



BUILD TO LAST, CONTINUING LEGACY

Over 40 Years

Finest Quality & Affordable Real Estate for every Filipino...
Luzon, Visayas, Mindanao.

Congratulations!

Sta. Lucia Land Inc. recognized by FIABCI Philippines with 3 major awards

MAY 09, 2019



1. Diplomate in Real Estate for Business Excellence - SLI President Mr. Exequiel Robles
2. Outstanding Developer in the Gold Hotel Category - SLI Project in Visayas (Arterra Cebu)
3. Property Man of the Year 2019 - SLI President Mr. Exequiel Robles

The Property Man of the Year 2019 was the top award for the ceremony and was attended by the top real estate developers in the country. Sta. Lucia Land, Inc. is a leading developer of residential communities and listed on the Philippine Stock Exchange (stockcode-SLI). It is part of the Sta. Lucia Group with over 45 years track record of real estate development. The Sta. Lucia Group has completed over 220 projects and developed over 10,000 hectares of land across 70 cities and municipalities in 10 regions & 15 provinces across the Philippines. SLI's portfolio consists of developments that include residential, commercial, leisure and retail assets.

To find out more about these awards, please visit <https://fiabci.org>.

Sta. Lucia Land Inc.'s 2018 Net Income All Time Record High Up by 30%

MAY 14, 2019



Year 2018 Performance Highlights

Sta. Lucia Land Inc.'s (SLI) net income increased YOY by 30% from PHP 792 million to an all time record high of PHP 1.046 billion while gross revenues increased also by 9% from PHP 3.689 billion to PHP 4.032 billion. Total assets increased by 17%, from PHP 29.8 Billion to another record high of PHP 34.8 Billion.

To jumpstart the year 2019, the Company has continued to expand in key cities in the provinces nationwide as it has acquired 115 properties totaling 1.41 million sqms and entered into 6 joint venture agreements totaling 278,485 sqms. This aggregates to 1.689 million square meters indevelopable properties in the following areas: Rizal, Cavite, Batangas, Bulacan, Palawan, South Cotabato and Davao.

SLI Financial Snapshot

AS OF JUNE 30, 2019

MARKET
CAPITALIZATION =
P 15,983,077,500OUTSTANDING
SHARES =
P 8,196,450,000LISTED
SHARES =
P 10,796,450,000FREE FLOAT
LEVEL (%) =
18.22 %

\$ 1.00 = P52.23



AED 1.00 = P13.94



£ 1.00 = P65.05



€ 1.00 = P58.20



\$ 1.00 = P37.91



\$ 1.00 = P36.02

Special Feature

Esquire MAGAZINE

ARTICLE BY: HENRY ONG

Henry Ong, RFP, is president of Business Sense Financial Advisors. Email Henry for business advice hong@businesssense.com.ph or follow him on Twitter @henryong888

MAIN ARTICLE LINK:

<https://www.esquiremag.ph/money/wealth/financial-adviser-5-real-estate-lessons-every-investor-can-learn-from-the-co-founder-of-sta-lucia-land-a2334-20190521-lfrm>

5 Real Estate Lessons from the one of the Nation's Largest Property Developers

MAY 21, 2019



Exequiel Robles is the President of Sta. Lucia Land, one of the largest property developers in the country.

Exequiel Robles was only 17 years old when his father, Buenaventura Robles, died unexpectedly of a heart attack, leaving him and eight of his younger siblings in the family. During that time, the senior Robles had a small real estate trading firm which he put up with his sister, Marcella Robles-Santos, who unfortunately also died the following year. Left with no other choice but to help his siblings and cousins at a young age, Robles, who was taking up accounting in college, decided to take night classes to continue the family business. The realty business, which involves buying and selling of raw land slowly grew as Robles learned the ropes of the trade. But one day, he discovered from one of his customers that they could make more if the land were developed.

Robles diligently inquired about the process and soon started developing his first subdivision in Pasig. The project was so successful that it encouraged him to develop more in Cainta and its nearby areas. The family realty business that would eventually be known as Sta. Lucia Land when it became public in 2007 with his cousin and co-founder Vicente Santos has since developed about 300 subdivisions, 15 golf courses and 20 condominiums to date.

