



瑞普國際物業股份有限公司
瑞普國際不動產估價師事務所

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恭賀

瑞普國際物業總裁暨 **CCIM** 台灣分會創會會長曾東茂先生，獲選為全美不動產經紀人協會(NAR)理事會理事

瑞普國際物業總裁暨 **CCIM** 台灣分會的創會會長曾東茂先生，擊敗日本、韓國、印度及中國的候選人，獲選為 2011 年美國全美不動產經紀人協會(National Association of Realtors board of directors，簡稱 NAR)理事會的理事。

全美不動產經紀人協會會員超過 120 萬人，100 多年歷史，百年來首次任命非美國籍理事。首次國際理事只有四位，分別代表亞洲、歐洲、南美洲、北美洲，曾東茂為第一位亞洲代表。

美國商業不動產雜誌 **CIRE** 特地為此專訪曾東茂先生，並將文章發表於本期 (2010/11/12) **CIRE** 雜誌，在此附上英文原本及中譯本分享給大家 (<http://cire.epubxpress.com/>)。

國際拓展

By Jannifer Norbut

由於商業不動產已持續演變為全球性的產業，在CCIM的會員中，在台灣台北的 Michael T. Tseng 曾東茂， CCIM, CRE, CRS, REPro International 瑞普國際物業公司總裁，正協助推廣CCIM認證至全球。

身為台灣第一位 CCIM，身兼台北市不動產仲介經紀公會副理事長及中華民國不動產仲介經紀全聯會國際事務委員會主委的曾東茂正在亞洲推動 CCIM。最近，曾東茂獲選為 2011 National Association of Realtors board of directors 全美不動產經紀人協會理事會的理事，商業不動產雜誌 CIRE 邀請他分享身為一位國際性的 CCIM 的經驗，以及他計劃如何將 CCIM 認證和課程推展到全球。

CIRE：身為台灣第一位CCIM，是什麼動力驅使你去取得這個認證？

曾東茂：獲得CCIM認證是我這一生中最好的投資。自從我11年前創立自己的商業物業服務公司以來，它一直不斷的為我創造顯著而且源源不斷的回報。我在沒有任何不動產經驗的情況下，離開台灣IBM去開了一家估價公司，而很快地，我就覺察到我事業的侷限。為了將我的雙語能力和國際貿易的經驗發揮到極致，我決定去追求一個更寬廣的商業不動產經紀事業。我住在亞利桑納州土桑市的良師Daniel Swango, Ph.D, MAI, CRE, FRICS,建議我去取得CCIM的資格。

CIRE：CCIM 是如何地幫你增加國際業務的機會？

曾東茂：當我這個獨立的小公司在爭取一個法國人擁有的工廠出售案中，打敗了一個大型的國際仲介公司，這案子最後為我賺到美金\$160,000 的佣金，顯然投資就非常值得了。當高瑋環球亞太總部 Cushman & Wakefield's Asia Pacific 在台灣尋找合作伙伴時，CCIM 的認證也幫我加分取得他們的信任，他們很快就理解到我的專業知識和能力是可以完全的滿足他們客戶的需求。我們雙方建立了長期的業務關係，這幫我擴展了我的業務。在過去的 10 年裡，我把瑞普國際物業公司從年收入只有美金\$50,000 和 5 位員工的公司，發展到年收入美金 \$400 萬的且有 30 位員工的事業體。

CIRE：身為NAR理事會的成員之一，你準備如何加強NAR和CCIM協會以及其他國際性不動產組織的關係？

曾東茂：我計劃在NAR全球化的努力中，從亞洲的角度提供不動產的觀察。我也將以務實的脚步，為美國和台灣的執業者創造生意機會。我目前在教授CCIM和CRS的課程，也想要再帶入其他的商業不動產課程進入台灣。另外，我想要建立一個專業人士的人脈網，作為未來的會員之間的溝通、互相訪問和國際會議的中心和引擎。最後，我想成立一個跨國界的轉介業務系統，這將會為所有CCIM會員帶來實質上的財務利益。

