
THE ROOF REALTY
特富房地产代理

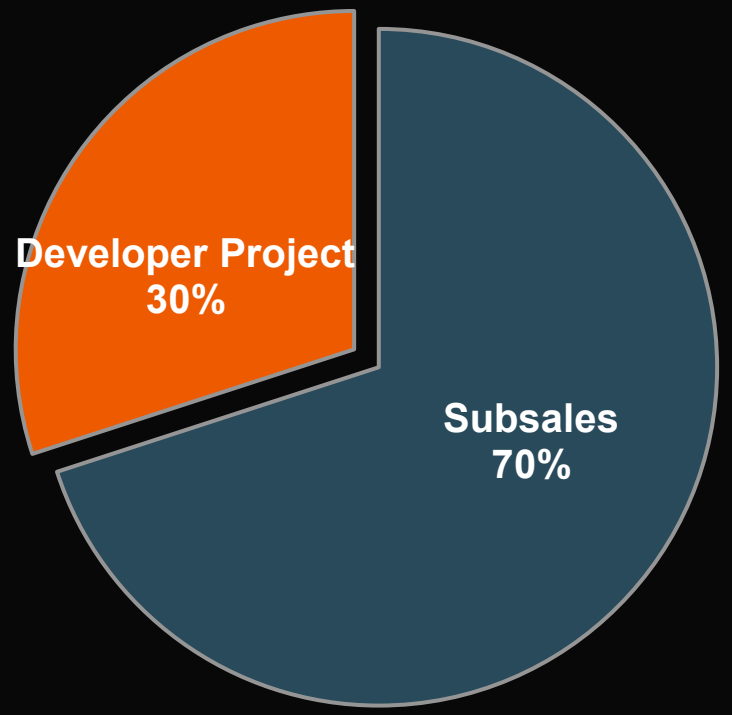
About Us

The Roof Realty (TRR) is an emerging real estate agency focused on providing sales and property management.

TRR is actively engaged in a complete range of real estate which inclusive of primary & secondary market, residential, commercial & industrial properties across all market segment.

TRR is the first real estate agency in Malaysia utilize the technology, focusing on integrating Business Intelligence & Artificial Intelligence into Real Estate Ecosystem- iProforma - a web & mobile based application that successfully converted TRR into the 1st real estate agency in Malaysia to completely implement paperless e-submission for all property transactions.

Other than Project & Sub-sales, TRR also focus on Properties Auction.





Built on the foundation of culture and belief, The Roof Realty was founded back in 2009 – with the belief that People are the back bone and forefront of the company.

Helmed by a strong leadership team to establish a firm footing in the real estate industry, TRR has fostered a collaborative environment between the stakeholders – our people, our clients and property developers.



A breakthrough in 2015 has seen TRR build a team of 320 negotiators amassing total annual GDV of RM 618million.
Since then, the company have averaged steady growth of 30% - 50% GDV year on year, from 320 negotiators to 8,000 negotiators as of today.

The exceptional growth is attributed to pioneering investment in People & Systems.

To unite People, System & Technology was not easy to accomplish, however proven to be the most rewarding. The Roof Realty has emerges as a platform where real estate professionals excel in personal growth & technology adoption, resulting in high standard of service to the community.

In years to come, The Roof Realty will continue to play a significant role in the real estate industry, as the company is set to become a global business & continue creating positive impact in the community.





VISION

To revolutionize how **People** experience real estate through exemplary consultancy services, and pioneering digital engagement,



MISSION

To become the largest real estate company with exemplary consultants in Malaysia. Integrating Innovative technology with exceptional service. TRR paves a 3 years road map into becoming a Public Listed company - as the leading real estate platform across **South East Asia**

TRR CORE VALUE



One Team One Dream

- Alone you can go Fast, Together you can go Far
- Our One Team, One Dream values the combined effort of a group of people working towards the same goal, growing and succeeding together.



