The Power of Feng Shui for Builders

Marsha Cheung Golangco
"The Power of Feng Shui for Builders" provides simple and easy approaches for builders to achieve a clear understanding of a complex system known as Feng Shui. Ancient and eastern, Feng Shui has an unchangeable intention of creating favorable environments so that all living beings may live in harmony with nature. Given the continuous state of chaos in the world, the wisdom of Feng Shui is gaining popularity, with surprising results of bringing harmony and beauty in everyday living.

Builders, both residential and commercial, can effectively use some of the techniques to quality check their product developments. Feng Shui techniques can be applied in the various stages of the building process— including land planning, site development, architecture, landscaping and interior design. With the application of Feng Shui, the quality of building projects is greatly enhanced, making them more attractive and desirable for buyers.

This book begins the exploration of the unlimited possibilities of Feng Shui, the ancient Chinese philosophy of Wind and Water, as a source of modern day empowerment.
The Power of Feng Shui for Builders
back of title page 1
The Power of Feng Shui
for
Builders

Applying Feng Shui wisdom
in modern building

Marsha Cheung Golangco
To honor
all legendary builders
in the World

Most especially

my late father,

Master Yuk Kai Cheung
of Hong Kong, China

and

my father-in-law,

Engr. William Golangco
of Manila, Philippines
back of dedication
Master Yuk Kai Cheung

The eldest son of Cheung Chuk-shan, founder of the Cheung Chuk Shan Family in Hong Kong, Yuk Kai was the driving force behind the successful family business. Born in Xinhui, Guangdong province, China in 1914, his first lesson in wealth building began with natural resources from the land. From humbly engaging in a native cottage-industry, he transformed the family resources into great prominence through hard work and perseverance.

Despite his limited schooling, together with his three younger brothers, he set the family on its path to great prosperity through real estate in the 1950’s. He was known to build high quality developments that were both profitable and also satisfactory to customers. His earlier projects, the Patterson Street in Causeway Bay, the National and Realty office buildings are still remembered as successful developments in Hong Kong.

Yuk Kai’s motto in life was “Unity and harmony as a source of success.” He passed away in 1959 but is still remembered fondly by his family and community as a person of generosity, honesty and integrity. His numerous community contributions focused on education. He founded the Cheung Shuk Shan College campus and named it after his father. It is the top notch high school in Hong Kong today.

As a builder, he used his Feng Shui knowledge wisely, designing and constructing quality buildings to ensure harmony and prosperity for his buyers. To him, the well being and satisfaction of his customers were the ultimate fulfillment of his being a Builder of Life.

Engr. William Golangco

William C. Golangco founded William Golangco Construction Corporation (WGCC) which built prestigious edifices all over the Philippines, notably the American and Chinese Embassies and the Asian Development Bank Headquarters. He also built the 45-km road which linked Pampanga to the outside world after the eruption of the Mount Pinatubo volcano.

In 1958 WGCC built the Bachelor Officers Quarters at Sangley Point Naval Station, the first major contract ever awarded by the U.S. government to a Filipino contractor after World War II. Subsequently, all construction projects in the U.S. Bases were opened to bidding by Filipino contractors.

WGCC also built the Clark Air Base Medical Facility. For his “exemplary performance”, William Golangco was awarded a Certificate of Commendation by the U.S. Navy for completing the facility ahead of time to provide vital medical services to American soldiers during the Vietnam war.

In 1962, he was personally awarded the “Builder of the Year” title by then Philippine President Ramon Magsaysay. Later he also received the Presidential Humanitarian Award from President Ferdinand E. Marcos.
ACKNOWLEDGEMENTS

