



SALES TRAINING AND RECRUITMENT

Corporate

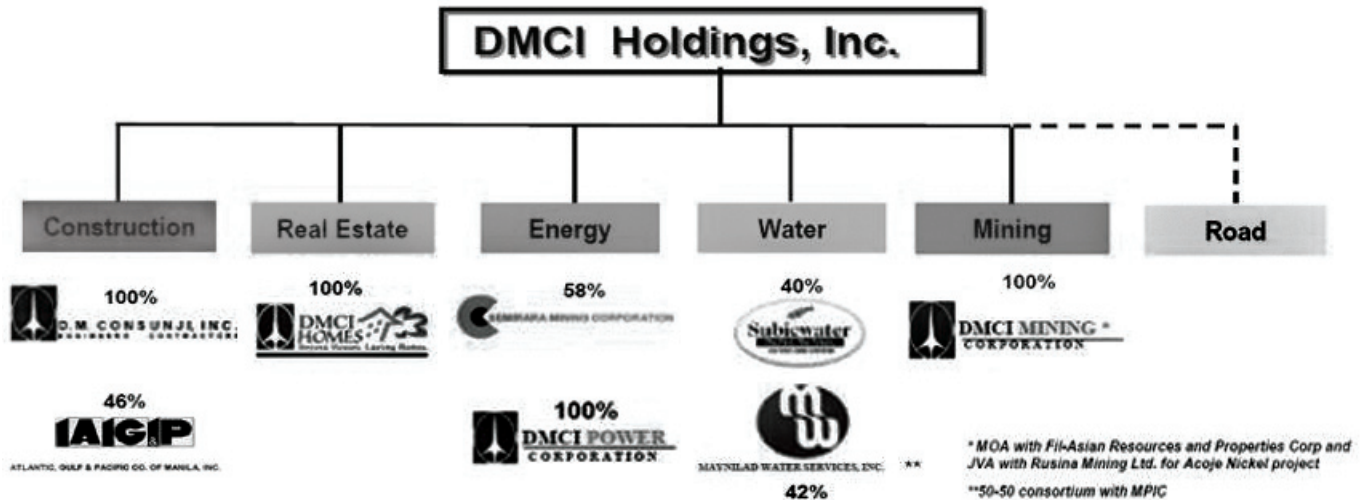
Last updated January 8, 2009



Why Believe in the DMCI Group of Companies?



Organizational Chart



... because of DMCI's History

1954

David M. Consunji founded DMCI

1992

DMCI named "Outstanding Contractor in Building" at the Philippine Construction Awards

1995

Incorporation of DMCI Holdings to consolidate all construction businesses, construction component companies, subsidiaries and affiliates

1999

Establishment of DMCI Project Developers, Inc. (DMCI PDI)

... because of DMCI's Heritage

ISO 14001:2004



REG. NO.

ISO 9001:2000

JAS-ANZ



ACC. NO.

S2700903PM

Core Strength:

- Established history in construction and engineering
- Founded by David M. Consunji, himself an engineer
- Experience working on some of the biggest, most challenging and prestigious projects both in the Philippines and abroad

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Multi-awarded and recognized for its excellence in the industry

Service Capability and Variety of Portfolio

- Residential and low-density commercial areas
- Multi-storey, world-class hotels, condominiums and offices
- Infrastructure, utilities, industrial plants and commercial complexes

Continued research has made DMCI a pioneer in the application of advanced construction technologies

Successfully completed 500 projects to date

... because we have changed the Metro Manila Skyline

Business Towers:

Ayala Triangle Tower I
Philippine Stock Exchange
Petron Megaplaza

Major Banking Headquarters

Far East Bank
Citibank
Urban Bank
Equitable Bank
BPI
Robinson's PCI Bank
UCPB Bank

Five Star Hotels

Shangri-La Mactan Island Resort
Shangri-La Hotel Makati
Westin Philippine Plaza
Manila Hotel
Hyatt Hotel

Big Commercial Malls

SM Malls: Megamall, Dasmarinas, Manila, Fairview
Ayala Malls: Alabang, Cebu
Shang Grand Tower



Residential Condominiums

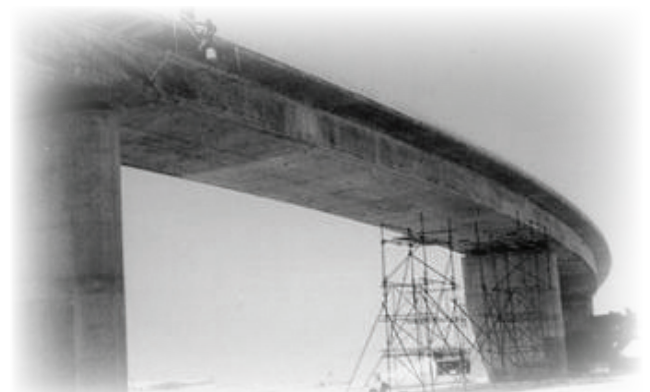
Splendido Garden
Rockwell Condominium Towers

One Roxas Triangle Condominium

... because we have built beyond our shores

International projects

Brunei: The New Istana (The Royal Palace)
Saudi Arabia: Bridges along the Zalim-Halban Highway
Kuwait: Interchanges and bridges along the King Faisal Motorway
Iraq: Kirkuk-Adhaim Irrigation Project



Why Believe in DMCI Homes?