CIRE：今年年初，CCIM協會在台灣成立了一個新的分會，你將在其中扮演什麼角色以創造新的分會和招募新的會員？

曾東茂：在超過140位CCIM和100位候選人的支持下，我現在擔任CCIM台灣分會的創會會長。我們以成為一個領導地位的國際CCIM分會為目標，以提供本地會員更多的利益來吸引會員；以建立CCIM的專業菁英形象和建立一個國際轉介業務系統，來為會員創造更多的生意，以提供更多CCIM課程和本地會員之間的行銷策略及經驗分享，來增進會員的專業和能力。

CIRE：CCIM台灣分會將如何促進當地CCIM們和其他國際市場的CCIM們之間的業務？

曾東茂：經由強力和適當的國際轉介和交流系統，台灣可以把曾經和其他國家合作過的利益，發揮到最大的槓桿作用。尤其是，在六月份和中國簽訂ECFA雙邊協議之後，將會為本地和國際的投資者和機構帶來更多的機會，以購買那些因經濟成長而有顯著增值力的物業。

另外，我和洛杉磯的CCIM分會和在加拿大溫哥華的CCIM分會談過雙方建立姊妹會的事宜，這是我們共同的目標，即每個分會會員都將在姊妹會關係下展開、促進和主辦交流訪問團及建立機會聯絡網。

Jennifer Norbut is senior editor of *Commercial Investment Real Estate*. If you have a story worth sharing in CCIM Q&A, send it to jnorbut@ccim.com.

International Expansion

by Jennifer Norbut

As commercial real estate continues to evolve into a global industry, CCIM members such as Michael T. Tseng, CCIM, CRE, CRS, chief executive officer of REPro International in Taipei, Taiwan, are helping to expand the designation's presence worldwide. The first CCIM designee in Taiwan, Tseng pioneered CCIM initiatives in Asia through his roles as vice president of the Taipei Association of Real Estate Brokers and chair of the Chinese Association of Real Estate Brokers' International Affairs Committee. Most recently, Tseng was appointed to the 2011 National Association of Realtors board of directors. *Commercial Investment Real Estate* asked him to share his experience as an international CCIM and some of his plans to help expand the CCIM program worldwide.

CIRE: As the first CCIM in Taiwan, what drove you to pursue the designation?

Tseng: Earning the CCIM designation is the best investment I have ever made in my life, generating significant and continuous returns since I established my own commercial property service business 11 years ago.

Lacking any real estate experience, I left IBM Taiwan to open an appraisal firm and quickly recognized my career limitations. To leverage my English-Chinese bilingual capabilities and international trade experience, I decided to pursue a broader commercial property brokerage business. My mentor, Daniel Swango, Ph.D, MAI, CRE, FRICS, who lives and practices in Tucson, Ariz., advised me to earn the CCIM designation.

CIRE: How has being a CCIM improved your global business opportunities?

Tseng: It really paid off when my small, independent company beat out a large international brokerage for a French-owned factory listing that eventually generated a \$160,000 commission. The CCIM designation also gave me credibility when Cushman & Wakefield's Asia Pacific operation sought a cooperating agent in Taiwan. They quickly realized my professional knowledge and ability to thoroughly fulfill clients' needs. We established a long-term business relationship, which has helped me grow my business. Over the past 10 years, I have grown REPro from a \$50,000, five-person operation to a \$4 million, 30-employee business.



Michael T. Tseng, CCIM, CRE, CRS

CIRE: As a member of NAR's board of directors, what steps will you take to strengthen the relationships among NAR, CCIM Institute, and other global real estate organizations?

Tseng: I plan to provide real estate insights from an Asian perspective to assist with NAR's globalization endeavors. I am also going to take practical steps to foster business opportunities between U.S. and Taiwanese practitioners. I currently teach CCIM and Certified Residential Specialist courses and would like to bring other commercial real estate courses into Taiwan. In addition, I hope to build a network of professionals to serve as the heart and engine for future member communications, trade missions, and international conferences. Finally, I would like to establish a cross-border business referral system that will bring tangible financial benefits to all CCIM members.

