

The

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BUSINESS & FINANCE MAGAZINE



MONEY GUIDE

IN THE AGE OF
PANDEMIC

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"The pandemic could
create long-term
opportunities for real
estate investors."

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Chief's Letter

Bouncing Back

One of the things I admire the most about us Filipinos is our capability to bounce back from any challenges we face in our lives. Every obstacle we overcome makes us stronger.

And now that the whole world is facing a health crisis, economies around the globe are gravely hit by the negative effects of the coronavirus—affecting millions of lives through unemployment, market crashes, and global unrest.

How, then, can everyday Filipinos safely navigate and manage their finances during these trying times amid the pandemic?



How, then, can everyday Filipinos safely navigate and manage their finances during these trying times amid the pandemic?

That is the question most of us are asking ourselves today.

That is why we went ahead and asked the country's top money managers as well as business leaders to help us make informed decisions about the way we handle our money and businesses amid the

health crisis the whole world is facing today.

We also understand the increasing need for more personalized guidance coming from professionals to help us secure our financial freedom in the future. That is why we are launching the *TFT 5000*, a prestigious list of the top financial advisors, wealth managers, and real estate professionals in the country.

This way, you'll get your hands to a free database of experts in the field of money and property management with peace of mind.

In today's unstable and trying times, we need to stick together more than ever—for the sake of our financial security and business success.

Alfred Cardenas

The Financial Today
CEO & Founder



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Time- Tested Wealth Lessons

FROM A 94-YEAR-OLD BOOK

The Richest Man in Babylon

George S. Clason's 1926 personal finance classic contains seven lessons about building wealth that is still relevant today. [By TFT Staff](#)

The secret to building wealth is so simple and practical that it eludes understanding and the imagination of many who have heard it.

George S. Clason's collection of parables, based in the ancient city of Babylon, starts with the story of Arkad.

He is the son of a humble merchant with no hope of inheritance from his family but still managed to become the richest man in the city. Arkad was able to build his wealth thanks to the wisdom he sought out from a rich moneylender named Algamish.



The King of Babylon hoped of transforming his city to become the wealthiest in the world. Because of this desire, he asked Arkad if he can share the "secret to wealth" with the rest of the city. Arkad accepted the wishes of his king, and for seven days, he taught a class of one hundred men what he calls the **"seven cures for a lean purse."**

1 Start thy purse to fattening.

Building wealth all starts by paying yourself first. It doesn't mean treating yourself with a nice, expensive cup of coffee. It means setting aside a minimum of 10% of your earnings.

According to Arkad: *"For every ten coins thou placest within thy purse take out for use but nine. Thy purse will start to fatten at once and its increasing weight will feel good in thy hand and bring satisfaction to thy soul."*

Anyone, whether rich or poor, can set aside at least 10% of her income according to Arkad. You just have to commit to paying yourself first and learning how to live without it.

Nowadays, thanks to technology and modern savings accounts, setting aside at least 10% of your income is easier than ever. Enrolling your bank account to an automated savings feature will help you develop this habit of saving money with ease.

"I, too, carried a lean purse and cursed it because there was naught within to satisfy my desires," the richest man in Babylon explains to his students. *"But when I began to take out from my purse but nine parts of ten I put in, it began to fatten. So will thine."*

2 Control thy expenditures.

The next step is to simply spend less than you make, which is easier said than done. Our consumer-driven society makes it incredibly easy to overspend. People also tend to fall into "lifestyle inflation" or increasing their spending as their income grows.

"What each of us calls our 'necessary expenses' will always grow to equal our incomes unless we protest to the contrary," Arkad explains. *"Confuse not the necessary expenses with thy desires."*

To develop the habit of controlling your expenditures, start by learning how to track all of your earnings and expenses. You can do this by writing down each transaction you are making to a piece of paper or by using budget apps or spreadsheets.

Regardless of your financial situation—whether you're on your way to a huge fortune or just getting started building your wealth—learning how to control your expenses is a must. *"Study thoughtfully thy accustomed habits of living,"* Arkad says. *"Let thy motto be one hundred per cent of appreciated value demanded for each coin spent."*

3 Make thy gold multiply.

Setting aside part of your income and being able to control your expenditures should leave you with a surplus of money. The next step in building wealth is to grow your savings through wise and proper investing.

"The gold we may retain from our earnings is but the start," says Arkad. *"The earnings it will make shall build our fortunes ... Learn to make your treasure work for you. Make it your slave. Make its children and its children's children work for you."*

Making your money work for you simply means investing it so it could grow. The trick in maximizing your money's growth through investments is taking advantage of compound interest and to start as early as possible.



Saving Filipinos



According to the 2017 Bangko Sentral report on the State of Financial Inclusion in the Philippines, 62 percent of all deposit account holders in the country only keep P5,000 or less in their bank balances.

The number of deposit account holders also rose to 57.1 million in 2017 from 53.5 million in 2016. Only 13.8 percent of depositors have savings of P40,000 to P500,000 while 3.7% have over P500,000 on their accounts.

