

*RCCA Retreat*

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The best view
comes after the
toughest climb

RCCA Elva Lo & Kit Han

Former Media Sales AVP /
Software Engineer

From sales marketing to network marketing, from designing software to designing people's success paths, RCCA Elva and Kit have courageously made the change and are now proud BE-ains running a thriving networking business with over 20K members worldwide.

THE TRANSITION

Elva's last job was at a renowned broadcasting company. Within 8 years, she rose from media sales executive to AVP, leading the media sales department and working with many TVB celebrities and high-profile clients like Digi and Samsung.

“But two months after pursuing BE, I decided to quit and go fulltime in BE,” said Elva. “My boss advised me to stay, but I was firm on my decision because I was already reaping rewards beyond my expectation when I was pursuing the business part time. What if I put in 100% time and effort?!”

Being the analytical one, Kit studied the possibility and the exponential growth network marketing could bring. BE International was established in Malaysia three years ago, and was ready to go global then. “We

*BE Lifestyle Travel to Japan*

always hear people wishing to retire by 40 or 50 years. In reality, how many people can do that? Not even an MD or CEO can do that but pioneers and leaders in direct selling can!” said Elva.

Kit continued, “The MLM industry is growing yearly, and will keep growing in line with the advancement of health science, digital technologies and people's increasing health awareness. We believe in the future, and network marketing will be the next big thing. We don't want to miss this train,” said the couple.

THE BIGGEST “WHY”

The couple have many reasons for sticking to their BE career. Elva’s late father was one of the top reasons. “My father passed away in 2012 due to cancer. His passing was a wake up call that inspired us to strive hard in life, to keep helping people around us so that we all can enjoy the best in life, and be prepared for the unexpected. In fact, we bought our first bungalow this year, despite the pandemic,” Elva beamed.

BE SPICES UP OUR LIVES

To the couple, BE is not just a career but a channel to touch and change people’s lives, and live to the fullest.



Blacktie Dinner with Founders



Car Fund Achiever



Travelled to Melbourne

“In the past, I planned and organised TVB Star Awards for celebrities. Now at BE, we are recognised and celebrated on stage, like real celebrities! Also, we had the amazing opportunity to record a music video with our founders and fellow RCCAs!” Elva exclaimed.

2020 has not been a good year for many. “Many are struggling to make a living due to the pandemic. We are grateful for BE, a platform that allows us to bring hope and joy to people around us. We will continue to nurture more people to become CCAs and RCCAs because helping others succeed is our greatest joy!”

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The couple concluded: “**Build your dreams or someone will hire you to build theirs.** Yes, it was tough in the beginning but remember, the best view comes after the toughest climb!”