Professional Innovation

- Innovation Distinguishes between a Leader and a Follower
- Professional Innovation is viewed as the application of better solutions that meet new requirements, unarticulated needs, or existing market needs. Such innovation takes place through the provision of more-effective products, processes, services, technologies, or business models that are made available to markets.



Thanks Giving

- Giving is more Important than Taking, Appreciate others like how others Appreciate you
- Thanksgiving is a way to show your appreciation and thankfulness to others. It can motivate people to make positive changes in their lives.

TRR CORE VALUE

Sincerity & Integrity

- Speak with Honesty, Think with Sincerity, Act with Integrity
- Integrity is a concept of consistency of actions, values, methods, measures and principles showing honesty and dependability, therefore it is earned within quite a long period of time.
- Sincerity is a virtue of truthfulness that manifests through words and actions.





Unity & Cooperation

- Where there Is Unity, There is always Victory
- To Cooperate is to operate, or work, together. No single living object in nature is completely independent, and when this principle of interdependence becomes conscious and purposeful, it finds its perfected expression in the principle of Cooperation.



Dato' (Dr) Nicholas Yap Chung Han

Founder & Managing Director of TRR Group

Dato' (Dr) Nicholas Yap is the Founder and Group Managing Director of The Roof Realty. Nicholas started the company in 2009 with a handful of real estate negotiators.

He had brought a wealth of experience into the team, focusing on service excellence and team synergy, continually striving to achieve greater milestones.

Often regarded by his team as a Leader 'who puts people first', Nicholas has always believed that the Team is the most important aspect of a company. Only with the right team and culture in place, would a company flourish with excellence.

Belief, culture and constant learning – these are the deeply rooted values he wishes to share and inculcate with team members around him. The industry goes through an ever-changing landscape, Nicholas constantly prepares the TRR family to adapt with clear directions, to stay ahead as a key player in real estate. As of today, TRR has 23 branches and over 8,000 negotiators.

“学到的要教人，赚到的要给人，

成为别人生命中的贵人。”

“We teach what we learnt,

We give what we earned,

and become other people’s benefactor.”