In today's increasingly challenging urban scenario, DMCI Homes is the Philippines' first Triple A builder and developer that provides young, upwardly mobile families of modest income with high quality, safe homes in fully serviced communities near the urban areas.

- Established in _____.
- Has since developed _____ projects located in prime cities.
- In 2006, DMCI Homes reached its P3.9B (US\$78M) mark with over 2000 units sold.

DMCI Homes MISSION & VISION STATEMENT

We shall be the best provider of residential communities designed to create a quality lifestyle responsive to the changing needs and preferences of the market we serve.

In so doing, we are committed:

- to ensure Customer Satisfaction ,
- to a sustainable growth on our shareholders' investment,
- to a mutually beneficial relationship with our partners in the business,
- to care for the environment we work in,
- to the growth of our people while building an organization that espouses Integrity, Excellence, Customer Orientation, and Interdependence.

LOGO RATIONALE



DMCI Homes carries the mother company's logo to signify the same values we live by; speed in delivery of work, skills and expertise in our endeavor, and social responsibility with the end view towards national development.

Our corporate color, royal blue, reflects our long-standing tradition to serve. The slanting house signifies our commitment to deliver our services on time. The roof represents a family on its way up and the tree conveys the wellness of being one will feel the moment he moves into our homes.

Our Principles & Core Values



In all our actions, we will be guided by what is ethical, fair and right. We believe in profit with honor and are committed to good governance and the highest moral standards.

We reject mediocrity and strive for excellence even in smallest details.



With trust and respect for each other and with unity in purpose, we will work toward our shared aspirations, transcending boundaries along functional and organizational lines.

This is our ultimate goal. Activities and programs that will result to innovative projects or the enhancement of productivity and quality are all geared towards delighting our customers.



Heroes of the Underserved

DMCI Homes Brand Story

He was a builder. His father was a builder. His kin were architects, contactors, builders, planners. He was born among a throng of baby boomers in the prosperous 60's, in a noisy city poised for world-class ascendance. He was at home in a world of hardhats and sweat, with the rumble of earthmovers and the klang of steel girders. And he marveled at how this grit and daily labor transformed the city landscape.

The Builder and his father took great pride in the towers of chrome and glass that reflected the city's famous sunset. Multistorey edifices that housed multinational offices. Monuments to modern day life that became a second home to the employees.

Business and commerce grew. More people came to work, and the city began to choke on the sheer number of workers that flocked in each day. One of them was Alfonso.

With a wife, and a baby on the way, the cost of living in the city became prohibitive for Alfonso. Far beyond the city boundaries, other builders began to develop sprawling neighborhoods of cookie-cutter houses on doily-sized lots. Pretty, but too cramped (for a growing family) and too far out.

The middle-class man became a stressed out man-in-the-middle, faced with no choice but to take the long daily commute – or pay big city prices. There was no middle ground. “Pagod ka papunta sa trabaho... Pagod ka pa pag-uwi...”

“Alfonso deserves better,” the Builder remarked. He deserves a real home, accessible to his work. A cocoon of good living.

The Builder saw land on the edge of the city – and bought it. For SOMEDAY, he knew, this fringe will be part of the metropolis. This he dedicated to Alfonso, the underserved middle manager – his needs, his family's needs, his realities and his dreams.

The Builder had friends who shared his passion for building, and the expertise to make things happen. With knowledge gained from building skyscrapers, the Builder and friends built mid-rise havens that Alfonso could call home. He used the best materials and fine finishing, and sold these at Alfonso -friendly prices.

More Alfonsos came to stay. And the Builder and friends visited them every week, asking how they could make “home” more comfortable. See, the Builder was an experimental sort – and would innovate and iterate according to the wishes of Alfonso and his people. It sometimes drove his partners crazy, forcing them to work way into the night – these ever changing plans.... But when they built it, and saw the vision come to life – they

were thankful for the challenge that made them all better builders!

The Builder loved his motley crew, and often said “Not one of us is better than all of us!”