The number of account holders, depositors, and total deposit amounts has grown throughout the years as well. The total deposit amount grew to 11.7 trillion in 2017, more than double the 2011 amount of 5.4 trillion.

The growth could indicate the Filipinos' better attitude towards banking and a slightly more inclusive financial system in the country.

"Behold, from my humble earnings I had begotten a hoard of golden slaves, each laboring and earning more gold," explains Arkad. *"As they labored for me, so their children also labored and their children's children until great was the income from their combined efforts."*

4 Guard thy treasures from loss.

There will always be an element of risk in every kind of investment. Which is why it is vital to make smart decisions when trying to grow your hard-earned money.

"The first sound principle of investment is security for thy principal," says Arkad. *"Is it wise to be intrigued by larger earnings when thy principal may be lost? I say not. The penalty of risk is probable loss. Study carefully, before parting with thy treasure, each assurance that it may be safely reclaimed. Be not misled by thine own romantic desires to make wealth rapidly."*

Investing your money in an instrument you don't understand will increase your chances of incurring unnecessary losses. You don't have to do it alone. Seek advice from finance professionals so you can get expert guidance on how you could grow your money while minimizing the risk of losing it. That is why The Financial Today is launching the **TFT 5000** so we could give you a prestigious list of the top 5,000 finance and real estate professionals in the country.

"Consult with wise men," advises Arkad. *"Secure the advice of those experienced in the profitable handling of gold. Let their wisdom protect thy treasure from unsafe investments."*

5 Make of thy dwelling a profitable investment.

"I recommend that every man own the roof that sheltereth him and his," Arkad tells his class on the fifth day. *"Nor is it beyond the ability of any well-intentioned man to own his home."*

Although the topic of renting or owning a house is still being debated by experts, Arkad argues that, *"to own his own domicile and to have it a place he is proud to care for, putteth confidence in his heart and greater effort behind all his endeavors."*

Arkad believes that having your own home will give you a sense of security in life that will lead you to achieve your plans and dreams with more confidence.

6 Insure a future income.

"The life of every man proceedeth from his childhood to his old age," says Arkad. *"Therefore do I say that it behooves a man to make preparations for a suitable income in the days to come, when he is no longer young, and to make preparations for his family should he be no longer with them to comfort and support them."*

Preparing for your retirement through investments while ensuring your family's future through insurance is a must according to Arkad.

We will all retire someday and we can't simply disregard the fact that sickness, death, and disability could put our family and their future at risk.

7 Increase thy ability to earn.

"The more of wisdom we know, the more we may earn," preaches Arkad. *"That man who seeks to learn more of his craft shall be richly rewarded."*

Financially successful individuals choose to constantly increase their skills and knowledge about their chosen craft. They prefer to be educated than entertained. The opposite could be said about their counterparts. The people who are struggling financially are those who are not familiar with how money works and how they can make it grow. Instead of learning more about their craft and the responsible management of their finances, they choose to be entertained instead.

"Cultivate thy own powers, to study and become wiser, to become more skillful, to so act as to respect thyself," says Arkad. *"Thereby shalt thou acquire confidence in thyself to achieve thy carefully considered desires."*