Dato’ (Dr) Nicholas

Yap Chung Han

Founder & Managing Director of TRR Group

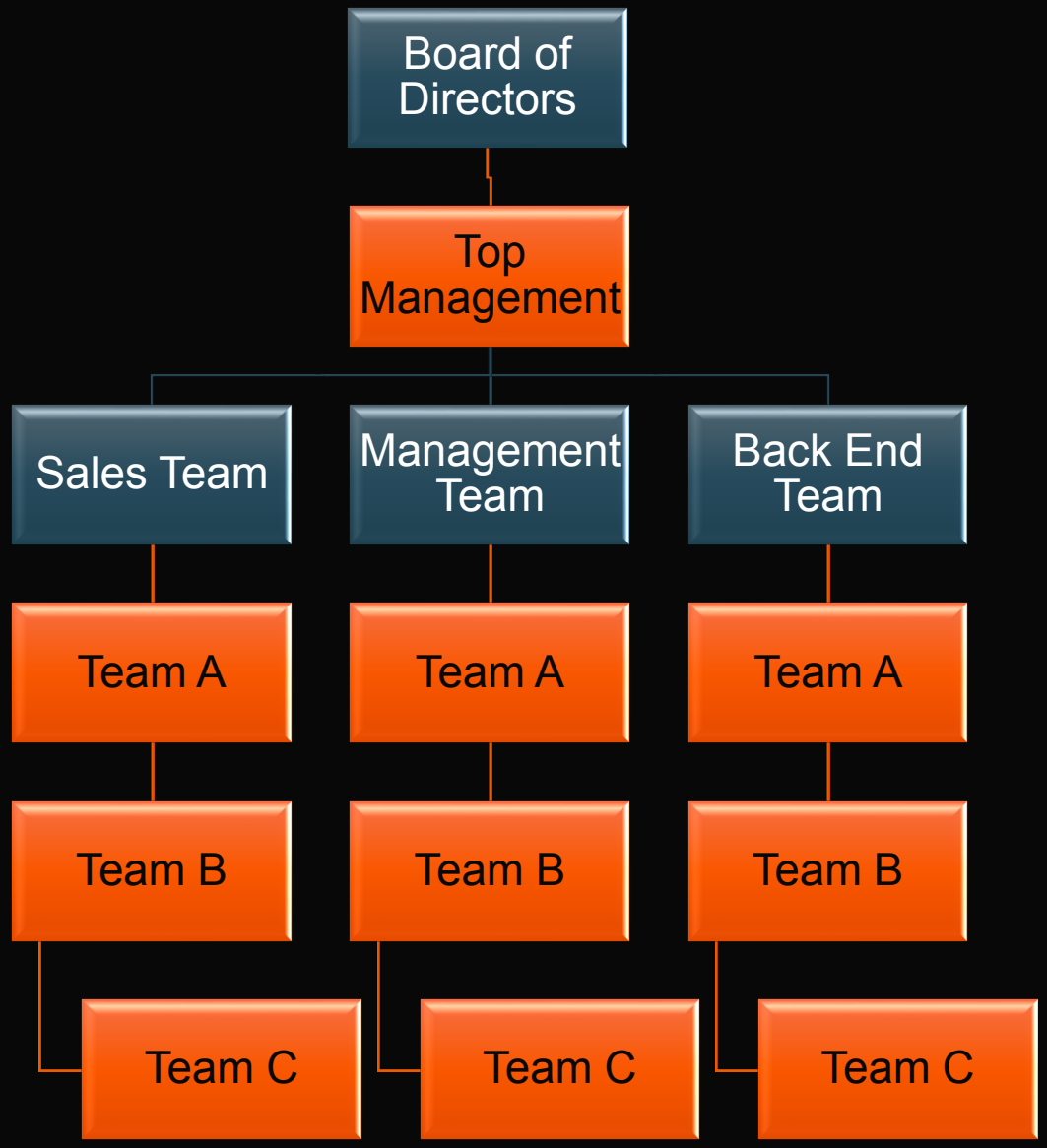
TRR Top Management



Our Expansion



TRR Business Model



TRR believes in the **Win Win Win (WWW) Business model.** Dato' (Dr) Nicholas always believes in our **Thanks Giving** and always appreciates and thankfulness to others.

WWW business models involve different parties and enjoy the benefits and joy together.

Business model something along the line:
TRR runs a real estate agency, comprising multiple agent groups. Each group may consist of 50-700 agents, depending on group size. Total sum of different group sizes make up the whole agency's workforce.

Agent groups operate on multi level leadership, however all agent groups adhere and follow closely with the company's direction and expansion.

Dato' (Dr) Nicholas Yap is the founder and MD of the company, spearheading the direction of the company and all agent groups. Company is also responsible for branding, marketing and efficient operation responsibilities. DNY is also responsible for setting the culture, leading the example of work ethics and leadership within all groups.

