

**Pag-IBIG Fund**  
Corporate Headquarters  
Petron MegaPlaza Bldg.,  
358 Sen. Gil Puyat Avenue, Makati City

**Circular No. 357**

**TO: ALL CONCERNED**

**SUBJECT: GUIDELINES IMPLEMENTING THE SELECTION PROCESS OF DEVELOPERS PARTICIPATING IN Pag-IBIG FUND HOUSING FAIR**

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Pursuant to the approval by the Senior Management Committee, the **Guidelines Implementing the Selection Process of Developers Participating in Pag-IBIG Fund Housing Fair** are hereby issued:

### **I. OBJECTIVES**

This Guidelines aim to achieve the following objectives:

1. To incentivize performing developers by providing them alternative venues to market their respective developed properties intended for sale;
2. To encourage all accredited developers to maintain high or exceed their previous performance in order to be qualified as participants in Pag-IBIG Fund Housing Fair (HF);
3. To standardize and implement a uniform selection process and criteria for interested developers to participate in the Pag-IBIG Fund HF; and
4. To increase awareness of our would-be member-borrowers with our accredited developers and their developed properties.

### **II. COVERAGE**

This Guidelines shall cover all accredited and active Pag-IBIG Fund developers. Active developers shall refer to those developers with loan takeouts within the last twelve (12) months prior to the selection of participants for the Fund's upcoming HF. The selected developer-participants will find the Pag-IBIG Fund HF as an alternative to market their developed properties intended for sale, thus, helping them to boost their sales performance.

### **III. ELIGIBILITY REQUIREMENTS**

Active and accredited developers must satisfy the following eligibility requirements using a Non-Discretionary Pass or Fail Rating:

1. Has maintained or exceeded the level of performance required for Regular developer for two (2) consecutive quarters prior to selection process;

2. Belong to the Fund's Top 20 Developers per Regional Area computed based on the total amount of HL takeout on the said location;
3. Not to exceed two (2) consecutive occurrences of "no-show" in previous Housing Fairs;
4. Has not been sanctioned under Circular No. 242 or the Implementing Guidelines of the Pag-IBIG Home Matching Program (PHMP) for Overseas Filipino Workers that would result to cancellation of the developer's participation in the PHMP and blacklisting from participating in any Pag-IBIG Fund's Housing Loan Program, if applicable;
5. The project included in the Housing Fair must not be subject of an outstanding Cease and Desist Order issued by the HLURB or any other proper court/agency;
6. Has not been blacklisted by any government regulatory agency; and
7. Other criteria as may be determined by the Fund.

Only developers that meet the above requirements shall be deemed eligible under this Guidelines.

#### **IV. MECHANICS**

1. The Fund shall have a plan or schedule of its HFs every year.
2. Prior to HFs, the Fund shall evaluate all of its existing active and accredited developers for short-listing based on the above eligibility requirements. Thereafter, the short-list of developers shall be endorsed to the Chief Executive Officer/Senior Management Committee for approval.
3. The approved short-list of developers shall be given a letter of invitation to participate in the upcoming Fund's HF.
4. The limited slots shall be made available to developers on a "first-come, first-serve" basis; provided, confirmation and payment of participation fee (non-refundable) has been made. The participation fee as used in this Guidelines shall be the share of the developers including, but not limited to, the expenses incurred by the Fund in organizing the HF or sponsorship of the same in activities coordinated locally or abroad.

#### **V. ESCALATION CLAUSE**

Any issue in the interpretation and implementation of this Guidelines shall, as much as possible, be resolved by the concerned officer. Matters that are not thereby satisfactorily resolved shall be escalated to the next higher approving authorities.

#### **VI. AMENDMENTS**

The Management may amend, modify, revise and/or update the guidelines as needed; provided, the amendments, modifications, revisions and updates thereof, are in

furtherance of the objectives of this Program and consistent with the mandate of the Fund under its Charter and existing laws.

**VII. EFFECTIVITY**

This Guidelines shall take effect immediately.



**ATTY. DARLENE MARIE B. BERBERABE**  
Chief Executive Officer

Makati City,

October 1, 2015