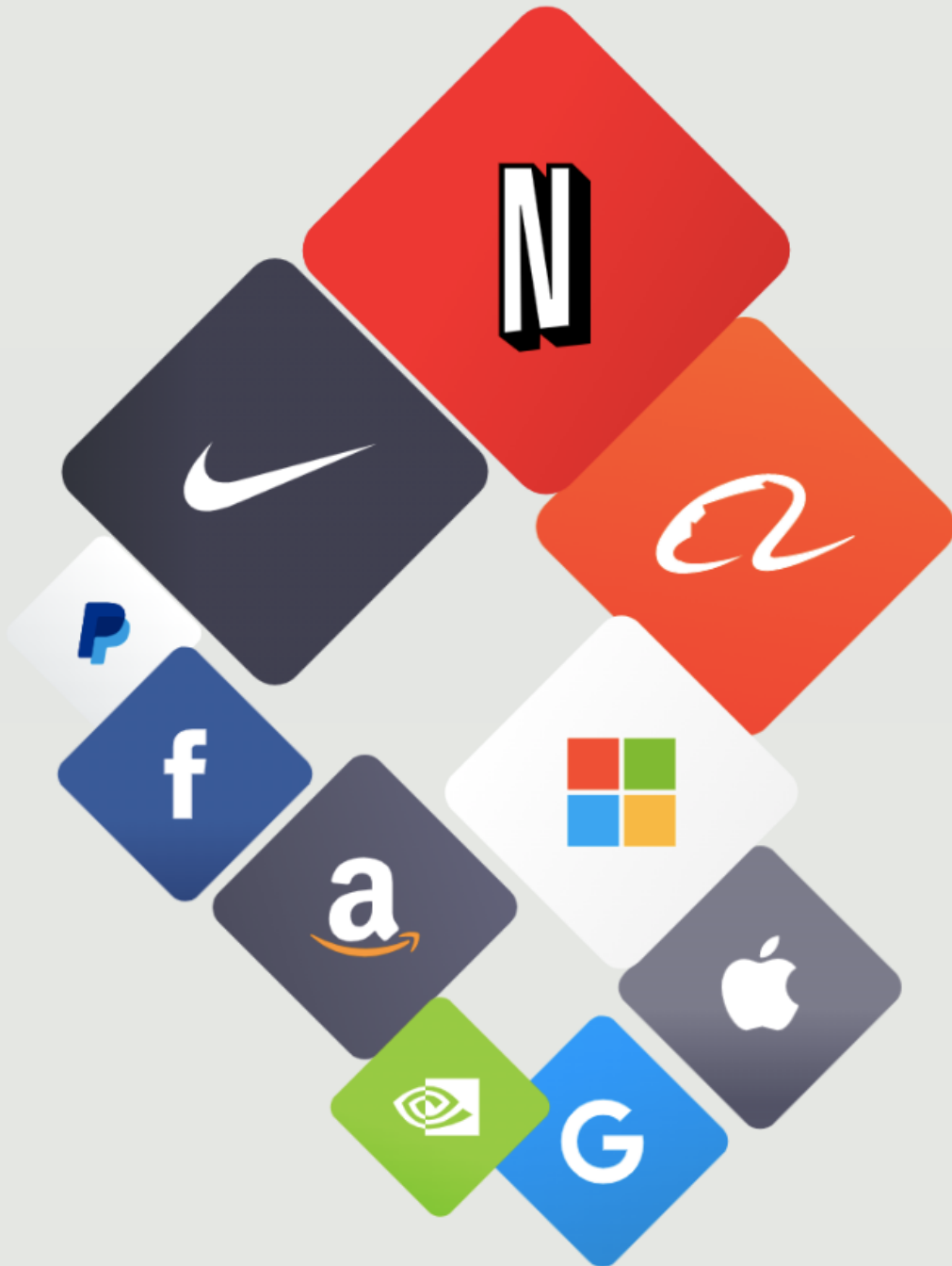
Did You Know?

The Philippine Stock Exchange was established in 1927, making it the oldest stock exchange in Southeast Asia.

Despite having the first equities market in the region, only less than 1% of the Philippine population invest in stocks today. On the other hand, Singapore has roughly 33% of its population participate in its stock market, while Malaysia is at 18% and Hong Kong is at 17%.



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4 SUCCESS HABITS OF CLIENTS OF FINANCIAL ADVISORY SERVICES

The job of a wealth manager is to turn clients' needs and goals into an actionable plan to achieve what they want in life.

Wealth managers help their clients create strategies for eliminating financial risk, building long-term wealth, and give them a game plan that puts them on track to achieve their financial goals. The more you strategize, the better your chances of saving, investing, and attaining financial independence.

Too many people feel confused about what it takes to develop healthy financial habits, but it can be better to take a step-by-step approach.

Here are the four most common habits that successful clients of financial advisory services have:

1 They love to strategize.

Successful clients love to strategize because they realize there's more than one path to achieve a goal. During their financial planning meetings, they discuss strategy with their financial advisors. They have all of their available resources and goals written down so that they consider all of their options to achieve their goals. When everything is agreed on and put in place, everyone knows the part they will have to play in their financial strategy.

2 They trust the professionals.

Many Filipinos keep money a secret. We feel shame and guilt, and we don't want to be judged based on how much or little we make and how we spend our money. So we keep it a secret and we face the consequences in silence. Successful clients are open about their finances and the goals they want to achieve in life. They may have an unhealthy relationship with money, but placing their trust in professionals to guide them will lead to an improved relationship with their finances.

3 They are incredibly patient.

Most successful clients of financial advisory and management services are incredibly patient. They understand that there's no such thing as getting rich quickly. They also accept the fact that building wealth is a long-term game and this makes it easier for them to delay instant gratification for them to have a comfortable and worry-free financial life in the future.

They are aware of their life goals and the action plans they need to take to get there. If they need to set aside 10% of their income for savings and 10% for investments, they will not hesitate to create a life centered on the remaining 80% of their income. They are more excited and grateful for what they have today and what they are about to achieve years from now.

4 They're learning and improving.

Having financial plans and strategies in place gives successful clients the confidence they need to



achieve their life goals. This belief that they can achieve financial security inspires them to improve what they know about money and building wealth. They don't simply sit and listen to their advisor, they contribute to the conversation by bringing their ideas to the table, and by being completely transparent with the professional they chose to work with.

And since they are aware that they are the only one who can influence the results of their financial plans and strategies, they have the understanding that not acting upon their

plans and strategies in a timely manner will only produce mediocre results in the future.

If you haven't already, start meeting with professionals who you can potentially work with. Choose someone who practices what they preach and will genuinely help you achieve your financial goals, not those who only sees you as a commission check. You need to make sure that you will choose one that speaks the same language and can educate you with everything you need to know about your money.

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Money Management in the Age of Pandemic

When it comes to money management, the coronavirus pandemic brought new challenges to everyday Filipinos—from finding new sources of income, budgeting what's left on our savings, to finding ways to make our money grow.