LANG INTERNATIONAL
CORPORATE TITAN AWARDS

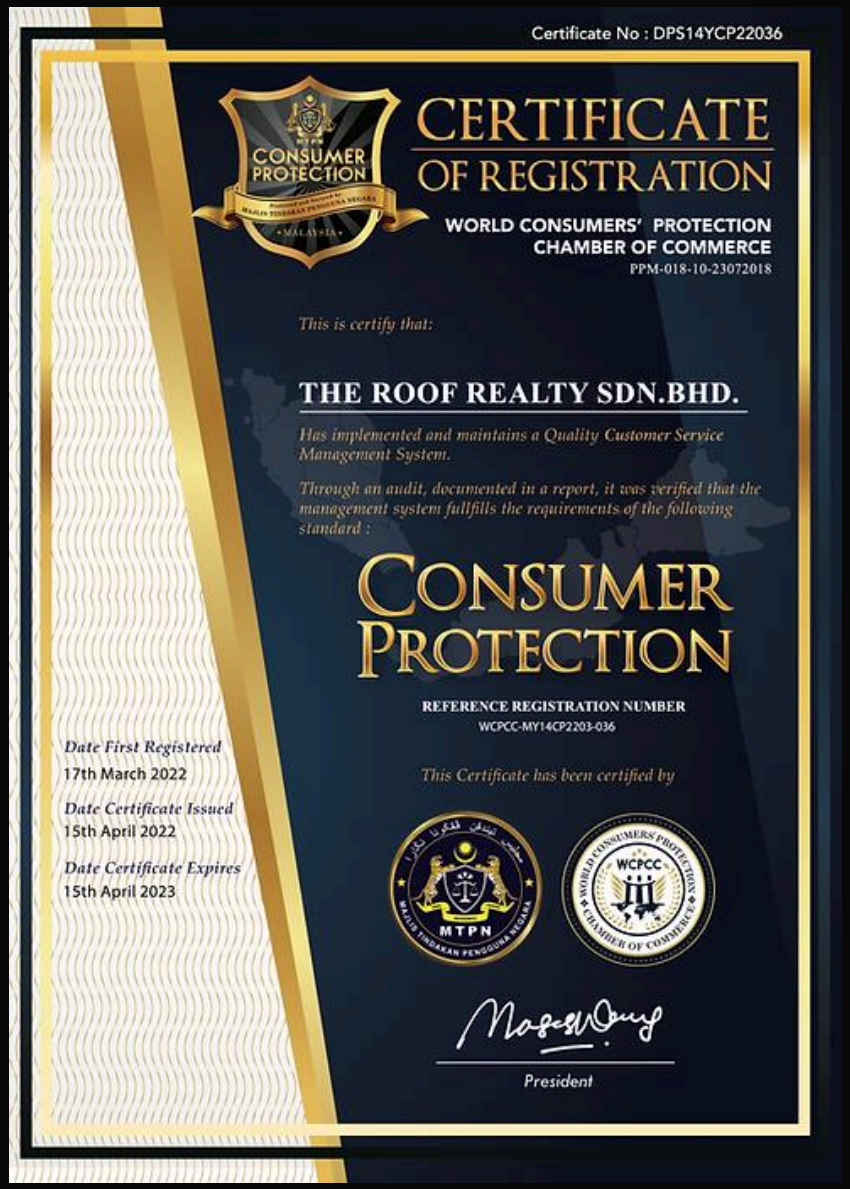


GOLDEN BULL AWARD
金牛奖
百强中小企业
The Outstanding Business Award



MTPN
CONSUMER PROTECTION
Protected and Secured by
MAJLIS TINDAKAN PENGGUNA NEGARA
MALAYSIA
2022

Consumer Protection


Certificate No : DPS14YCP22036

CERTIFICATE OF REGISTRATION

WORLD CONSUMERS' PROTECTION CHAMBER OF COMMERCE

PPM-018-10-23072018

This is certify that:

THE ROOF REALTY SDN.BHD.

Has implemented and maintains a Quality Customer Service Management System.

Through an audit, documented in a report, it was verified that the management system fullfills the requirements of the following standard :

CONSUMER PROTECTION

REFERENCE REGISTRATION NUMBER

WCPCC-MY14CP2203-036

This Certificate has been certified by

Date First Registered
17th March 2022

Date Certificate Issued
15th April 2022

Date Certificate Expires
15th April 2023

President



Honorary Doctor of Management



Dato' Nicholas Yap Chung Han was honored with Doctor of Management on July 2022 by Jesselton University College.

Star Outstanding Business Award (SOBA)



Kicking off 2020 with 2 SOBA awards in categories of **Best Innovation** and **Best Use of Technology**.