- My husband, Eric, for his unconditional support and never-ending encouragement for me to be extraordinary
- My children, Madeline, Elaine, and Wesley for believing that their Mom can do it. I especially want to thank my son, Wesley, for computerizing the first draft of the manuscript, speeding up the process of the book completion
- My sisters-in-law, Evelyn G. Cu-Unjieng and Marilyn G. Del Bianco for their sisterly partnership
- The Cheung family in Hong Kong, China – source of my knowledge, wisdom, power and well-being
- My grandmother and my mother for their extraordinary courage in being such powerful role models for me
- All my Feng Shui clients, especially the builders who just trust my work and continuously give me the opportunities to serve them
- My book writing group in Oakland, CA., especially book coach, Linda Watanabe McFerrin for her patience and expertise in making it happen
- Special thanks to Deena Levine for her mentoring, for inspiring me to start my work
· Debra Lee, Publisher of Builder Digest, of Northern California, where I have been a contributor of Feng Shui articles for many years -- Thank you Debra for giving me the opportunity to share with readers how ancient wisdom can be applied in modern day living
· To my niece, Melinda Lau who organized the chaos in the early stages of the book
· My office assistant, Jamie Harris, for her superb organization skills and her enthusiasm in cleaning up my chaos
· Yvonne Burgess and Eileen Frith, who were powerful listeners for my book completion
· My editor and publisher, Jazmin A. Jocson of Manila, Philippines who just keeps on creating magic and miracles
· Community organizations where I have the opportunities to contribute and to express myself: Women Council of Home Builders Association of Northern California, Oakland Asian Cultural Center, Diablo Valley Chinese Cultural Association, Contra Costa County Human Relations Commission, Asian Business Association and Chinese Culture Center of San Francisco, Pleasant Hill Recreation & Park District of Contra Costa County, CA, Oakland Art Museum of California, Chinese American Historical Society, Humane Society of Silicon Valley
· Landmark Education - where I got many breakthroughs to create a life that I love and the wisdom to be fully-aware of the unlimited possibilities and power for a world that works for all
· Special thanks to all the Feng Shui masters in the world, especially Professor T. Lin, Master Tam and Master Zhang who mentored me throughout the years
· Buddhism teaching - where I learned all about my universal responsibilities and obligation to take care of myself, my family, my community and the world.
FOREWORD

“Can you tell me how to work with difficult clients?” A question asked by many exasperated people I met in the business world during the last 20 years.

Looking at the frustrated faces, it inspired me to be of service to humanity. Many ill-feelings, anger and upsets, are results of misunderstandings or lack of understanding. I took it on as a lifetime commitment to bridge the gaps. I started a professional and personal journey that will surely last a lifetime. My intention is to create a better understanding and acceptance among people of different cultures so that goodwill and connectedness may be fostered in a world of diversity.

At the turn of the new millenium, we noticed many exciting global, cultural and economic exchanges going on. In recent years, the Chinese wisdom of Feng Shui has achieved worldwide interest.

In Asia, it is a common practice for wealthy families to hire Feng Shui experts for advice before moving into a new home or investing in a new business. Now this practice is becoming popular in many areas of the Western world as Feng Shui’s popularity continues to grow in Europe and the United States. The motivation remains the same: home buyers want to make sure they are buying a place with positive Feng Shui elements that help ensure their prosperity and success in life.

For many American new home builders, their first encounter with Feng Shui took place in the 1970’s and 1980’s when Asian buyers began purchasing new homes in their subdivisions. This occurred mainly in California, particularly in the Los Angeles and San
Francisco Bay Area with their high Asian populations. At that time, very little was known about selling real estate to this ethnic population.

With the increasing number of Asian home buyers, there came frustrations. Builders noticed that some clients used uncommon business practices and entirely different ways of selecting homes. Many sales were lost when buyers and builders did not communicate effectively. These early problems usually cropped up because of a lack of cultural understanding. Besides a different way of doing business, such as a prolonged, negotiation process, there also appeared a strong grip of mystical beliefs that influenced their home buying decisions.

Some buyers insisted on homes that faced southern or easterly directions and others insisted on avoiding locations with T-intersections or dead-end streets. Many insisted on numbers such as eight, nine or three, and simply walked away from the number four. Color combinations also became an issue in many cases. Moreover, some subdivisions quickly filled with a high ratio of Asian buyers while other subdivisions were totally ignored. Some floor plans were in high demand and others were shunned. Builders began investigating the causes of this unusual behavior. The major factor turned out to be – FENG SHUI.

As knowledge about this philosophy unfolded, many progressive builders took an interest in exploring the concept beyond its cultural boundary. The more they incorporated Feng Shui in the building process, the more fascinating results occurred. The quality and attractiveness of their developments also interested many non-Asian buyers. Nowadays, many builders, architects and interior designers are finding Feng Shui to be a valuable resource in their work.

