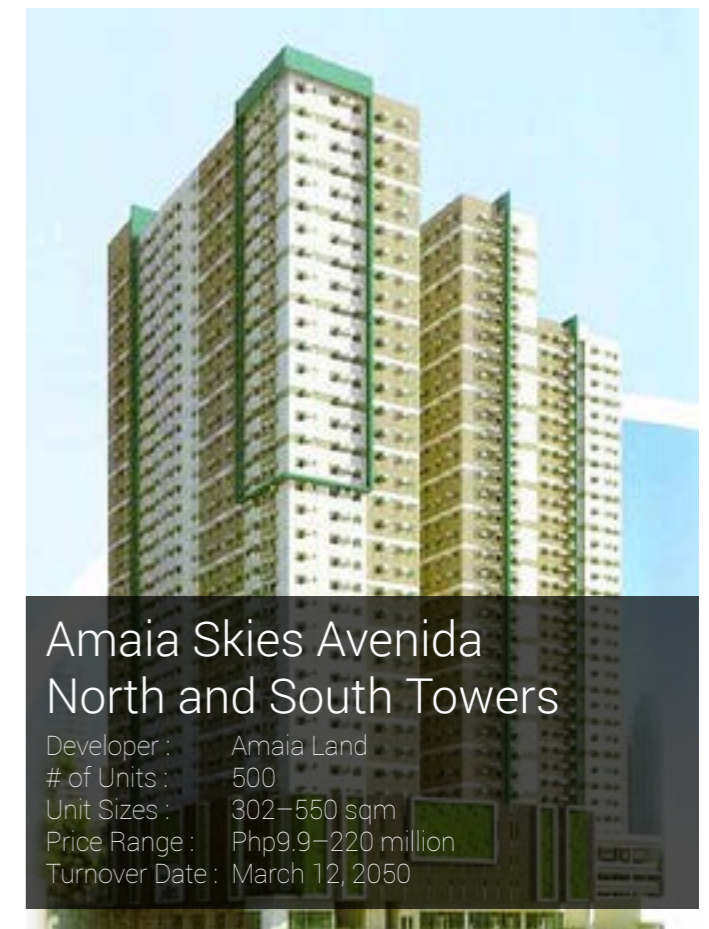
MANILA

Being the seat of political power of the Philippines, the city of Manila has several national government offices, such as the presidential palace Malacañang, the Supreme Court of the Philippines, and the Bangko Sentral ng Pilipinas.

Many areas in the city are being earmarked for revitalization, most notable of which is the plan to make Binondo's Chinatown into a BPO hub. In fact, 30 buildings mostly located along Escolta Street have already been identified to be converted into BPO offices.


Tourism is also a major industry. In fact, over 1 million tourists visit Manila each year. Major destinations include the walled city of Intramuros, the National Museum of the Philippines, and Chinatown. The city is also the Philippines' center for education, with some of the country's most distinguished institutions for higher learning are located, including the Manila campus of the University of the Philippines, De La Salle University, and the University of Santo Tomas.

Notable Projects



Amaia Skies Avenida North and South Towers

Developer : Amaia Land
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Aida Towers Intima Tower 1

Developer : Avida Land
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Celadon Park Manila Tower 3


Developer : Alveo Land Corp.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



SAN JUAN


Although San Juan is Metro Manila's smallest city, it is one of its most popular shopping destinations. The city's Greenhills Shopping Center has for years been the go-to spot for bargain clothing and electronics, and is home to the historic Club Filipino.

Notable Projects




Oxford Parksuites

Developer : Anchor Land Holdings, Inc.
 # of Units : 500
 Unit Sizes : 302–550 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050




Peninsula Garden Midtown Homes – Magnolia Tower

Developer : Horizon Land Property Development
 # of Units : 500
 Unit Sizes : 33.5–75.7 sqm
 Price Range : Php2.2–6.8 million
 Turnover Date : March 12, 2050



Clairemont Hills Parksuites

Developer : Anchor Land Holdings, Inc.
 # of Units : 800
 Unit Sizes : 113–XXX sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050



Greenhills Heights

Developer : Megaworld Corp.
 # of Units : 800
 Unit Sizes : 35–96 sqm
 Price Range : Php9.9–220 million
 Turnover Date : March 12, 2050

Buying Guide



Deciding your budget for a home is the first important task before making a purchase. This will also dictate the location of the property you are looking into buying. Uber-prime areas such as Makati CBD, Rockwell Center, and Bonifacio Global City command premium rates, although good deals await savvy buyers in lesser-known areas but are constructed by reputable developers.

As people have different needs and preferences, so too will their requirements for a new home and, hence, a budget needed to purchase it. Some find gated communities or subdivision located at the fringes of the city more appealing, while others want to be close to the hustle of bustle of the city. Those with families prefer to be close to schools, church, and hospitals. Location is a big factor that dictates the value of a property.