Star Outstanding Business Award (SOBA) is the most highly regarded award by Malaysian SMEs. The Roof Realty was amongst a handful of businesses in Malaysia initially shortlisted and humbled by the judges' decision to have finally won the two Awards - ***Best Innovation (Silver, above RM25mil turnover)*** & ***Best Use Of Technology (Silver, above RM25mil turnover)***

This recognizes TRR's effort in adapting to technological changes and market needs, elevating the way our agents work in the Real Estate landscape and staying ahead of industry







Golden Bull Award





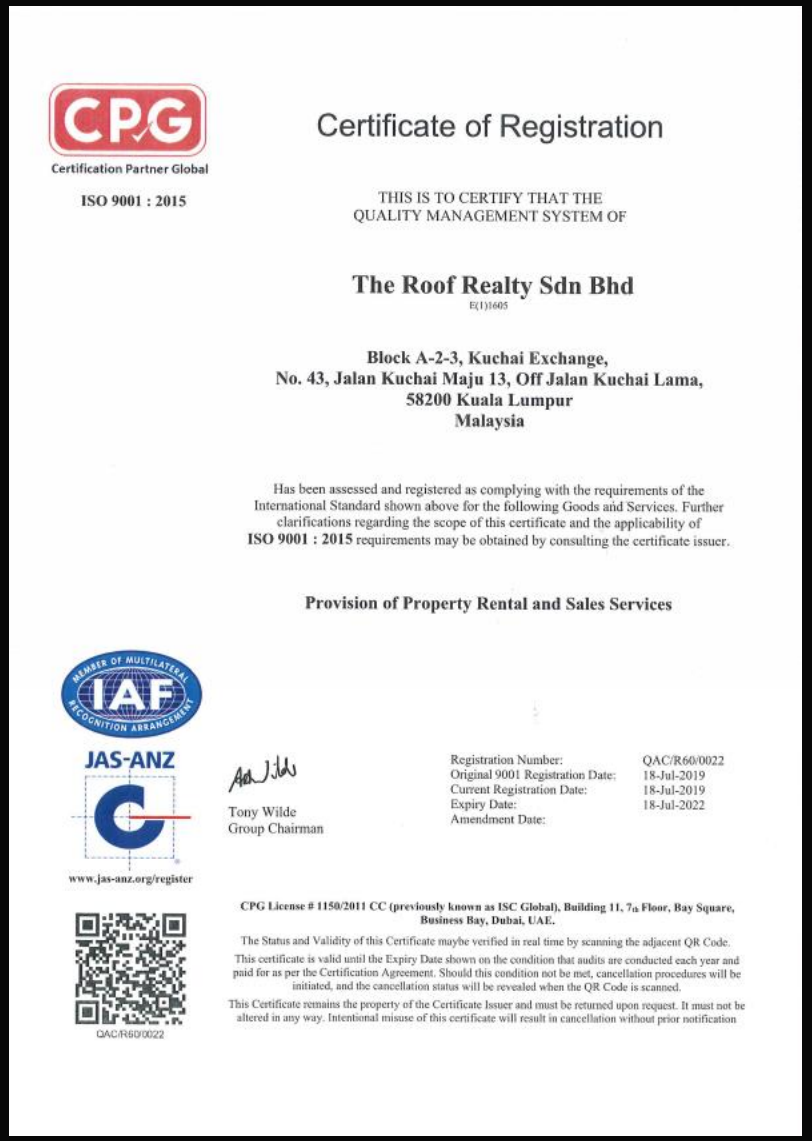
Nabbing the **Golden Bull Award** in 2019, an award that picks out the crème de la crème amongst hundreds of performing businesses in Malaysia.

A recognition that all the hard work and resources put in place to focus on our mission, is on the right track. An affirmation to **#TRR** team, that we're set to become a global business and creating a positive impact in the local community.

Most Outstanding SME 2019



ISO 9001



CPG
Certification Partner Global

ISO 9001 : 2015

Certificate of Registration

THIS IS TO CERTIFY THAT THE
QUALITY MANAGEMENT SYSTEM OF

The Roof Realty Sdn Bhd
E(1)1605

Block A-2-3, Kuchai Exchange,
No. 43, Jalan Kuchai Maju 13, Off Jalan Kuchai Lama,
58200 Kuala Lumpur
Malaysia

Has been assessed and registered as complying with the requirements of the International Standard shown above for the following Goods and Services. Further clarifications regarding the scope of this certificate and the applicability of **ISO 9001 : 2015** requirements may be obtained by consulting the certificate issuer.