Today, Sta Lucia Land is one of the largest property developers in the country, with market capitalization of P15 billion at the Philippine Stock Exchange.

How did Robles manage to transform his family business into a leading subdivision developer in the country? What success lessons can we learn from Robles, who was recently awarded the Property Man of the Year by the prestigious International Real Estate Federation? Here are the five business lessons every entrepreneur can learn to succeed in real estate from the co-founder of Sta Lucia Land, Exequiel —Exyl Robles:

1. Know how to uncover market opportunities

Understanding the growth potential of a market can help you identify new business opportunities in the future. With market research, you can develop a strategy that can open newmarkets for developments and increase your revenue base. —We are now in the golden age of real estate because our market is growing, says Robles. —The Philippines may be a small economy, but our market is huge because we have more than 100 million people. —With a growing population, there are lots of opportunities for infrastructure development. For example, there is an (expressway) leading to Urdaneta but there is no diversion road going to Cabanatuan. But look at Batangas; because they have Star Tollway, they have become more progressive.—There are many areas that the government needs to develop. New roads will not only help the agriculture sector but also provide new frontiers to developers. I hope someday we can also have our own bullet train like those in China that can transport people from Hong Kong to Beijing.

2. Know how to find good location for development

You may have probably heard the age-old mantra: Location, location, location. The reason why this word needs to be repeated three times is to emphasize the long-term profitability of a real estate investment depends on viability of location. —A good location is somewhere near the town or city and it depends on the size of the property, Robles says. —For example, here in Metro Manila, if you can find a lot size of 100 to 200 hectares, that would be great because Metro Manila has a big market.

—But if you will get this size of land in the province, it may be more challenging. You may need to develop some attractions such as a golf course, a lake or some commercial establishments. Maybe you need only 10 to 30 hectares to develop a plain subdivision if it's in the provinces.

3. Know how to invest for capital appreciation

History has consistently shown that real estate values appreciate over time. As population increases, demand for housing also increases, making the value of land more expensive. —If you invest in a property worth P2 million, the value of that property after five years will not be P2 million anymore, says Robles. —It depends on the demand for the property in the future but for sure, it will be worth more. —What are the chances that the property will appreciate in the future? We have over 100 million people and with the infrastructure developments, the chances for land appreciation are very high. When you invest in property, it is important that you take time to study it, look at the different areas to find which locations are good and which ones have the best chance of appreciating. Of course, if the location is promising, the price is more expensive than those that are not so nice."

4. Know how to manage your risk and profitability

Managing risk is about identifying what could go wrong in a business decision by evaluating the potential problems that you need to deal with risk mitigation strategies. —There is always risk in everything, Robles says. —Before you enter into any transaction, you need to compute your costs and projected sales. If you see that it is not feasible, why will you still do the transaction? —There are times when you need to negotiate with land owners, he adds. —Do not hesitate to bargain. You have the right to offer a price that you think is reasonable even if the seller may find it insulting. You must always watch out for your cost because that's where you will base your mark-up to price your product. In our case, we try to avoid pricing our product too expensive because we want to be competitive. We are in the business for the long term. We have customers who buy from us regularly as investors.

5. Know how to measure real success in business

Every entrepreneur has different idea about success. Defining what success means to you can bring you a sense of accomplishment and contentment in life. —Success should extend beyond your business, he says. —You may have a successful company but if your relationship with your family is not good, then you may not be really successful. —It is difficult when your business is growing but your family members are not financially stable. Financial success to me is making sure that my siblings and relatives who are stockholders of my company are financially secured and that we have a strong relationship. —Sometimes it is better to be number 10 than number one if you will just have lots of headaches. It is better to have steady earnings with less problems than aggressive earnings that will make you lose sleep at night.