The current global health crisis doesn't only put our lives in danger, it is also affecting our financial lives in daunting new ways. For most of us, we are experiencing our very first pandemic-induced recession. This makes money management trickier to navigate than ever. If done right, we can withstand the financial pressures of this pandemic. If handled poorly, this crisis could be the start of a financially challenging future.

That's why we interviewed four experts in money management to help you overcome the challenges of managing your finances during this pandemic age.



Garry De Castro

A Personal Finance advocate, Financial Advisor, Certified Investment Solicitor, investor, stock trader, blogger, and IT practitioner. Garry started sharing and writing financial articles in 2008 simply to share his financial learnings with friends, relatives, and anyone who wishes to be financially independent.

What do you think are the effects of the pandemic on Filipinos' finances?

This pandemic had major financial effects on many Filipinos, both negatively and positively.

On the negative side, many were caught without savings, emergency funds, and income protection. Before the pandemic, people were focused on spending and growing money. Suddenly, most jobs were put to a halt forcing people to rely heavily on their savings and stimulus packages from the government.

On the positive side, this pandemic made us realize that we have to be aware of our spending habits. We need to go back to basics in which one would have ample savings, emergency funds, and insurance coverage.

What are the things Filipinos need to watch out for when it comes to their finances amid the pandemic?

During this period of quarantine when everything is back to basics—food, shelter, health—we all need to be cautious with our spending habits.

Every peso counts especially to those whose jobs were put to a halt and are now relying on their savings and emergency funds.

For those whose jobs were not affected by the recent shutdowns, this is a great opportunity to increase their savings and investments considering their expenses were significantly reduced.

What are the opportunities Filipinos can take advantage of financially during the pandemic age?

As the saying goes, "In every difficulty, lies great opportunity."

For one, investing in the stock market, once the vaccine comes out, can potentially yield high returns.

It's also a favorable time for those with talents like cooking, baking, making crafts to showcase their products and make a profit out of them.



Every peso counts especially to those whose jobs were put to a halt.



Garry De Castro, Financial Advisor for 12 years.

What's your advice when it comes to the successful and responsible management of money during and after the pandemic?

Go back to basics. Start by monitoring your cash flows and following the 50/30/20 rule. Half of your income should go to needs, 30% to wants, and 20% should go to savings.

Second, build enough emergency funds—at least three months' worth of your living expenses to start. Lastly, ensure that you have enough insurance coverage to protect your income.

Lester Raymond Laluces

An Executive Financial Adviser in the Philippines and an advocate of the importance of financial literacy and financial freedom. Lester is also a promoter of health and wellness focusing on life and critical illness insurance products for Filipinos.

What do you think are the effects of the pandemic on Filipinos' finances?

The current global health crisis we are enduring today showed how important having a safety net is in a person's financial life. As we keep hearing from the news, a lot of our fellow countrymen are getting laid off and many establishments are now closing because of the economic effects of the quarantine. Since only a few of us have safety nets, most Filipinos today are heavily relying on government relief programs.

Because of this, it affected a lot of Filipino families who were caught financially off guard by the pandemic. The effects on a person's financial life could be massive since most of us don't have emergency funds as well as life insurance coverage.

What are the things Filipinos need to watch out for when it comes to their finances amid the pandemic?

We should start being mindful of how we spend our money. During this time of crisis, it would be wise to focus more on life's essentials like food, medicine, and other important

supplies. If your finances can handle it, then you can stick with how you typically spend your money. But if not, or if you recognize that times are unpredictable nowadays, then it would be wise to stick with the essentials and start saving more money instead.

What are the opportunities Filipinos can take advantage of financially during the pandemic age?

If there is one financial lesson this pandemic taught us, it is this: financial preparedness pays during rainy days. That being said, Filipinos should take this opportunity to change our behavior and mindset towards our money. We should start by improving our knowledge about personal finance and the wise management of money. Then, we should start putting this knowledge to work by slowly but surely getting our financial affairs in order.



Responsible handling of our finances does not happen overnight.



Zandra De Leon Magsino, Financial Advisor for 6 years.

What's your advice when it comes to the successful and responsible management of money during and after the pandemic?

Responsible handling of our finances does not happen overnight. Taking control over our finances should start with a tremendous amount of discipline, commitment, and perseverance. As with any other skill, we need to work on it consistently. The more we get comfortable with saving and investing, the more it becomes easier and natural for us. The key point here is that you have to start somewhere first. Take baby steps if you are having a hard time altering your money behavior.

Zandra De Leon Magsino

Aside from being an Associate Unit Manager and Financial Advisor, Zandra is also an event host, a Disc Jockey, a Life Coach, a beauty queen, and a yogi. She received her Bachelor's Degree from De La Salle Lipa as a Cum Laude, ranking 1st among all the Tourism Management students of Batch 2012.

What do you think are the effects of the pandemic on Filipinos' finances?

The pandemic had huge financial impact on Filipinos. Others reported lower expenses because they couldn't leave the house and spend money on travel, recreation, and entertainment.