Provision of Property Rental and Sales Services

MEMBER OF MULTILATERAL RECOGNITION ARRANGEMENT
IAF
JAS-ANZ
www.jas-anz.org/register

Tony Wilde
Group Chairman

Registration Number:	QAC/R60/0022
Original 9001 Registration Date:	18-Jul-2019
Current Registration Date:	18-Jul-2019
Expiry Date:	18-Jul-2022
Amendment Date:	

QAC/R60/0022

CPG License # 1150/2011 CC (previously known as ISC Global), Building 11, 7th Floor, Bay Square, Business Bay, Dubai, UAE.

The Status and Validity of this Certificate maybe verified in real time by scanning the adjacent QR Code.

This certificate is valid until the Expiry Date shown on the condition that audits are conducted each year and paid for as per the Certification Agreement. Should this condition not be met, cancellation procedures will be initiated, and the cancellation status will be revealed when the QR Code is scanned.

This Certificate remains the property of the Certificate Issuer and must be returned upon request. It must not be altered in any way. Intentional misuse of this certificate will result in cancellation without prior notification

Certified ISO 9001:2015

The Roof Realty is certified with ISO 9001:2015. The first and only agency in Malaysia to be given the internationally acclaimed standard for quality management of businesses.

ISO 9001 is the world's leading management systems standard applied to the processes that create and control the products and services of an organization.

This recognizes TRR's practice of a more streamlined internal process, top management environment and customer service standard – a continuous effort to uplift the company's standards



Sin Chew Business Excellence Award

The Roof Realty was nominated by SCBEA under 2 categories, and successfully brought home the Business Service Excellence Award.

Organized by Sin Chew, a well known media and press brand in Malaysia, SCBEA aims to recognise businesses that have not only grown and succeeded, but also made remarkable contributions to the industry and society.

Once again, TRR is proud to have a strong team that has these achievements possible.



LANG International Corporate Titan Awards



The Roof Realty was awarded
Best Real Estate Agency.

Lang International award seeks out thriving SMEs and Corporate firms within the country, recognizing successful stories and aspire to elevate these businesses onto international platform.

TRR was announced the fastest growing agency in Malaysia, building a presence across Malaysia through culture and innovation.







COVID-19

Everyone Is Affected

A pandemic that came so sudden, has seen many low-income families affected badly in Malaysia.

Team **#TRR** located a few 'Kampung Orang Asli' (Aborigine Villages) and low-income households to provide material support and donations, as part of an ongoing CSR effort to help as much as we could.























#TRRKitaJagaKita

Agent To Legend Programme

ATLP is an extensive programme made for Real Estate Agents. Agents are able to understand practically from **A to Z in the Real Estate Industry**.

3 Days Programme that customize for Real Estate Agents to get:

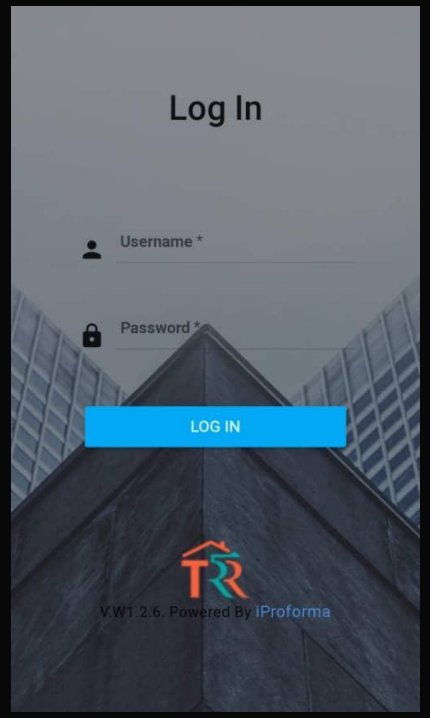
- Relevant Negotiation Skills in current market practice
- Technical Proficiency that can immediately execute
- Personal Branding
- Real Market Case Studies
- The Power of Leverage

