

Alejandro Mañalac, a Developer of "Champions with Values". His signature program, the **SHARK PRINCIPLES**, among his other tried and tested modules were designed to help the agents to practice RESPONSIBLE REAL ESTATE, while dominating competition.

He has 33 years of experience both in actual selling, since he started as an agent, and in breeding new leaders as a top executive of some of the top major real estate corporations.

He has survived several economic crises that made him one of the extremely few speakers who has ACTUAL (SALES) EXPERIENCE in not only surviving but Thriving during crisis.

He continuously honed his craft through advanced local and international studies, He has also represented the country in several International Real estate conferences, and built his global network at the same time.

As one of the most recognized industry icons in the country, his expert advisory services are often engaged by both Investors looking for good deals; Developers for Project Concepts, Sales Strategies, and also to train their sales force.

Mr. Manalac is:

- Currently the Chairman & Co-Founder of **HAVITAS DEVELOPMENT CORPORATION**
- Operating Principal of **KELLER WILLIAMS Manila Bay Market Centre**
- Executive Publisher of **REAL ESTATE NEWS PHILIPPINES**
- Chairman of **WeExcel Corporation**. (A Property Management company)

- Former Senior Vice President of Century Properties Inc.
- 3 term Chairman of the **NREA** (National Real Estate Assn). after serving as National President for 3 terms
- Current VP for Housing Affairs of **CREBA** (Chamber of Real estate Builders & Associations)
- Active member and committee officer of the **PCCI** (Philippine Chamber of Commerce and Industry)
- A Paul Harris Fellow and Member of the **Rotary Club** of Makati

On top of his numerous Sales Awards from the different developers as a Champion, he was also

- awarded by PhilRes as Outstanding Practitioner in 2015
- awarded by Gawad Sulo Ng Bayan as Outstanding Real Estate Personality
- awarded for Global Excellence in Real estate Service in 2018 by the Academy of Multi-Skills of UK.
- Nominated twice and became a finalist (2015 & 2020) by PRC as Most Outstanding Professional (Broker Category)

- Writer/Columnist in Several Real Estate & Investment Magazines and platforms
- former radio host in a Real Estate talk show

Consistent Sales Champion in the different companies he joined during his corporate life;

- Consultant to several developers for Sales and Marketing
- Finished his courses on REAL ESTATE **Appraisal** (twice) and **Consultancy** (2015)
- First batch of Licensed Brokers under the RESA law
- A REALTOR and a Certified International Property Specialist (**CIPS**) under **N.A.R. USA**
- A loving husband and a father to 4 beautiful daughters.