

Maita H. Siquijor

Principal Real Estate Broker

(PRC REB. Lic. No. 1041)

PRC Accredited Trainer

(Acc. No. #049)

La Maisonette Manila Inc.

msiquijor@residencesmanila.com





msiquijor@residencesmanila.com



[www.linkedin.com/MaitaSiquijor](http://www.linkedin.com/company/MaitaSiquijor)



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MaitaSiquijor.com
Architerra.org
ResidencesManila.com
CondoInManila.com
EstateClass.com

Let's Talk!

PROFESSIONAL AFFILIATIONS



WEB PROPERTIES



- Architerra.org (2007): First of several brand websites of La Maisonette Manila Inc.



VISION AND MISSION

Help

quijor/archive/2007/02/28/architerra-org-love-between-realty-and-ict-finds-a-perfect-home.aspx

Architerra Manila Properties--Ayala Alabang's Premier Real Estate and Mortgage Brokers

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Common Tasks

- [Write a Blog Post](#)
- [My Blog Dashboard](#)

This Blog

Architerra.org: Love Between Realty and ICT Finds a Perfect Home

28 February 07 11:36 AM

Architerra.org concretizes a long-held dream of mine to combine two passions: the love for finding the perfect home for global professionals and their families, and the desire to use information and communication technologies (ICTs) as a strategic marketing tool. My research over the y marketing software led me to Point2Homes story.

ology marketing (electronics and hardware) for verifying into a full-fledged real estate career for assigned my dream in 1998 to become one of the as aware that the the term 'ahente' (real estate t carry a good connotation here in the Philippines. I tem, though good people and really knowledgeable

about the neighborhood properties, were dressed so casually, were ill-prepared for presentations, and didn't carry a proper proposal! They kept much of their listings in a written diary. Their information though sufficient,