Some saved a considerable amount of money on transportation costs. Instead of going to our offices to work, some of us were able to work from home that saved us time, energy, and money.

Unfortunately, others have seen their income reduced because their companies and businesses have been put on hold or even faced bankruptcy because of the recent shutdowns. This shows that the pandemic has had positive as well as negative effects on the finances of everyday Filipinos.

What are the things Filipinos need to watch out for when it comes to their finances amid the pandemic?

Filipinos need to be cautious about their cash flow during the pandemic. The cash inflow must be able to adequately cover their cash outflow.

Because of the health crisis, the economy is experiencing a downturn which is why it is a must for Filipinos to track their income and expenses while prioritizing their needs over their wants.

What are the opportunities Filipinos can take advantage of financially during the pandemic age?

This is an ideal time for Filipinos to think about their finances. The pandemic revealed many holes in the way we manage our money. This is also the perfect time to increase our personal finance knowledge through books, courses, and seminars.

It's also smart to work with a financial adviser who can help you analyze your current financial positions and help you develop a strong and realistic financial strategy that you can implement during and after the pandemic.



Focus more on meeting your basic needs first, while minimizing your spending on your urges.



Zandra De Leon Magsino, Financial Advisor for 2 years.

What's your advice when it comes to the successful and responsible management of money during and after the pandemic?

To make the Filipinos more successful and accountable in managing their finances during and after the pandemic, it is best to start budgeting their money. They also need to be more aware of the difference between needs and desires—focusing more on meeting their basic needs first, while minimizing their spending on their urges. Filipinos should begin to prepare and save for their future while maintaining a financial plan with the help of financial experts.

Louie Colonia

A 4-Year Unit Manager and Licensed Financial Advisor. Louie helps develop, coach, train, monitor incoming as well as existing team members, and execute strategic plans to achieve sales targets within their agency force. Outside of work, he enjoys online gaming and playing basketball.

What do you think are the effects of the pandemic on Filipinos' finances?

The ongoing quarantine forced a lot of establishments to temporarily or permanently close. This resulted in thousands of laid-off workers nationwide. These workers will now have to rely on their savings or emergency funds to survive unemployment until the economy resumes. If these workers have no savings or rainy day funds, they will have no choice but to rely on government assistance programs or with the help of their family until they can get back on their own feet.

On the bright side, this series of unfortunate events should teach all of us the value of being wise when it comes to our money. It is easy to spend money during good times, thinking that it will last forever. As this pandemic showed the whole world, it's always not the case.

What are the things Filipinos need to watch out for when it comes to their finances amid the pandemic?

For most of us, the pandemic could mean making significant changes in our everyday routines including how we manage our finances. It is

important for individuals and families to re-evaluate their budgets during and even after the pandemic.

We should also consider all possible sources of income that we can take advantage of while having a list of all of our essential expenses focused on the most basic things we need right now. During these trying times, it really pays to be practical.

What are the opportunities Filipinos can take advantage of financially during the pandemic age?

For those people who can still work from home, it is important that you recognize this opportunity to save more money and prepare for a potentially prolonged series of rainy days that might be ahead of us. Since most of us are forced to stay at home, we can save money from transportation, dining out, and other things we are spending on when we are outside. We can use this money to increase our savings or to be put to work through investments.



It's important that you recognize this opportunity to save more money.



Louie Colonia, Financial Advisor for 4 years.

What's your advice when it comes to the successful and responsible management of money during and after the pandemic?

When you are the one responsible for handling your own or your family's finances, it is important to avoid any kind of emotions like fear and anxiety when doing so. As we are all navigating the ever-changing economy, it is important that you sit down and revisit your finances and focus on what's essential. During these trying times, we should avoid spending money we don't have. Instead, focus more on what will help you survive until things get back to normal again. And once it does, start making the necessary changes in the way you handle your finances.



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Ask The Expert:
Spotlight

After living his prestigious job, Richard Thaddeus Carvajal decided to enter the world of real estate thinking he would be making "easy money". He was wrong.

THE STATE OF THE REAL ESTATE INDUSTRY IN THE AGE OF PANDEMIC

COVID-19 is a social challenge that will have profound effects on how people live, work, and play. By taking actions in a timely and efficient manner, real estate leaders and professionals can better serve their clients while real estate investors can ensure their own viability.

Our lives changed in ways we never imagined in just a matter of weeks. We are no longer able to socialize, work, dine, and shop outside our homes as we used to before the pandemic hit the world.

Companies transitioned from a business-as-usual setting to a work-from-home and skeletal workforce set up.

And instead of thinking about where to travel or which gadgets or purse to buy, our focus as consumers shifted on essentials—food, medicine, and other important supplies—and have most of these things delivered right on our doorstep.



A CONVERSATION WITH A SUCCESSFUL REAL ESTATE EXECUTIVE

Since most industries, including real estate, are affected by the global health crisis, we sat down and had an interesting chat with Richard Thaddeus Carvajal, Chief Executive Officer of PHILGEMS Realty Corp, about the state of the industry in the age of COVID-19.

Richard, please share with us how you started your career in real estate.