IMAGE: Wikimedia Commons/stalucialand.com.ph



The President's Report

Annual Stockholders Meeting | "President's Report for Year 2018"

JUNE 21, 2019



2018 was milestone year for Sta. Lucia Land Inc. as we continually exceeded our performance expectations. Our record breaking year in terms of our financial performance registered an all time high of P 4.03 Billion in gross revenues resulting in a net income of P 1.06 Million, a 30% increase compared to that of 2018. We have continued to manage our balance sheet well, as total assets increased by 16%, from P 29.8 Billion to a record high of P 34.7 Billion. Our business strategy in the next 3 to 5 years is focused on Growth through strategic landbanking, expansion, continuous nationwide real estate development and of course, taking care of our customers and our people.

As the country continues to expand with a 6.2% GDP in year 2018, SLI also continues to contribute to that growth. Last year, we aggressively increased our strategic landbank through acquisitions and entering into joint venture agreements in the following areas:

- Quezon City • Pasig City
- Baguio City • Dagupan City
- Pangasinan • Bulacan
- Cavite • Laguna
- Batangas • Rizal
- Puerto Princessa, Palawan • Iloilo
- Cebu • Silay City
- General Santos City • Davao



Also, the new Sta. Lucia Business Center, our first venture into office leasing, slated to be completed soon will contribute to the rental income portfolio.

Last October 8, 2018, A. P. A. C. Magazine in the United Kingdom announced the 2018 Philippines Business Awards Winners. Sta. Lucia Land Inc. was awarded as the Best Real Estate Development Company in 2018. This is another testament to the continuing Service, Leadership and Integrity of the company in providing excellence service to its stakeholders. We would like to thank our Board and our management team who are committed to provide quality real estate community developments to our clients and to our stakeholders.

Thank you.

MR. EXEQUIEL D. ROBLES
President

Developer rides on Los Baños' progress

MARCH 10, 2018 | BY: DIN M. VILLAFUERTE - PDI



(Artist's Perspective of Spring Oaks' Clubhouse)

Local and foreign tourists wanting a quick and budget-friendly getaway have always had Los Baños in Laguna in their radar. This quaint yet fast-developing town located 63 km southeast of Manila is a favorite among friends and families who want to unwind and get some bonding time without breaking the bank.

Progressive resort town

The first class municipality is home to quite a number of hot spring resorts, thanks to its proximity to the mythical Mount Makiling, the source of its thermal waters. But don't let Los Baños' laidback charm fool you, as this lakeside town was proclaimed Special Science and Nature City of the Philippines because of its importance in academics, science and research. Ongoing and planned infrastructure projects including the proposed PNR South Commuter or the North-South Railway Project (NSRP)-South Line that will run along Tutuban in Manila and Los Baños will further make it easier for those in Metro Manila and nearby southern Luzon provinces like Quezon, Cavite, Batangas and Bicol to travel to and from Los Baños.

And with everything it has going for it, Los Baños has since attracted many businesses and investors, including a number of real estate developers, banking on its appeal as a progressive resort town. Among them is trusted developer Sta. Lucia Land Inc.

Expansion

The latest residential offering from Sta. Lucia comes in the form of Spring Oaks Residences, the brand new expansion of Lakewood Residential Estates in Los Baños. Through this 17.7-ha development, Sta. Lucia is giving homebuyers the option to invest in and build their dream home right on this naturally abundant resort town. Spring Oaks Residences has more than 500 residential lots on offer and another 10 commercial areas for those wanting to do business within this masterplanned community.

For both residents and tenants, Spring Oaks promises a scenic view of magical Mount Makiling and guarantees its future residents of sound infrastructure and constant security. And to give its residents added value, the carefully planned community will also feature a main clubhouse and swimming pool, open tennis court, open basketball court and children's playground.

Residents are likewise assured of a perimeter fence for security and privacy, a centralized interrelated water system, underground storm drainage system and electrical facilities. Given its unique value proposition, well thought out amenities, premium location, and the fact that it is being developed by one of the country's trusted developers, it is without doubt that Spring Oaks should remain on the radar of many investors and homebuyers.

To get there: Spring Oaks Residences lies on the cusp of Calamba and Los Baños and located in Brgy. Lalakay. Take the Calamba exit coming from the South Luzon Expressway (SLEX). Once you reach SM Crossing Calamba, take a right turn. You may keep going straight until you reach the Lakewood sign beside Max's Chicken.