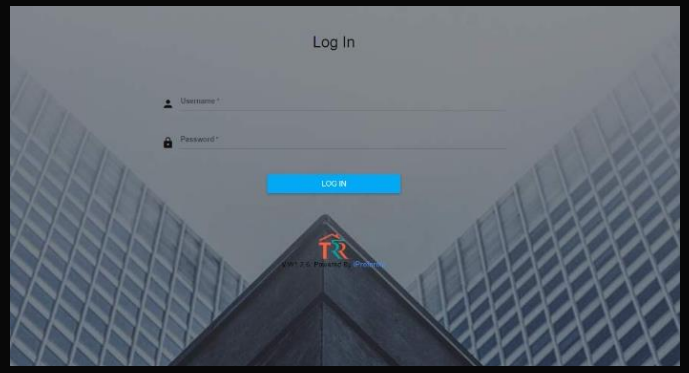


TRR Apps



TRR iProforma System





TRR's R&D utilize the technology, focusing on integrating business intelligence and artificial intelligence into the Real Estate Ecosystem.

iProforma, is one of the integrated functions - a web and mobile-based application that has successfully converted TRR into the first real estate agency in Malaysia to completely implement **paperless e-submission** for all property transactions.

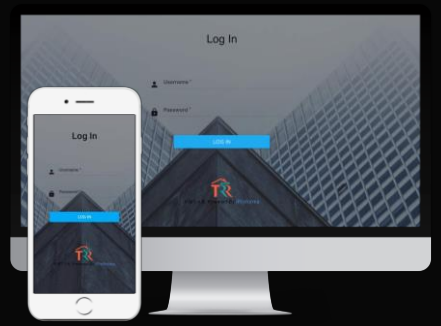
The adoption of iProforma allowed TRR members to seamlessly process transactions with customers using any mobile device, eliminating the use of physical forms and papers. In addition to increased productivity, iProforma is also integrated with business intelligence tool that gives negotiators access to analytical information of their clients to provide better consultancy.

The R&D is on an integrated platform that connects full range real estate services into a singular system. The platform has built-in artificial intelligence (AI) that provides analytical data and responsive recommendations to facilitate better decision making.

Customer can e-sign
all contractual agreements
ANYWHERE ANYTIME

All real estate related
documents and **agreements**

High Security equipped
with **OTP verification**



iProforma

Equipped with
Business Intelligence (B.I.)

Expanding to
Artificial Intelligence (A.I)

BIG DATA, has enabled:
- **Accurate & Timely** team performance monitoring.
- **In-depth Analysis** on demographic, trend, area, property characteristics, investment projection, recommendation of suitability.
- **Effectively** increase sales turnover.
- **Comprehensive Platform** that increases agent's success significantly