I had a prestigious corporate job before I entered the industry. Nevertheless, I decided to leave everything behind and start a new chapter in my career as a real estate agent. My decision was questioned by many of the people around me. I originally thought I would earn "easy money" as a real estate agent. I genuinely believed that the bulk of my first commission check as an agent would come from account referrals, from my network. I was proven wrong. As any other career worth pursuing, I realized that I need to work hard for me to become successful and there's no such thing as an easy buck in this industry.

What makes real estate more appealing to you than other asset classes?

What's appealing about real estate is that anyone can use debt as an instrument to earn millions through value appreciation or cash out a small but regular sum of money through rental income.

This strategy allows real estate investors and landlords to mitigate risk while producing high returns on their investments.

What do you think are the possible implications of this global health crisis in Commercial Real Estate?

Commercial real estate has been impacted by the health crisis we are experiencing today. Vacancy rates increased in most commercial properties, occupancy rates in hotels went down, and there's been a lot of termination of lease contracts due to the downsizing of the majority of businesses impacted by the COVID-19 pandemic.

Companies in the new normal prefer to have highly efficient and flexible employees who can work anywhere rather than having and maintaining a nice office.

Commercial real estate investors should be agile in terms of converting their properties into spaces that might be needed during and after the pandemic if they want to stay relevant in the age of COVID-19.



What do you think are the effects of the coronavirus for homebuyers and other residential real estate investors?

I would say it depends on the investment strategy of the investor. If it was to buy and flip, then they will have a hard time flipping their properties due to the pandemic since most are focused now on preserving their capital and purchasing only what is essential.

If they bought a property for rental income, they could be facing some rental collection challenges since the majority of the workforce today were either laid off or their jobs are put to a halt.

If you are planning to put your money in real estate in the pandemic age, you should invest in capital appreciation and not cash flow.

Do you think property prices in the Philippines will fall due to the pandemic?

No, I would not call it a price fall. However, I think it will correct the real estate market. The prices of properties in the Philippines are currently at an all-time high and it's far more affordable from what an average Filipino can earn. Developers have taken advantage of speculating real estate prices for some foreign markets. The quarantine promotion and discounts are temporary.

What are the things real estate investors should watch out for when it comes to their investments amid the pandemic?

Investors shouldn't predict property prices during the pandemic. For example, waiting for the price to hit bottom before purchasing a property. By doing so, you as an investor might miss an opportunity to acquire a great property.

Also, beware of some cheap properties. Not all cheap properties are a good buy because there are potential

issues with the property and that could be the reason why they are at a bargain. The property could have an unpaid estate tax or some other issues that you need to watch out for. Not all real estate assets are performing equally during the pandemic. Think twice before liquidating. Keep in mind that real estate follows a cycle.

What are the things real estate investors should take advantage of during the coronavirus pandemic?

The pandemic could create long-term opportunities for real estate investors. The chance to acquire properties at a discount means higher yields and returns because returns are inversely correlated with property prices. It could be a good opportunity for investors to ride the market as the industry tries to recover from the negative effects of the COVID-19 crisis.

What is your advice to real estate investors in the age of pandemic?

My advice for real estate investors and property owners is not to panic. Real estate investments can produce returns that are not directly dependent on our country's GDP. It offers various income streams and there is no need to start liquidating your real estate assets out of panic.

Property markets will bounce back. In the meantime, investors can take advantage of opportunities such as low-interest rates, lower equity or



down payments, and longer payment terms.

What tips could you give Filipinos who are thinking of building a career in the industry amid the pandemic?

Real estate is a complex industry. You have to learn certain things such as economics, finance, global trends, and even legal regulations. An additional subject I would recommend for all incoming and current real estate practitioners is interior design. Know the basic finish and materials used in a property for virtual tours to become effective.



Five Business Ideas

THAT WILL THRIVE DURING
AND AFTER THE PANDEMIC.

PANDEMIC BUSINESS IDEA #1: CLOUD KITCHEN

A cloud kitchen is a place where food is prepared and delivered by taking orders through calls and online ordering portals. They don't do dine-in and takeaway like other restaurants. They invest solely in food preparation and distribution or link up with food ordering portals such as GrabFood, Food Panda, and other food delivery apps out there.

The key benefit of having a cloud kitchen is that one can launch several brands under one roof, thus significantly reducing costs.

Cloud kitchens are easier to operate than conventional restaurants. To get started and to maintain the operations, they need less capital and manpower.

The only aspect to keep in mind when choosing a cloud kitchen location is its functionality. Unlike other restaurants, a cloud kitchen outlet is not required to satisfy customers as only the delivery agents will need to visit your location to pick up your customers' food orders. It helps the cloud kitchens to concentrate solely on cooking and preparing the best food they can offer to their clients.

To increase the chances of your success, diversify the brands your cloud kitchen can offer. This will enable you to cater to different tastes and customers. And since you don't need to worry about table management or interior design, you have all the time you need to ensure the quality of your food and its packaging. If you have your own website or app, collecting customer data that will help you refine your menu and service would be much easier.