Source:

https://business.inquirer.net/247437/developer-rides-lbsprogress?utm_expid=XqNwTug2W6nwDVUSgFJXed.1&fbclid=IwAR054R8Qnlmkxc9wgbA3hNGOtWB2_HFW6Q6i2HLTz4vevBfjF_05VnGjaL4

Prime lots in a thriving city



Located in what is dubbed as the —"Tagaytay of Davao", Sta. Lucia Land is developing a 98-ha residential and leisure project in Brgy. Eden, Toril, Davao City, geared for those looking for a peaceful sanctuary, and a good investment.

A home in Las Colinas enables a resident to be as close to nature as possible, what with unobstructed views of Davao Gulf, cool and refreshing weather, as well as an enviable proximity to Eden Nature Park. Close to 800 residential leisure farm lots, which are classified to be either lakefront, lakeview and non-lakeview, are being offered.

"Davao Region holds so much potential for businesses that have yet to be fully tapped" said Sta. Lucia Land president Exequiel Robles. "It's a potential that Sta. Lucia has long recognized, as evident in our early presence in this area, particularly in Davao City." Sta. Lucia Land currently has 18 different projects spanning more than 700 hectares within Davao City alone. Las Colinas is the latest venture of the company in the province.

EDITORIAL TEAM:

Editorial Advisors:

Mr. Exequiel Robles & Mr. Vicente Santos

Editor-in-Chief

Ms. Michelle Robles-De Castro

Managing Editor

Mr. Jeremiah Pampolina

Special Features Director

Ms. Ma. Rosario Santos

Layout Artist:

Ms. Thea Clarice Miranda

Coordinator:

Ms. Evangeline Godoy

Contact us for Suggestions or Feedback:



+632-6817332 or +632-6815220-21



jtpampolina@stalucialand.com.ph



<https://www.facebook.com/stalucialandph/>

Sta. Lucia Project Features

Summer stomping grounds

BY: DIN M. VILLAFUERTE - PDI

Club Morocco Subic, Zambales



Your phone's weather app says it's 32 degrees Celsius outside but it feels more like a 38. With the scorching hot weather these days, one just can't help but wish for a life by the beach or a swimming pool. Trusted developer Sta. Lucia Land Inc. has quite a number of offerings where you can live like you're on vacay every day. Nestled in the heart of Subic in Zambales is Sta. Lucia Land's antidote to the sweltering heat of the summer. Club Morocco offers the much sought comforts of a beach resort and hotel along with the excitement of a water park all in one place. This water park features an expansive pool, wave ball and slide, with surrounding cabanas where you can simply lounge and relax.

It also offers exclusive and first-class residential areas where homeowners will have the best of both worlds at any time of the year—the laidback vibe of the beach and the tranquil views of the Zambales and Cabusilan Mountain ranges. Property seekers can choose from the following communities: Villa Monaco, Villa Ibiza, Villa Venezia and Costa Malaga.

Aquamira Subic, Zambales



Imagine waking up each day and being greeted by the calming view of cool blue pools. That is life for you at the Aquamira. Located inside the 600-ha Saddle and Clubs Leisure Park in Tanza, Cavite, Aquamira Resort and Residences is a condotel development built around a water park.

There are vast pools throughout the resort, a lazy river, wave ball and water slide. For Sta. Lucia, however, what makes Aquamira a worthy investment is that it also gives homeowners an option to rent out their villas as a full-service condotel.

Nasacosta Resort & Residences Nasugbu, Batangas



With a name which means —at the land by the sea, Nasacosta Resort & Residences gives new meaning to beachside living. In this Batangas sanctuary, residents, guests and members of Nasacosta are greeted with tree-lined avenues upon arriving at the property.

Pathways and trails make for fun and relaxing leisurely walks. View decks and a garden roof deck allow you to take in the breathtaking views of the sea. There's also a spa at the resort where you can ease away your stress, while the beach club and the swimming pools would surely enable you to beat the summer heat. A joint venture between Sta. Lucia and the Jaka Group, this resort-residential development consists of The Ridge, which offers residential lots; The Peaks for those who prefer condominium-style living; Nasacosta Hotel which has condotel units; and The Sands which offers beach club memberships.