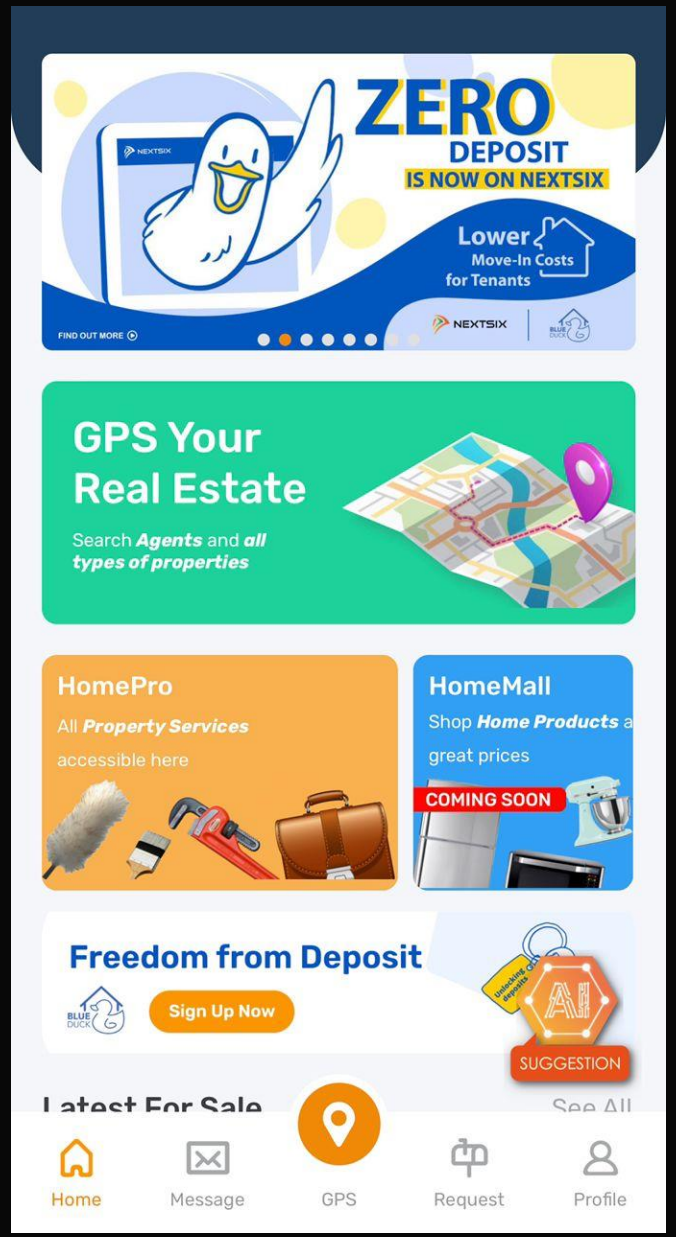


is **Paperless** since 2017

pioneered first complete **e-sign system in Real Estate Malaysia**

is aligned with Global Effort to go **ECO GREEN**

is relentless at **INNOVATING**



TRR Apps

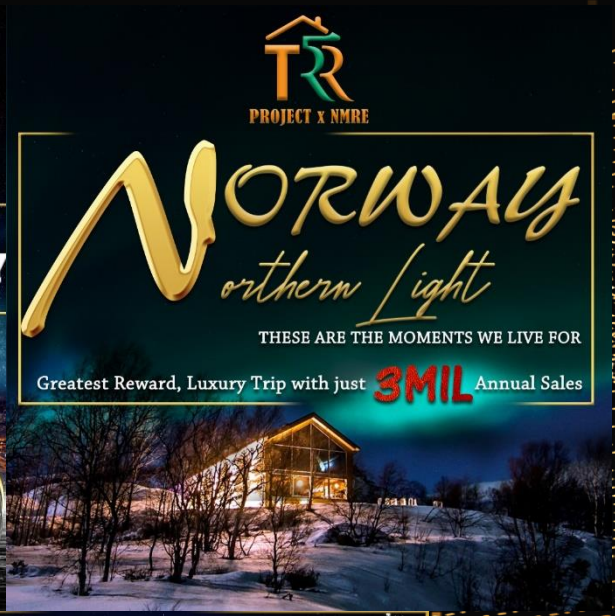
The Apps able to:

- Complete the transaction process
- Locate TRR agents (contact info, market rate, loan calculator)
- Get updated property market info
- Auction program
- Latest developer projects
- Search for sub-sales and new property (Residential and commercials)
- BI report and AI analytics (Individual / Team / Group Performance Measures, Market Trend, Historical Patterns, Future Projections, Cash Flow Overview, Designed Planning)
- CTOS & CCRIS

Agents Benefits on Achieving Target













⬆TRR Annual Dinner 2018

TRR Annual Dinner 2019⬇



TRR Annual Dinner 2022



Partner with





























