CIRE: Earlier this year, the institute initiated a new CCIM chapter in Taiwan. What role will you play in creating the new chapter and recruiting new members?

Tseng: With the support of more than 140 CCIMs and over 100 candidates, I am acting as the founding president of the Taiwan CCIM Chapter. We aim to become a leading international CCIM chapter, increase membership by providing more benefits to local members, create more business and networking opportunities for members by building up CCIM's elite professional image and establishing an international referral system, improve members' professionalism and capabilities by offering more CCIM courses, and share local business strategies and experiences among CCIM members.

CIRE: How will the new CCIM chapter in Taiwan facilitate business between local CCIMs and CCIMs in other global markets?

Tseng: With a stronger international referral and exchange network in place, Taiwan will be able to leverage some advances it has made with other countries. Specifically, the Economic Cooperation Framework Agreement, a free-trade agreement with China signed in June, will provide more opportunities for local investors and international investment institutions to buy real estate that has significant property value appreciation driven by economic growth.

In addition, we have talked to the Los Angeles CCIM Chapter and Western Canada CCIM Chapter in Vancouver, British Columbia, about establishing 'sister chapter' relationships with us. It's our mutual goal that each chapter will initiate, facilitate, and host trade missions and networking opportunities between and among the members of the sister chapters.

Jennifer Norbut is senior editor of *Commercial Investment Real Estate*. If you have a story worth sharing in CCIM Q&A, send it to jnorbut@ccim.com.

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November 15, 2010

Michael Tseng
REPro International Inc.
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SUBJECT: Outside Organization Representative on the National Association of REALTORS® Board of Directors for 2011

Dear Michael:

On behalf of the NATIONAL ASSOCIATION of REALTORS®, I want to confirm your appointment as one of the outside organization representatives who will serve on our Board of Directors in 2011.

We want to be sure that all areas of today's real estate industry have a voice in NAR's policies and programs. Your contribution is critical as we seek to help our members succeed in the year ahead.

I want to inform you of two responsibilities you have for the upcoming year. First, please make sure we have your accurate email address in our system. Email is our primary method of communication with NAR leadership.

If you are a member of NAR, you can update your contact information by going to www.REALTOR.org. Click the "My Account" link. Then login using your username and password. If you need assistance, please contact Information Central at 800-874-6500. Otherwise, please call Maria Estrada (312-329-8414) or email (mestrada@realtors.org), your contact information.

Second, by accepting this presidential appointment, you will be making a one-year commitment to attend the NAR Board of Directors meetings, which are as follows (meetings are normally held from 8:30 a.m. until 12:30 p.m.):

- Saturday, May 14, 2011, in Washington, D.C.
- Monday, November 14, 2011, in Anaheim, California

As an outside organization representative, NAR is pleased to reimburse your round trip airfare, one-night hotel accommodation, and ground transportation to and from the airport in order to attend the Board meeting. Enclosed is a copy of NAR's member travel policy for your review.

NAR Committee Appointments

Additionally, if you do not already have a national committee appointment, I encourage you to consider volunteering for one this year. Attached is a list of NAR committees which are open.

Please take some time to review them and rank in priority three committees you would be interested in serving.

You can fax your completed form directly to Erin Campo, Committee Programs at 312/329-5962. We will follow up with a letter to inform you whether we are able to accommodate your request.

I am delighted to work with you this year. One of my goals for 2011 is to spread the message that Home Ownership Matters to people, to communities, and to America. We'll be working hard to get this message out to our members, the media, and to Congress. I encourage you to learn more about this effort at Realtor.org/Homeownership. Working together, I know we can meet this goal and help our members and the association "Seize the Day" in 2011.

On behalf of the entire 2011 Leadership Team, I thank you for being a part of this extraordinary organization!

Sincerely,

A handwritten signature in blue ink that reads "Ron Phipps". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Ron Phipps, ABR, GRI, CRS
2011 NAR President