Source: <https://business.inquirer.net/267679/summer-stomping-grounds>

Sta. Lucia Nationwide Featured Projects

Bulacan | Nueva Ecija | Quezon Province | Palawan

Bulacan

•Bulacan is popularly known as the "Gateway to the Northern Philippines." It is derived from the Tagalog word 'bulak' meaning cotton, which was its former principal product.

•SLLI believes that Bulacan offers everything that you can ever hope for. An ideal and peaceful community, a haven for business and investments and a perfect vacation getaway.

Other Spots:



Butterfly Haven



Casanova Aguirre Mansion



Angat Dam



San Rafael River Adventure

Buntal Hat Festival



Mt. Gola



Barasoain Church



Colinas Verdes
RESIDENTIAL ESTATES AND COUNTRY CLUB

Nueva Ecija

•Nueva Ecija is a province in Central Luzon which is best known for being the "Rice Granary of the Philippines." The largest province and the biggest rice producer of Central Luzon, thus, often referred to as the "Rice Bowl of the Philippines."

•Sta Lucia Land Inc. believes that Nueva Ecija will provide the comfort living that every Filipino family deserve. It's where the serenity and simplicity of life that the place guarantees that reflects the beautiful landscape.

Other Spots:



Pangasinan Falls



Pangasinan Lake



Philippine Rice Research Institute



Pangasinan National Park

Longganisa of Cabanatuan



Araquio Festival



Nueva Ecija is titled as the
"Rice Bowl of the Philippines"



The Villages at
LAKEWOOD CITY
CABANATUAN, NUEVA ECIJIA

Sta. Lucia Nationwide Featured Projects

Bulacan | Nueva Ecija | Quezon Province | Palawan

Quezon

•Quezon Province is the 8th largest province in the Philippines and was named after Manuel L. Quezon-our former president. It has the most populous province with a highly urbanized city and numerous colorful festivals.

•Sta Lucia Land Inc. believes that Quezon Province will provide every Filipino family a comfortable stay and remarkable experience, an opportunity to live the life they have always wanted.

Other Spots:



Balesin Island



Kinney Ni Pegasus



Park Gumbing



Lucban Church

Niyogyugan Festival



Pancit Habhab



Minor Basilica of St. Peter Archangel



Palawan

•Sta.Lucia Land has two developments in Palawan: the Nottingham Villas in San Pedro, Puerto Princesa, and the exclusive residential enclave Green Peak Heights in Sta. Lourdes, Puerto Princesa.

•In the works are three other projects including a townhouse in Rizal Avenue; a subdivision development in Abenico Avenue; and, a lake residential development at North Road.

Other Spots:



Snorkeling



Kayaking



Jet Skiing



Scuba Diving

Underground River



Crocodile Sisig



Crocodile Sisig



Nottingham Villas

Chairman's Corner

Sta. Lucia Dream Big - Golf Development Program Launch

JUNE 15, 2019



Sta. Lucia launches Dream Big Golf Development Program which sponsors sons & daughters of caddies of Sta. Lucia golf courses into the game of golf. This will be pioneered in Beverly Place Pampanga Golf & Country Club championed by SLI Chairman Mr. Vicente Santos and led by Vincent Santos - Sta. Lucia Head for Golf Course Mgt and Events, Tom Clemente III - GM of Lakewood Cabanatuan Golf & Country Club and Elson Alvaran - GM of Beverly Place Pampanga Golf & Country Club.

Check out the event's full coverage here: <https://www.facebook.com/watch/?v=618270275343187>

Credits: Inquirer Golf Facebook Page

Sta. Lucia establishes Bidding & Awards Committee

APRIL 05, 2019



Sta. Lucia through the leadership of its Chairman, Mr. Vicente Santos, established the Bidding & Awards Committee last April 5, 2019. The first project up for bidding is the Sta. Lucia Mall Jeepney Station which will serve as the transit point for commuters going to Antipolo, Cainta, Taytay, Binangonan, Cogeo and other provinces in Rizal. Through the efforts of the bidding & awards committee composed of Committee Chairman Mr. Vicente Santos, SLI Legal Head Atty Crystal Prado, Sta. Lucia Mall VP Operation Mr. Zaldy Santos and representatives from the SLI Compliance and Internal Audit Departments, the bidding proved to be a success with the awarding of the best bid for Sta. Lucia.

