



2023 CREBA PILLAR AWARDS

The Search for the
DEVELOPERS
of the **DECADE**

**Celebrating the Best of the Best
in Philippine Real Estate Development**



CHAMBER OF REAL ESTATE & BUILDERS' ASSOCIATIONS, INC. (CREBA)



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3/F CREBA CENTER, Don A. Roces Avenue cor. South A Street, Quezon City



In celebration of its 50th anniversary, the Chamber of Real Estate and Builders' Associations Inc (CREBA) is granting special recognition to real estate developers who have demonstrated meritorious service and achieved distinction in the industry in the last ten years. The Developer of the Decade Awards celebrate the highest level of achievement and is an exemplary mark of excellence in real estate development.

The nominees for the Awards, over the past ten years, must have consistently rendered outstanding and meritorious services and achieved distinction in real estate development, which altogether made them a credit to the real estate industry and the country. Nominees for the Awards must have undertaken at least two (2) real estate projects within the last ten (10) years, although the best of these two will be the basis for judging.

Nominations for the Awards are open to real estate development companies that have completed projects in any of the following geographic location, namely: **1) Northern and Central Luzon; 2) National Capital Region; 3) CALABARZON; 4) Visayas; and 5) Mindanao**, under any of the following project categories:

- | | |
|---|--|
| A) Horizontal Residential – Low-Cost | H) Vertical Residential – Open Market |
| B) Horizontal Residential – Socialized | I) Commercial / Office |
| C) Horizontal Residential – Economic | J) Mixed-Use / Township |
| D) Horizontal Residential – Open Market | K) Leisure / Hospitality / Health & Wellness |
| E) Vertical Residential – Low Cost | L) Luxury and Ultra-Luxury Projects |
| F) Vertical Residential – Socialized | M) Other Projects for Specially-Targeted Markets |
| G) Vertical Residential – Economic | |

A Special Award will be given to developers who have successfully undertaken a residential development project through a Public-Private Partnership (PPP) with a local government unit or a national agency in response to an identified housing need.

CRITERIA FOR THE AWARDS

Evaluation of the nominees for the Developer of the Year Awards will be based on the following criteria:

Social Impact – the nominee's work has clearly delivered a positive impact on society through, for example, tackling societal problems such as affordable housing, sound planning, environmental responsibility, and establishing initiatives that recognize and value the importance of people, communities and their culture.

Innovation – the nominee's demonstrated approach to projects in meeting changing market demands, wellness goals, liveability features, construction methodology, and use of technology.

Sustainability – evidence in the nominee's projects that improve sustainability, for example, reduction of carbon emissions, energy use, and waste; adoption of green infrastructure and building principles; nature-based solutions, etc.

Adaptation – the nominee's approach to projects in navigating challenges, such as economic headwinds, existing settlements, disaster risks, environmental challenges, as well as the Covid-19 pandemic.

Financial Success – the nominee must be able to prove market leadership and clearly demonstrate robust financial performance, with clear indicators of success such as, for example, business expansion.



Celebrating the Best of the Best in Philippine Real Estate Development **NOMINATION FORM**

Deadline for Submissions:
Saturday, August 5, 2023

Geographic Location of the Nominated Company Project (Choose one):

- ☐ Northern and Central Luzon
- ☐ National Capital Region
- ☐ CALABARZON
- ☐ Visayas
- ☐ Mindanao

Type of Project or Development (Choose one)

- ☐ Horizontal Residential (Single Detached or Attached Housing) – Low Cost
- ☐ Horizontal Residential – Socialized
- ☐ Horizontal Residential – Economic
- ☐ Horizontal Residential – Open Market
- ☐ Vertical Residential (Medium-Rise/High-Rise) – Low Cost
- ☐ Vertical Residential – Socialized
- ☐ Vertical Residential – Economic
- ☐ Vertical Residential – Open Market
- ☐ Commercial / Office
- ☐ Mixed Use / Township
- ☐ Leisure / Hospitality / Health & Wellness
- ☐ Luxury and Ultra-Luxury Projects
- ☐ Other Projects for Specially-Targeted Markets: Please Specify: _____

1. Name of Nominee-Company _____
 Address: _____
 Telephone: _____ Mobile: _____
 Email Address: _____
 Company Website: _____

2. Type of Business: (Proprietorship / Partnership / Corporation) _____
 Year Established: _____

3. Financial Details Annual Turnover in PhP _____
 Net Profit (F.Y. 2020-2021) _____ Net Profit (F.Y. 2021-2022) _____

4. Location (Town / City, Province) of Project: _____

5. Project Description (Max: 60 words) _____

6. Supporting Documents:

- ☐ 50-word "Sales" Pitch
- ☐ 250-word Commercial performance narrative
- ☐ 500-word narrative demonstrating why the nominee should win the award
- ☐ 3-minute video (mp4) summarizing the above narrative
- ☐ Three (3) testimonials from clients / customers
- ☐ 2-page supporting data