Other people – architects, builders, engineers, salesmen, contractors – happily joined the Builder! The team came to be known as The Heroes of the Underserved.

Alfonso and his people were a neighborly group. They thrived on social encounters and they valued friendships highly. So the intrepid team built neighborhoods with clubhouses where people partied. They put up playgrounds and dug swimming pools; they incorporated parks and greenery. They built a world close to, or within, the city where children played and families found respite from the urban jungle.

Because no one should feel that he has compromised on his home. No, not even Alfonso.

More Alfonsos came, inquiring about possible homes. So the Builder and his team built faster ... and faster Barely aware that an enemy was rising within : the twin destroyers known as Complacency and Carelessness.

They are formidable enemies, said the Builder. They can make themselves invisible. They hide inside people who seem to be working, but whose hearts are not for Alfonso and the people they serve; enemies whose loyalties are not to the team.

The enemy can take shortcuts, and call it expediency. It can lead the team into the rut of mindless repetition of projects. The enemy ignores Alfonso and his needs.

The enemy is the spirit of under-service. This, our heroes must fight every day.

As long as there are people like Alfonso; as long as people must go to the cities for their livelihood, Heroes of the Underserved continue to build cocoons of affordable comfort, and serve Alfonso in the most personable, remarkable ways.

In some secret cavern, our heroes keep the blueprint of a dream; a city of tomorrow. A place where a more prosperous Alfonso shall live and work. Our heroes dream of a 50-storey tower with a view of the bay and mountains beyond. They dream of no traffic, and a causeway that gets Alfonso to the old city in a matter of minutes. The finest of leisure, entertainment, working spaces and family havens in one accessible site. For Alfonso....the city of tomorrow is a place NEVER out of reach.

Our People



David M.
Consunji
Chairman



Isidro A.
Consunji
President



Alfredo R.
Austria
**Managing
Director**



Edwina C. Laperal
Treasurer



Reynaldo C. Salazar
Director for Business Development



Elmer G. Civil
Director for Design and Construction



Alfonso C. Cervero
Director for Customer Care



Mary Maylanie L. Precilla
Director for Marketing



Florante C. Ofrecio
Director for Sales

DMCI HOMES SALES DIVISION



INHOUSE SALES DIVISION 1

(Left to Right) Jonathan David C. Bote,
Jose Marie O. Beringuela, **June C. Logronio**,
Rumella M. Gueñez, Flordeliza C. Bartolome,
Bessel S. Garingalao



INHOUSE SALES DIVISION 2

(Left to Right) Antonio B. Torrijos, Adelaida D. Seraspe,
Reimann John C. Umali, Amy R. Esguerra, Angelito C. Carreon,
Oscar G. Ofiana Jr.

INHOUSE SALES DIVISION 3

(Left to Right) Ramon E. Dolar, Marilou L. Macahia, Susan S. Elbo, **Eric J. Palico**, Brenda C. Bagsik, Edwin V. Fabillar



E-BROKER SALES

(Left to Right) Emilyn D. Alviar, Mary Ann P. Laraño, **Brenda R. Peralta**, Raymond I. Salangsang, Analyn V. San Pedro, **Bernard V. Umali**, Cuiaralyn S. Enriquez, Carlos P. Adanza, Edelina C. Namora, Maria Katrina P. Pastor



INTERNATIONAL SALES

(Left to Right) Joan R. Santos, Cristina D. Carranza, Ma. Socorro P. Reyes, Jeff C. Villaluz, **Ma. Catherine D. Yulo**, Gibson T. Adviento, Cristy B. Amon, Colleen Z. Lamano, Jane C. Calonsag, Shirley Z. Vispo



Why Invest in DMCI Homes?

... because YOU know where we are NOW

- Philippine economy is growing and forecast to grow even further
- Philippine real estate is in an upswing and will continue to steadily climb
- Philippine government is focused on infrastructure, utilities, social and economic ventures to develop cities outside the National Capital Region
- Philippine middle-income bracket is growing strong, positioned to be a real driving force
- Focused on servicing the under-tapped and overlooked but important and relevant segment of the Philippine real estate market
- Driven to delivering the right pricing, location and product to this target market
- Equipped and experienced to bring quality products and services
- Positioned and propelled to pioneer the industry

... because YOU know where we are GOING

Township Central

DMCI Homes' "City of Tomorrow",
embodying Smart Living

- 86 hectare mixed-use development
- Philippine economy and real estate industry will continue to perform well
- The middle-income market and returning OFW community will grow stronger and even more discerning, exercising buying power
- DMCI Homes will recognize the opportunities of the economic landscape and provide this growing market with quality products and developments