Thus the Jeepney Station was established and proper directional signages were erected to ensure that mall customers can now properly find the jeepney ride to take them where they need to go with the convenience of seats, covered areas in case it rains and directional signages to help them know which jeepney to take. This is another endeavour of Sta. Lucia to further improve the mall experience, safety and convenience of our loyal customers.

Every drop counts: save, conserve

BY: AMY R. REMO - PDI

It hit without warning, leaving tens of thousands of homes reeling from a water crisis that gripped the metro. Earlier this month, a large part of the East Zone, or those areas under the Manila Water Co. Inc. concession, lost water and had to endure severe water shortages for weeks. The reason, according to the Ayala-led water concessionaire, can be partly attributed to the critically low water levels at La Mesa Dam, where Manila Water draws some 150 million liters a day. This volume was crucial to augment the supply coming primarily from the Angat Dam. Tankers were then deployed, Manila Water began a rationing system, and help came from all directions—from local governments, state agencies, and even West Zone concessionaire Maynilad Water Services. Manila Water even offered financial relief, which some of its customers found to be not enough to offset the expenses they incurred during the shortage. —To help ease the inconvenience in some way, Manila Water has announced ...a voluntary waiver of the minimum charge in March for all its East Zone customers. And a full bill waiver for March for those living in severely affected barangays. The waiver will be reflected in the April bill, I said brothers Jaime Augusto Zobel de Ayala and Fernando Zobel de Ayala in a Facebook post on Wednesday. —Please be assured that Manila Water is exploring all possible options to bring back services to the high levels that we are all accustomed to. As of March 25th, our eight- to 12-hour water availability at ground floor level has reached 97 percent. We continue to appeal for everyone's patience as our teams at Manila Water are working hard and overtime to immediately and comprehensively remedy the situation, I they further said.

Developers' contributions

Although water supply in the East Zone had significantly improved over the past several days, the crisis raised anew questions about the sustainability of water sources, prompting many to look at possible measures to contribute to alleviating the said shortage. Some of the country's biggest property developers such as Rockwell Land and Sta. Lucia Land were quick to their feet, deploying conservation measures in their respective projects. Sta. Lucia Land released a letter to its residents about ways to conserve water and had also begun using recycled water for landscape areas.

Masterplanner's view

—The current water shortage is a wake-up call for everyone that by now should have alerted us to the reality that amid the steadily growing prosperity in our society, there is a finiteness to the essential things that support life, I explained Joel Luna, principal of Joel Luna Planning and Design (JLPD). Luna, a registered architect, environmental planner and a certified Berde professional with over 30 years of experience, added that what is critical is for everyone to —develop a mindset of conservation where waste is avoided and limited resource is conserved. I Luna, who has expertise in the field of mixed use development planning and township development planning, offers several ways on how developers can better design their projects to include sustainability measures that will enable them to better conserve water.



1. Land use planning

It starts with land use—more specifically, land use planning that is guided by a set of long-term, strategic sustainability goals that underpin the course of development overtime. —When I was still in Ayala Land and we were planning Nuvali in the early '90s, we backed our development aspirations with estimated target populations in the future city we were planning.

We asked questions such as how much garbage the full-build out population will generate and how will we dispose of it... what is the capacity of the current ground water source to supply the future population and what is the long-term solution to supply water, I Luna explained.

2. Design with nature

This planning concept was pioneered by Ian McHarg where the extent of the built-environment is determined by the site's physiography, climate, terrain, vegetation, natural resources and carrying capacity, avoiding a heavy-handed approach to development driven mainly by economic opportunism.



3. Provide utility systems

These should allow for the recycling of waste water (treatment plants, grey water lines or double piping, storm water detention facilities).

3. Plan for resiliency

One can do this by anticipating possible adverse scenarios and addressing these by providing redundancy in utility systems such as pumps, tanks, cisterns and transmission lines.