PANDEMIC BUSINESS IDEA #2: LAST-MILE LOGISTICS

In the journey of a product from the warehouse shelf to the customer's door, the last mile of delivery is the final step of the process—the point at which the package finally reaches the door of the buyer. In addition to being a gateway to customer satisfaction, the most costly and time-consuming aspect of the shipping process is the last-mile delivery.

When you have monitored a package online before and seen that it was "out for delivery" for something that feels like forever, you now realize that the last mile issue is inefficiency. That's because there are usually several stops with small drop sizes in the final leg of shipping.

The costs and inefficiencies of the last mile issue were only further amplified by the continuous growth of e-commerce in the Philippines

due to the impact of the coronavirus, which has significantly increased the number of parcels delivered per day, as well as raised consumer standards to include not just fast, but also free delivery services.

This is a great opportunity for people who have vehicles they can use to deliver parcels by partnering with leading e-commerce companies to help them deliver parcels directly to their consumers. The only thing that you need to do is to apply as one of these e-commerce companies' last-mile delivery partners.

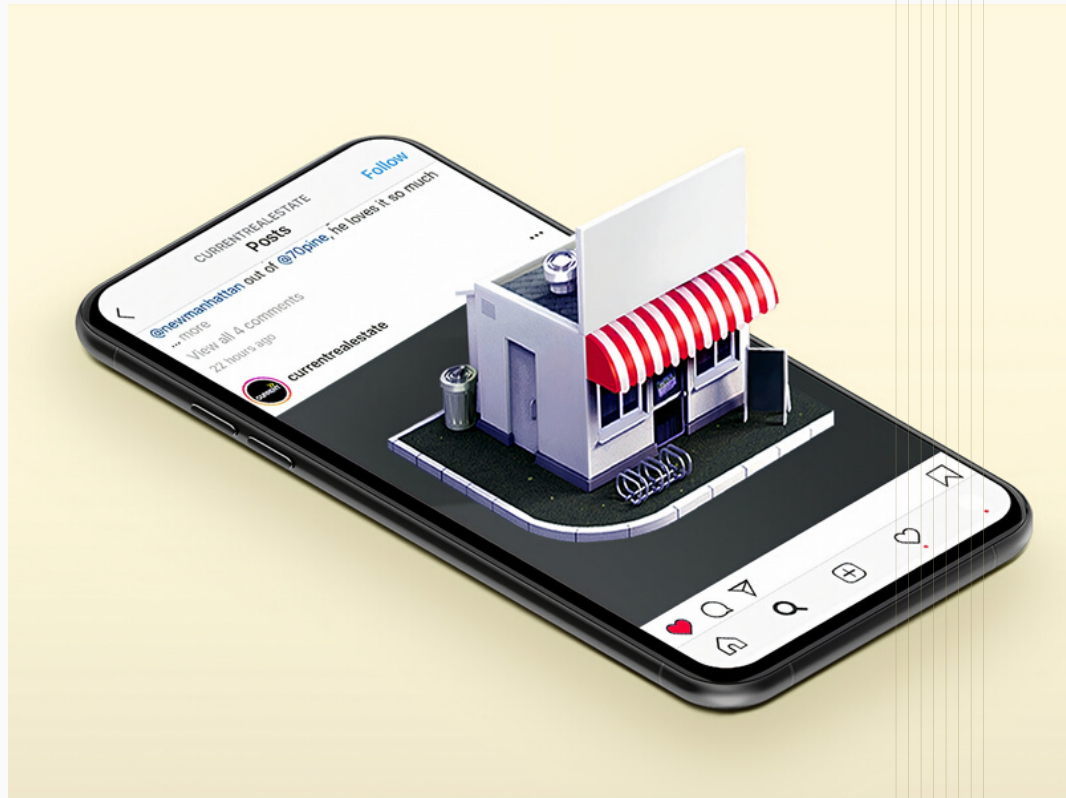
Your income as a delivery partner will depend on the number of parcels you can carry on your vehicle and your knowledge with the ins and outs of your preferred delivery area.



PANDEMIC BUSINESS IDEA #3: ONLINE RETAIL

With the increasing trend of e-commerce in the Philippines, thanks to the push that came from the impact of coronavirus in the country, selling products that you are passionate about online is another business you can start that will not just make sense during the pandemic, but even thrive in the post-coronavirus age.

Thanks to e-commerce platforms like Shopify, BigCommerce, and even Facebook Shops, it is now easier to build an online retail business that you can run and manage from anywhere. However, since the barrier for entry isn't that high, anyone can start their own online retail venture that will require you to be creative in order for you to differentiate yourself from the rest of your competitors.



Before starting your own venture in the online retailing world, you need to first focus on what product you are planning to sell. You can either find products from wholesalers locally and abroad or you can sell products you build on your own. Regardless of which path you want to take, it is important to make sure that the product that you want to sell is unique and that there's a demand for it.

Lastly, it is also important to choose where you want to sell your products online wisely. You can either host your own e-commerce site, sell your products through leading e-commerce companies, or you could do both. Another important skill to have is your ability to create and promote your brand that will help you stand out from the crowded market.