SMART LIVING FOR THE SMART BUYER

THE DMCI HOMES SMART LIVING CONCEPT

- We understand that choosing a home is a choice they shouldn't have to compromise for
- We believe that everyone is entitled to affordable comfort
- We believe that quality of life should be available to anyone who desires it
- We believe in helping them choose what is best for them and what fulfills their aspirations

DMCI HOMES PRODUCT FRAMEWORK

MARK OF DMCI HOMES

PRICING (Fair Price)

- Communities that provide affordable resort-style living

LOCATION (Good Location)

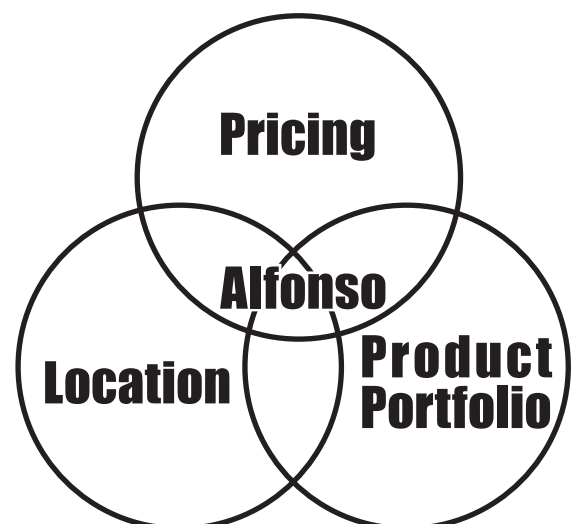
- Ideally located; accessible/ nearby but not in the congested sections of the metropolis

PRODUCT PORTFOLIO (Quality Workmanship)

- Equipped and experienced to bring quality products and services

ALFONSO

- Smart and Intelligent
- Highly-motivated, career-driven; want a balanced, cosmopolitan lifestyle
- Not swayed by "brand developments"
- Overlooked by most of the real estate developments but comprise 35% of Metro Manila's population



REASONS TO BELIEVE

THE DMCI HOMES VALUE PROPOSITION

- Accessibility and Availability within 30kms
- Commercial centers and leisure hubs
- Schools and hospitals
- Businesses and government establishments
- Banks and other payment centers
- Public transportation



- 50-year commendable track record in construction
- DMCI: Sister company; no 3rd party contractor to add to cost and timetable
- 2 year warranty



- Property management
- Secure gated communities
- High standard facilities for water, electricity, telecommunications
- Covered bridge ways
- Individual drying areas
- Provisions for CATV, telecommunications



- Form and function of spaces:
- Single-loaded corridors that open to a garden space or atrium
- Architectural design for natural lighting, ventilation and optimum privacy
- 60:40 open space building footprint



- Affordable first-class facilities and amenities
- Clubhouse with function rooms, bar, AV rooms, view decks, Swimming pools
- Sports facilities
- Landscaped gardens, parks and playgrounds
- Jogging and biking paths



- Beautiful distinct architectural design concepts made affordable and attainable



- Fully Finished Units
- Home Starter Program for Typical 2BR units (42, 48 & 49.5 sqm)



This Foundation Training Reference is intended to give you a concise, comprehensive and accurate information on our Profile, Products, and Processes. Keep and value this module as it will help you all through out your sales career with us. To keep you aligned to our vision and mission, remember the following Core Values:

on Integrity

Capitalize on our product. DMCI Homes is known for its quality workmanship; never oversell and stick to what is written in this module. In case of doubt, never hesitate to seek help from the concerned Department. There is no harm in accepting that you are unsure of your answer. That is the reason why you have your immediate superior: to help, assist and guide you in selling.

Also, it is fulfilling to be able to sell a project because you were able to match your client's need not because you gave rebates. It is unethical to give rebates or share commissions. Live and profit with honor. You only have one name. A good and reputable name will bring more sales to you.

Know every detail of the project. Confidence must come with accurate product knowledge. Lead your sales to the correct and prevailing process. Our Employees are here to assist you. Never take shortcuts or anything that would divert from the original and acceptable procedure. Never be complacent on what you have. Strive for what is best and always be enthusiastic on your endeavors.

on Excellence

on Interdependence

Our source of happiness is your success. Everyone in this company works in harmony to meet your needs. As a concrete example, in this material alone, different departments worked together to produce this material.

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Marketing Department
Finance Department
Documentation and Inventory Department
Sales Support Department
InHouse, EBrokers and International Sales Departments
Turnover Group
Property Management Group
Legal and Permits Department
Sales Training and Recruitment Group

In as much as we want to help you, the success of your career will still depend on no one else but you. You are the first person to represent the company; your sale is in your hands. Quality of sales will always depend on your clients' perception. Always give your best. We are always here to back you up.

on Customer Orientation

This endeavour is for you to know.