5. Use less pavement and have more permeable surfaces

These will allow rain water to seep through the soil and therefore recharge aquifers (ground water).

6. Look beyond property lines

All developments will have an impact on their surrounding areas. One should recognize the larger implications of developments on traffic, resource depletion, flood risk, among others. Being aware of the potential impacts of any development on its larger setting over the long term will help in creating more responsible developments.



7. Plant Trees

Use endemic trees and plants, particularly the drought-tolerant species that are adapted to our climate and are more tolerant of fluctuations in our weather. Even homeowners, according to Luna, can turn their house into a more sustainability dwelling. There are many ways, he added, through which each household can contribute to alleviating the current water crisis, foremost of which is in terms of curbing consumption. Conserve water by taking shorter showers or use pail. Use toilet and kitchen fixtures that use less water (aerated faucets, low-flow fixtures). Avoid leaving the tap on when washing the car, washing dishes, doing laundry, bathing pets, or brushing your teeth. Support buildings that have waterless fixtures. Maintain toilet and kitchen fixtures and check plumbing to ensure there are no leaks. Forego the lawn. Watering grass consumes a lot of water. Or at the very least, avoid Bermuda grass which requires more watering. Use native carabao grass instead for your garden. Report water leaks in your community when you spot them.

Source:

<https://business.inquirer.net/267711/every-drop-counts-save-conserve>

Sta. Lucia launches Corporate Video 2019 entitled "Legacy"

MAY 28, 2019

Check it out in the following:



<https://www.facebook.com/stalucialandph/>



<https://www.youtube.com/user/stalucialand>

#SLLI #StaLuciaLandInc #BuildingDreams



When Good Enough is Not Enough

BY: ATTY. CRYSTAL PRADO

The world have witnessed the award-winning performances of Lea Salonga in Broadway, the heart-pounding boxing matches of Manny Pacquiao in Las Vegas, the breathtaking beauties of our Miss Universe Pia Wurtzback and Catriona Gray and more. Likewise, the Filipino professionals and workers are thriving in their respective fields worldwide. Simply, the Filipinos exemplify world-class excellence. Ironically, we also have a "pwede na'yan" mindset, which is commonly seen in any organization or workplace. Mediocrity sabotages our innate ability to perform at our best. It makes us reluctant to find new solutions to challenges and settle for whatever is available, hoping "pwede na 'yan," can make us survive just another day.

There are four reasons behind this "pwede na 'yan" syndrome: and our communities. So before we start complaining about anything, let's start with ourselves and say no to "pwede na 'yan" because good enough is not good enough.

1. LACK OF SELF CONFIDENCE. Any person (yes, you and I) is capable of endless improvements. Some however choose to "pwede na'yan" because he is afraid to try new things and venture outside his comfort zone. In reality, he is afraid to fail. And any organization with this kind of individual in it will ultimately suffer and will surely fail.

2. IGNORANCE. Mistakes are inevitable, but a mistake which resulted from the stubbornness to learn new skills is ignorance. The challenge lies in learning how to break away from the "traditional methods" knowing that tradition is not always the solution to new problems. We need to keep ourselves open to new possibilities and to learn continuously and consistently, as much as we can. The saying, "you can't teach new tricks to old dogs" does not apply; we're not dogs, we're human beings, aren't we?

3. LAZINESS. A lazy person relies on good luck, instead of hard work. Thus, his output is mediocre. Aspiration and Diligence are the antidotes to laziness. Aspiration is real interest in what we do that we feel so inspired to learn more. do more and take delight in it. Diligence is joyful perseverance. It is a state of mind that makes us find joy in whatever we do in whatever circumstances. Aspiration and Diligence naturally bring about excellence.

4. SELFISHNESS. What's in it for me? If you always ask this question, you are no better than an employee who treats his job merely as an ATM machine, and has no regard whether his company earns or not. He always goes to work late and leaves as soon as the clocks strikes 5pm (or whatever time he is supposed to get off work.) He fights for his rights but he does not invest himself on his responsibilities. When we are looking out for ourselves only, we cannot care enough to share our abilities, time, skills and our best.