Authorized Representative
Signature over Printed name: _____
Position: _____



REQUIRED SUBMISSIONS

1. A “sales” pitch – in not more than 250 words, tell us why the nominee should win the award.
2. Commercial performance indicators: In not more than 500 words, explain the performance of the nominee in the last ten (10) financial years, to include turnover growth, profit growth, market share, share price movement, etc.
3. 500-word narrative and a 3-minute video (mp4) demonstrating why the nominee should win the award, with clear evidence around how the nominee performed demonstrably better than its peers during the last ten (10) years, including examples of key projects, income / profit growth, innovations, etc. Include evidence that this growth is sustainable, and evidence of client satisfaction and financial success.
4. Three client testimonies, with complete name, mailing address, email address of each for verification purposes.
5. Supporting documents (maximum 2 pages of A4 paper)
6. Nomination forms, recent 2”x2” photograph (at least 300dpi), and supporting documents should be sent in electronic or digital version through email at secretariat.group@creba.ph and addressed to the:

CREBA COMMITTEE ON DEVELOPER OF THE DECADE AWARD 2023 CHAMBER OF REAL ESTATE & BUILDERS ASSOCIATIONS INC. (CREBA)

1. Nominations should be received at the CREBA National Headquarters on or before 04 August 2023. Only complete and properly accomplished forms and supporting documents shall be accepted as valid.
2. The CREBA Developer of the Decade Awards 2023 Committee will deliberate on the nominations and may request additional information or documents from the nominees. The Committee’s decisions are final and are submitted to the CREBA Board for affirmation.
3. The CREBA Secretariat will immediately notify the nominees who have been selected for the Award. The awardees must confirm acceptance of the award and their attendance at the awards ceremony on 28 September 2023 by submitting their signed conformer. CREBA observes the “NO PROXY” policy.

In the event that the awardee declines to accept the award and/or fails to attend the awards ceremony, CREBA reserves the right to withdraw the award.

4. All Awardees must attend the Awards Ceremony on 28 September 2023 at the Conrad Hotel to personally receive their award.



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Please encircle the score that best describes the validated results, characteristics, and processes of the nominated company's projects. The score you give has an equivalent percentage based on the weight of the criterion. Encircle it as well. Finally, add the total of the percentages. The highest rating is 100% (the company gets a score of 5 in all the five criterion.) The lowest score is 25% (the company gets a score of 1 in all the criterion.)

SCORE

INDICATORS

WEIGHT

5

A. SOCIAL IMPACT

Affirmative action on the local community in terms of improvement in the quality of life of the community, with numerical measure of outcomes

20%

4

The quality of life of the community has changed and improved because of the company's project

17%

3

The company's project has a significant impact on the direct buyers or customers of the project

13%

2

The company's project has a set of outcomes to measure its impact, e.g., reduction in the housing backlog, provision of affordable housing

10%

1

Impact is described through narratives and anecdotes

5%

5

B. INNOVATION

The innovation has transformed people's lifestyle positively

20%

4

The company's project introduced a new idea / real estate product; a new way of doing things; value added is evident

17%

3

The company's project introduced a technological innovation

13%

2

The company's project improved an existing idea or adopted an innovation and contextualized it to local conditions

10%

1

The company's project complies with established standards

5%

5

C. SUSTAINABILITY

The company's project has achieved a balance in terms of economic, social, environmental sustainability, with measurable indicators of success

20%

4

The project has achieved a significant level of sustainability, e.g., expansion

17%

3

The project has achieved some degree of sustainability, e.g., reduction in carbon emission, energy use and waste, project expansion

13%

2

The project has a set of sustainability outcomes that it has pursued, as reflected in its development program, site development plans and building design

10%

1

Sustainability is described through narratives and anecdotes

5%

5

D. ADAPTATION

The company has demonstrated an exemplary degree of adaptation to changing economic, social and environmental conditions and changes

20%

4

The project has achieved a significant degree of adaptation to changing conditions and challenges

17%

3

The project has partially navigated through some adaptation challenges, e.g., the COVID-19 pandemic, disasters risks, environmental challenges

13%

2

The project has a set of adaptation strategies as reflected in its project development program, plans and designs

10%

1

Adaptation is described through narratives and anecdotes

5%

5

E. FINANCIAL SUCCESS

The company has clearly demonstrated robust financial performance, with clear and measurable indicators of success

20%

4

The project has achieved a significant level of financial success as shown in its financial report

17%

3

The project has achieved an acceptable level of financial success as shown in its financial report

13%

2

The project has a set of financial success strategies as reflected in its feasibility study

10%

1

Financial success is described through narratives and anecdotes

5%