PANDEMIC BUSINESS IDEA #4: ONLINE WHOLESAL

Another way to take advantage of the booming e-commerce industry in the Philippines is through online wholesaling. Instead of purchasing products and selling them directly to consumers, wholesaling is simply supplying different kinds of products to retailers. This changes the strategy as you are serving businesses instead of consumers.

The main difference with wholesaling is that instead of selling products directly to consumers, you are supplying different kinds of products to retailers that they can sell directly to their customers.

Your business strategy will focus on finding manufacturers of products you want to supply to your clients, finding different retailers in your target market, and creating a way to build and grow your brand so you can reach more retailers who can buy products they can sell from you.



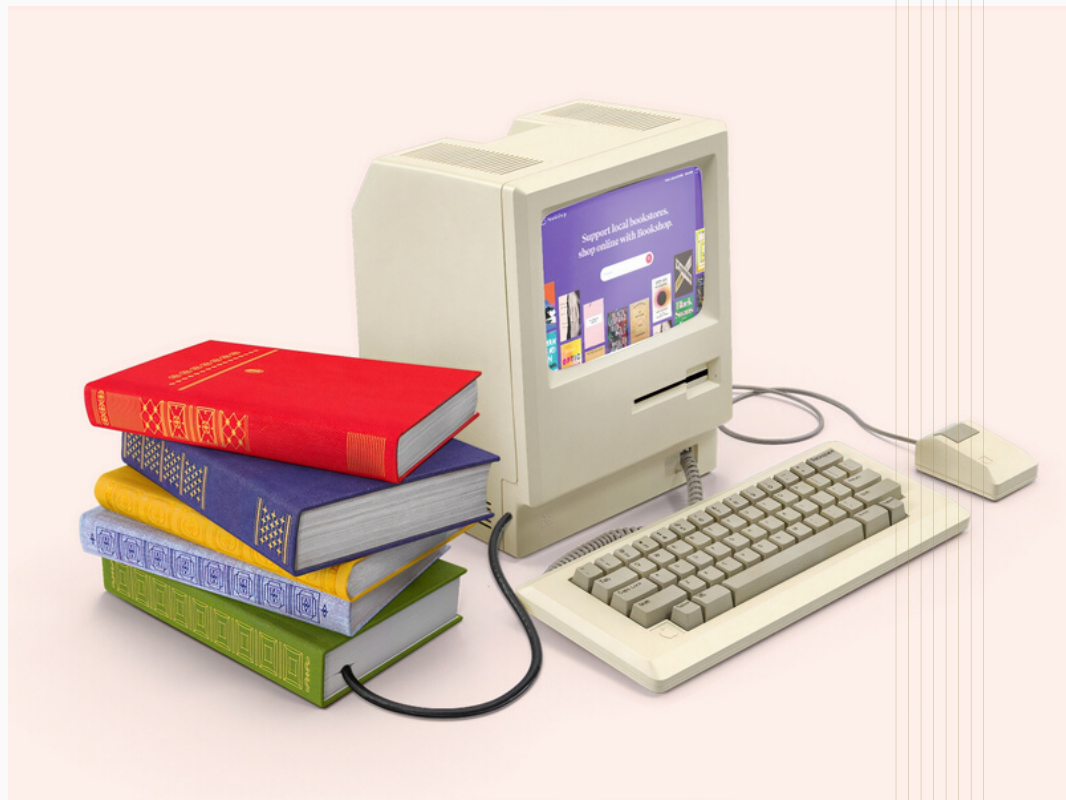
Although wholesaling will require more capital than retailing, the fast-paced improvement of technology makes the barrier for entry still low in this business. You have Alibaba where you can find manufacturers where you can source the products that you want to wholesale to your retailers. You can use the same e-commerce platform retailers are using to promote and sell your bulk products. On the other hand, you need to have a location where you can store your products safely. You also need to work with different logistics companies so you can safely deliver your goods bought by your retailers. As a wholesaler, it will also be a great advantage if you have the capability to spot product trends ahead of time so that you and your retailers can stay ahead of the competition.

PANDEMIC BUSINESS IDEA #5: ONLINE LEARNING

If you are an expert in a particular significant field, providing e-learning can be the right business for you. During social distancing or work-from-home setup, people use the internet more often than on regular days. The need for online learning is on the rise, especially since schools and educational institutions are temporarily closed.

You can choose topics that fit your expertise and that will provide value to your potential learners.

One of the potential challenges of this business venture is identifying the main reason why people should learn from you. However, if you have the expertise and the credibility to teach the things you are planning to share with your learners, then you have this side covered.



The next thing you need to focus on would be the content of the lessons you would be sharing. The key thing here is creating both engaging and informative learning materials that will keep your students interested and wanting more from your e-learning website.

Once you've created engaging and informative learning materials for your e-learning site, it is time to choose the e-learning platform where you will host your courses. There are a number of e-learning websites and apps that you can use to host your courses. Most of them offer different features like hosting both written, audio, and video course formats, testing your students' progress through quizzes and providing certificates to your students.

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