Clearly, these four maladies get in the way of Filipino excellence. Jessie Robredo's famous quote said: "Hindi na sapat na tayo ay matino lamang. Hindi rin sapat na tayo ay mahusay lamang. "Hindi lahat ng matino ay mahusay, at lalo namang hindi lahat ng mahusay ay matino. Ang dapat ay matino at mahusay upang karapat-dapat tayong pagkatiwalaan."

Being excellent is not all about intelligence or talent. It is about attitude and mindset ---the willingness to learn and to continuously improve in whatever field or work we choose. It is having the courage to step outside our comfort zones. The world needs excellent Filipinos. We are all responsible in propagating the culture of excellence in our homes, workplaces and our communities. So before we start complaining about anything, let's start with ourselves and say no to —"pwede na 'yan" because good enough is not good enough.

Sta. Lucia Sports

Congratulations to the Sta. Lucia Lady Realtors!



Kudos to the Team Sta. Lucia - Santorini (Demontano/Estoquia) for battling in the finals and winning the silver and to Team Sta. Lucia - Woodside (Bianca and Jennifer) for grabbing the bronze in the recently concluded PSL Beach Volleyball Challenge at Lingayen Beach, Pangasinan last May 19, 2019.

Thank you for fighting for Team Sta. Lucia, girls! You all make us proud.



A brand new Pasig: Pirates' moniker dumped as Sta. Lucia Realtors assume MPBL franchise

REY JOBLE | MAY 17, 2019



NEARLY 10 years removed from participating in the PBA, Sta. Lucia Realty is making its return to mainstream local basketball scene that is the MPBL. MPBL commissioner Kenneth Duremdes informed FOX Sports Philippines that Sta. Lucia Land Inc., a company owned by Exequiel Robles, will now have total control of the Pasig franchise. The team will be managed by long-time manager and two-time Executive of the Year awardee Buddy Encarnado and will be coached by former University of Santo Tomas mentor Bong dela Cruz. In taking over the franchise, the team has decided to shelve the Pirates moniker. The squad will now be known as the Sta. Lucia Land Inc.-Pasig Realtors.

—This is a brand new Pasig. We will make sure we will represent the Pasigueños with a sense of pride by putting up a competitive team. We will carry Pasig with all our hearts because we are a true blue Pasigueños. Boss Exe (Robles) is from Bgy. Santolan while I'm from Bgy. Sumilang, Encarnado told FOX Sports Philippines in a telephone interview. The MPBL awarded the rights of the Pasig franchise to Sta. Lucia Land Inc when the league and Gene Pineda failed to come to terms. The franchise has also been under two owners – James Ong Machate and Paolo Mercado – who mismanaged the squad.

Sta. Lucia has been involved in basketball for more than three decades, winning championships both in the PBA and the old PABL and produced some of the finest players in Philippine basketball among them include Marlou Aquino and Dennis Espino, former MVP Kelly Williams, Ryan Reyes, Joseph Yeo, Denok Miranda, and Duremdes among others.

—Right after seven years in the PABL and five years in the national team and of course, 18 years in the PBA, we were looking for the right league and opportunity to get back in basketball. We feel this is the right time to continue and help our home grown players to showcase their talents and provide them with job security, I wrote Encarnado in an online message. —“Our long years of developing local basketball heroes will be a motivation for these players to consider”.

Earthquake Safety Tips

BEFORE

PREPARE YOUR LIFELINE KIT!

Always bring your whistle, flashlight and I.D. at all times.



MAKE A PLAN!

Know your evacuation area



BE INFORMED!

Find out if your area is prone to earthquakes.



DURING

DROP



COVER



HOLD ON



AFTER

EVACUATE

Calmly and help other people.

EMERGENCY EXIT →

FIND AN OPEN AREA

Go to a designated evacuation center



ONLY USE YOUR PHONE

In case of emergency so as not to interrupt communication lines for rescue and relief operation.



A SMART INVESTMENT

The most important thing is to get educated and build good investment habits. May it be in the stock market, mutual funds or real estate make sure it can help you achieve your dreams. Start building your legacy with Sta Lucia Land Inc.



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REAL ESTATE



MUTUAL FUNDING



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