The home-buying process is complicated so buyers are advised to seek the help of professionals, such as duly licensed real estate brokers or property developer's in-house sale agents. Buyers may also need the other professionals, such as a lawyer, an accountant, and an appraiser.

1. Practice Due Diligence

Deciding your budget for a home is the first important task before making a purchase. This will also dictate the location of the property you are looking into buying. Uber-prime areas such as Makati CBD, Rockwell Center, and Bonifacio Global City command premium rates, although good deals await savvy buyers in lesser-known areas but are constructed by reputable developers.

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while others want to be close to the hustle of bustle of the city. Those with families prefer to be close to schools, church, and hospitals. Location is a big factor that dictates the value of a property.

The home-buying process is complicated so buyers are advised to seek the help of professionals, such as duly licensed real estate brokers or property developer's in-house sale agents. Buyers may also need the other professionals, such as a lawyer, an accountant, and an appraiser.

2. Make a Reservation

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3. Sign the Contract to Sell



If one is using a bank or the developer's in-house financing to fund the transfer, then a Contract to Sell must be drafted and signed. This document pertains to the entire Total Contract Price stipulating the terms and conditions of payment and the description of the property purchased.

Although a signed Contract to Sell does effectively transfer the property under the name of the buyer, it is an important step in the process as it serves as legal basis on the right of the buyer to demand the execution of the Deed of Absolute Sale when all the conditions stipulated here have been complied with.

4. Execute the Deed of Absolute Sale

After the terms of the Contract to Sell have been satisfied (usually after the property has been paid in full), the Deed of Absolute Sale is then executed between the seller and the buyer. This will be the final contract between the two parties required by the Registry of Deeds for the transfer of ownership to be finalized. In the case of purchase by installment, this will come when the property has been fully paid.



5. Transfer of Ownership



This is perhaps the most important part of the purchase as this is when the property actually changes hands. If a home or any property is not properly transferred, many legal issues can come into play, such as liability issues, property tax issues, and mortgage issues, and it leaves the house in the previous owner's name, linking them any liability issues. It also means that the home that someone just thought they purchased isn't legally his or hers.

In addition to the Deed of Absolute Sale, necessary documents needed for this final and important step are proof of payment of taxes and other fees. These documents will be the basis for the issuance of the Transfer Certificate of Title (TCT) in case of lot purchase or Condominium Certificate of Title (CCT) in case of condominium unit.

A proper transfer of ownership requires a warranty or a quit claim deed, which serves to guarantee that the property has no liens or mixed ownership liability issues. After a quit claim deed is acquired, the transfer of ownership can continue. The owner of the home must next meet with the buyer at a local notary agent

with the deed to the house. The deed will be signed by the old owner with the new owner as a witness to the transfer. The deed will then be given over to the new owner who must take it to the municipal court in the county where the home resides to finalize the transfer of the home ownership. At the courthouse, the buyer must find the register of deeds and finalize the transfer with their own signature.

It is recommended that you call the register of deeds a couple of weeks after finalizing the transfer just to verify that all the forms have been processed. An incomplete deed transfer can quickly become a huge hassle if you don't catch it in time.

6. Taxes and Fees



As with any major purchase, there are taxes and other fees associated with purchasing a piece of real estate, and they're not as trivial as most people would hope them to be. A useful tip is to set aside 5 percent of the property's purchase price for fees and taxes that must be paid for by the buyer.

Generally the buyer pays for the notary fee, local transfer tax, and deed of sale, which together may be equivalent to 4.25 percent of the purchase price of the property. The seller, on the other hand, will need to sort out capital gains tax, the real estate agent's fee, and the document stamp tax, which together are approximately equivalent to almost 12.5 percent of the property's purchase price.

About ZipMatch

ZipMatch.com is a Philippine-based real estate sales and marketing website. It is an online aggregator of property listings in the Philippines, and currently has more than 10,000 listings contributed by more than 500 duly licensed real estate brokers and brokerage firms.

ZipMatch.com offers a service unique to the Philippine real estate market: it effectively matches prospective buyers with their preferred properties, either to buy or to rent, and as a result offers customer generation or lead generation to property developers, brokers, and banks to boost their sales. It is the first Philippine company to offer pre-qualified lead generation to the real estate industry. This business strategy offers a new alternative to companies who are frustrated with investing large amounts on display advertisements, traditional media advertising, and digital marketing agencies, most of which offer no quantifiable results.

But driving traffic in order to convert inquiries into leads is just one part of the equation. The other part is being able to offer the right product (in this case the preferred listing) and being the industry's authoritative guide for everything one needs to know about Philippine real estate.

But above all, ZipMatch's mission is that of changing how the game is played. By offering brokers a safe, effective, and free avenue to advertise their listings, property developers lead-generation strategy to boost their sales, and homebuyers a unique and easy way to find properties online, ZipMatch is set to revolutionize the Philippine real estate industry.