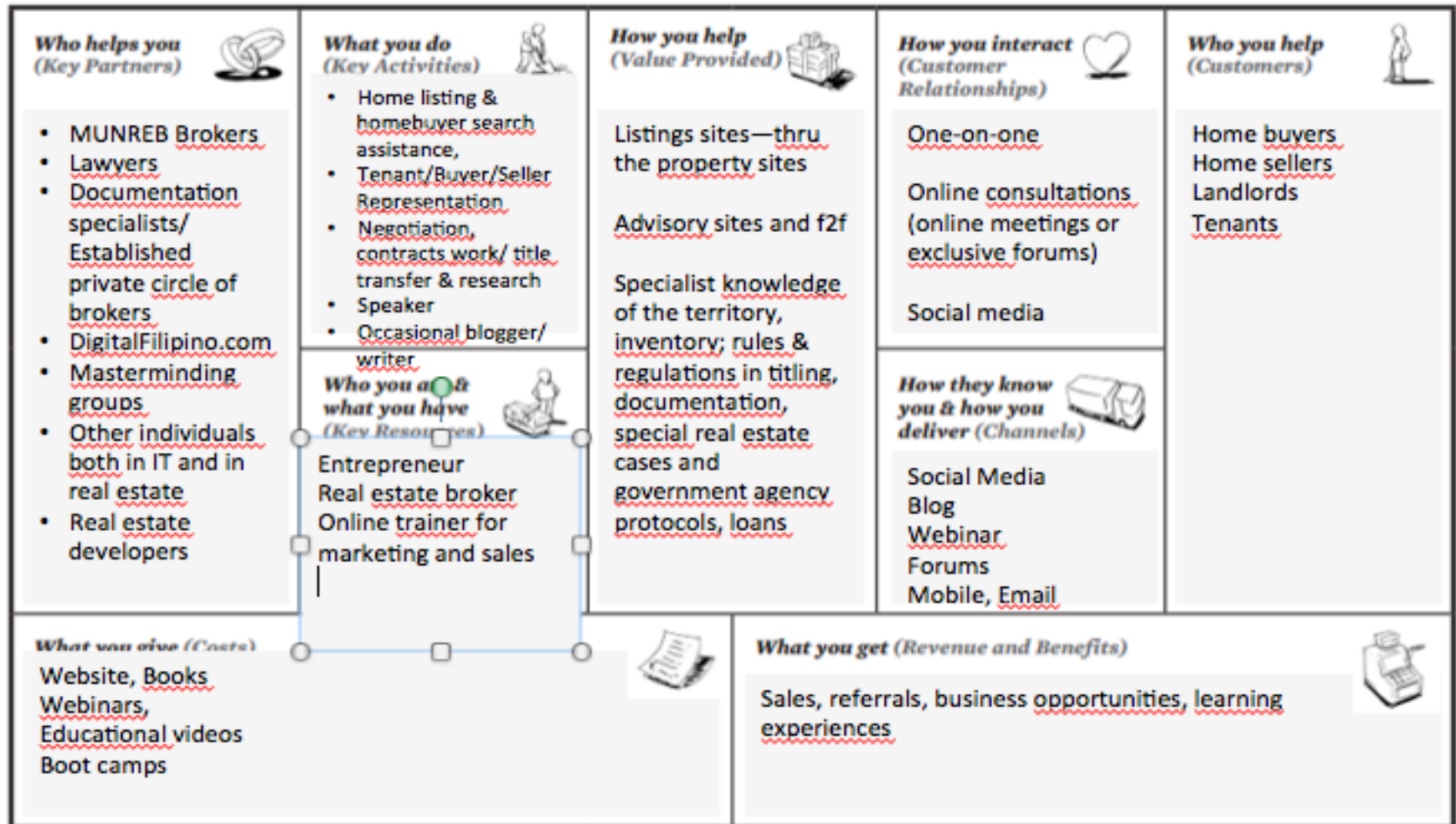
Alabang Hills Announcements

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Name:

Maita Herce Siquijor

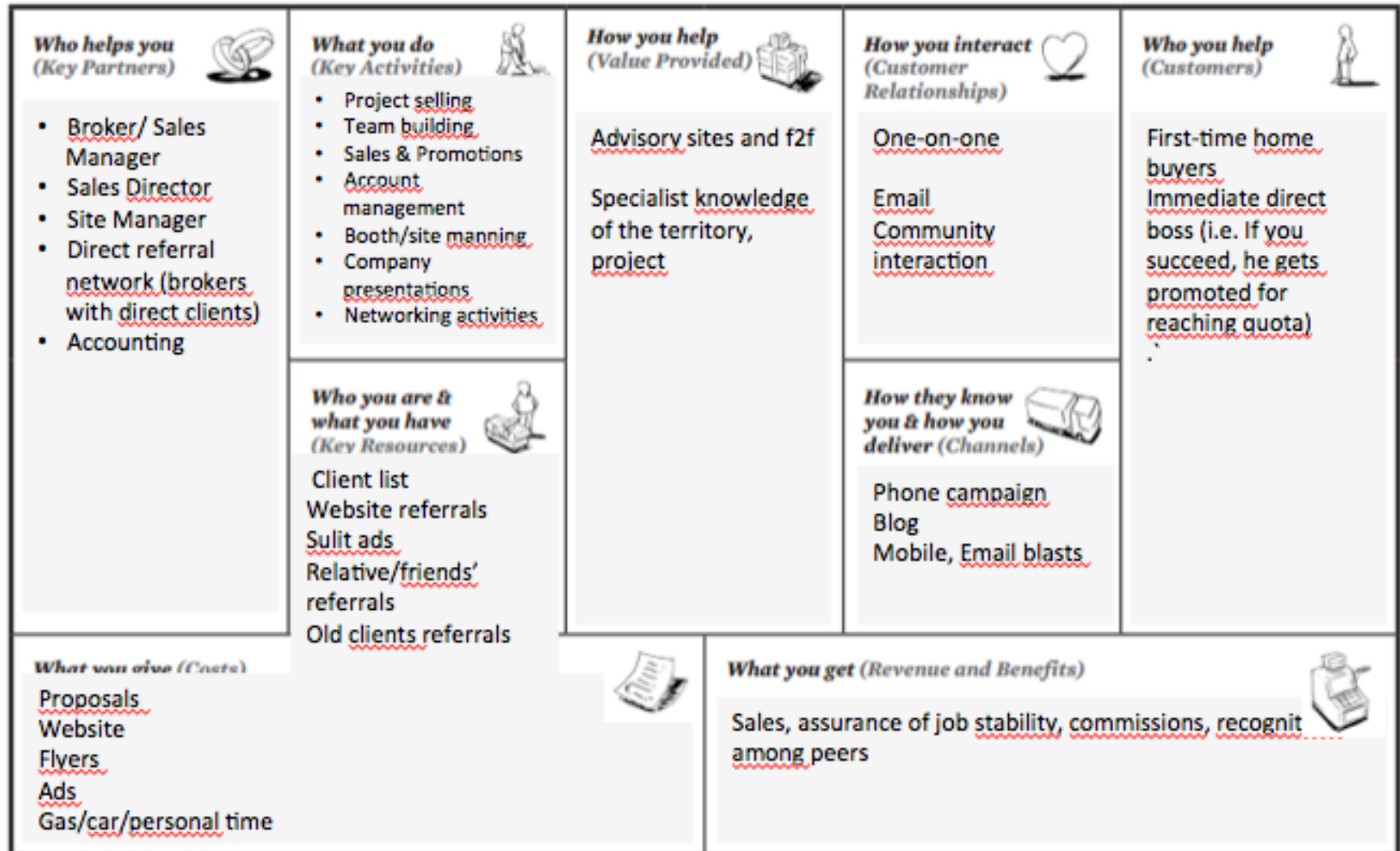
's *Personal Business Model Canvas*



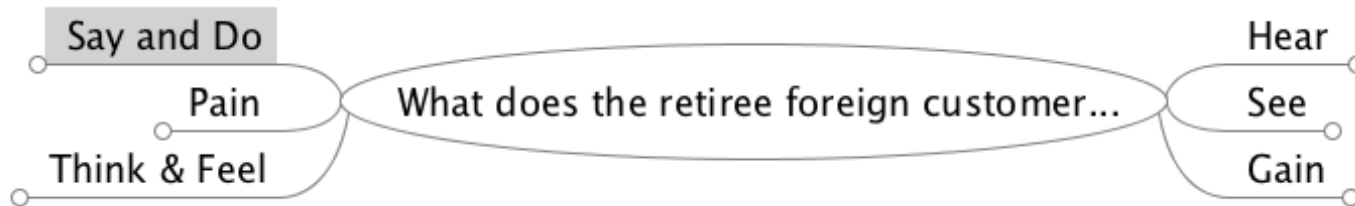
Name:

Salesperson

's *Personal Business Model Canvas*

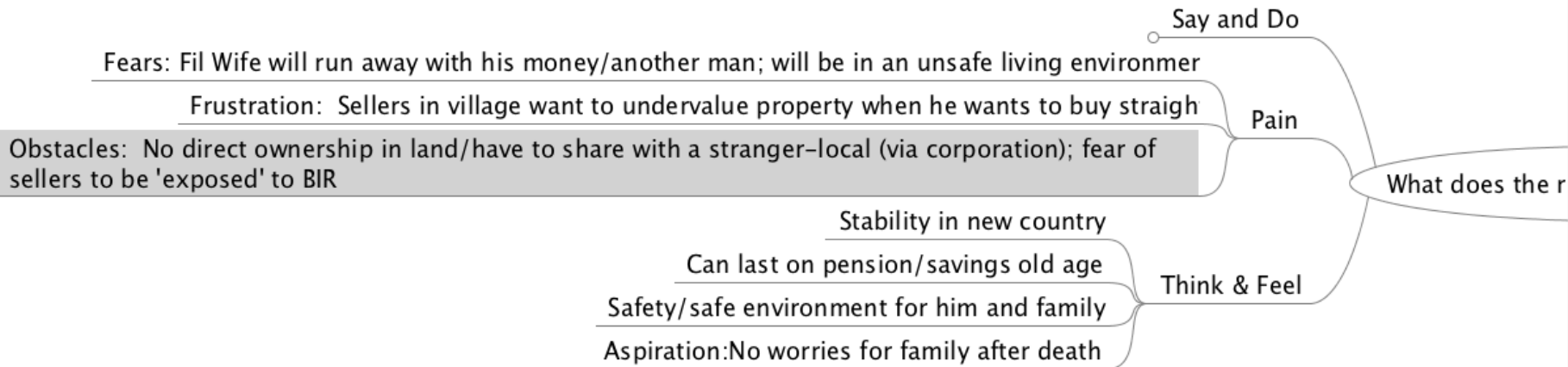
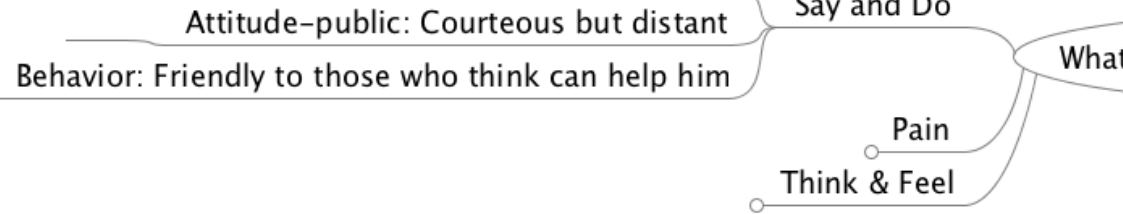


Sample Business Model Canvas



Example of a Customer Empathy Map

Appearance: High-end/resort like home; personal appearance--casual, low key/does not attract kidnapping attention



What does the retiree foreign customer...

- Hear
 - Referred professionals from trusted friends
 - Associates in same country of assignment
 - Local spouse
- See
 - Listings online--private sites, free ads
 - References (for home buying/rental-- Books, familiar online sites/publications
 - Environment: Where foreigners converge--high end villages, expat communities; expat networking sites
- Gain
 - Secure rest of senior years/extend pension reach
 - Measure of success: Acquired asset, money in the bank; acceptance in new community