“The Power of Feng Shui for Builders” is an easy-to-read book for building and real estate professionals to get a quick grasp of this ancient concept. The intention is to have ease and fun in applying the wisdom in the modern day building process.
# CONTENTS

## Part 1 A GLIMPSE OF FENG SHUI

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introducing Feng Shui</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>The Three Essences of Feng Shui</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Balance</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Openness</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Connectedness and Flow of Chi</td>
<td>11</td>
</tr>
<tr>
<td>3</td>
<td>Applying the Metaphysical Aspects of Feng Shui</td>
<td>15</td>
</tr>
</tbody>
</table>

## Part 2 EXTERIOR OF THE HOUSE

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Site Selection and Shape of Lots</td>
<td>20</td>
</tr>
<tr>
<td>5</td>
<td>Locations</td>
<td>26</td>
</tr>
<tr>
<td>6</td>
<td>Landscaping</td>
<td>32</td>
</tr>
<tr>
<td>7</td>
<td>The Feng Shui Garden</td>
<td>35</td>
</tr>
<tr>
<td>8</td>
<td>Rocks and Stones</td>
<td>40</td>
</tr>
</tbody>
</table>

## Part 3 INTERIOR OF THE HOUSE

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>An Ideal Feng Shui House</td>
<td>46</td>
</tr>
<tr>
<td>10</td>
<td>Baqua - A Guide for Proper Room Placement</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Front Entrance</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>Home Office or Library</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>Living Room</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>Dining Room</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>Master’s Bedroom</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>Secondary Bedrooms</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>Family Room</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>Kitchen</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>Center of the House</td>
<td>55</td>
</tr>
<tr>
<td>11</td>
<td>Windows and Doors</td>
<td>56</td>
</tr>
</tbody>
</table>

## Part 4 FENG SHUI IN ACTION

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Feng Shui in Business</td>
<td>60</td>
</tr>
<tr>
<td>13</td>
<td>Feng Shui for Commercial Office Buildings</td>
<td>66</td>
</tr>
<tr>
<td>14</td>
<td>Feng Shui and the Environmental Protection Agency</td>
<td>71</td>
</tr>
<tr>
<td>15</td>
<td>Overcoming Chaos</td>
<td>74</td>
</tr>
<tr>
<td>16</td>
<td>Clutter</td>
<td>78</td>
</tr>
<tr>
<td>17</td>
<td>Trouble-Shooting with Feng Shui Techniques -- A Case Study</td>
<td>81</td>
</tr>
<tr>
<td>18</td>
<td>Practical Feng Shui Tips</td>
<td>83</td>
</tr>
</tbody>
</table>

## Part 5 FENG SHUI IN THE NEWS | 88
Part One

A Glimpse of Feng Shui
Growing up with Feng Shui

The ancient philosophy of Feng Shui (pronounced in Chinese Fung Shway) has become mainstream in America. Everyday, more and more people hear about this concept and desire to know more about it. Even real estate mogul Donald Trump has used the services of Feng Shui experts. “It is important to adhere to the principles of a large group of people who believe in these concepts,” he said in an interview on national TV several years ago. “And if they believe them, that’s good enough for me.”

As the Feng Shui philosophy becomes more popular in American culture, the role of builders grows more complex. Many homebuyers are no longer satisfied with just a beautifully-designed and well-built house. They prefer to live in homes which also provide a positive flow of “life force” to enhance the quality of their lives. This broadens the goals of many builders from building quality structures to building homes so full of life and power that they actually improve the total wellbeing of their homebuyers.

Growing up in Hong Kong in a family of builders, I was exposed to Feng Shui at an early age. My late father pioneered the Feng Shui concepts in his developments in
Hong Kong. Together with three younger brothers, he developed a fine array of residential and commercial buildings, beginning in the early 1950s, in this former British colony. One of his first projects, the Pattersen Street subdivision in the Causeway Bay district, is still considered a gem. He applied his knowledge of Feng Shui throughout the complete building process, starting from the site selection to the final touch of paint. His dedication to his homebuyers went beyond providing a well-built structure with excellent architecture and comfortable, beautiful interiors. He also wanted homebuyers to do well in their lives while living in the structures which he built. He demanded the best for his products and for his customers’ entire well-being. To him, the success of his homeowner’s life starts from the home, extends to the family, the workplace, the society, to the nations in the world and eventually the world and the universe. The strong leaders of the world will always seek their homes as sources of rejuvenation and revitalization. My father’s legacy as a superb Feng Shui builder is still remembered with gratitude and fondness by his colleagues and customers.
The Basic Concepts of Feng Shui

The concept of Feng Shui is multifaceted. Many aspects are metaphysical or mystical, and sometimes perceived as superstition. Some are practical and commonsensical, and can be used as a resource for building the highest quality environments. Literally translated as “wind and water,” Feng Shui is an ancient philosophy which originated in China over 4,000 years ago. It is based on the idea that “chi”, the universal life force, affects people positively or negatively depending on their physical environment. It is still going strong in many Asian cultures, especially those with strong Chinese influences. It flourished in the modern day Asian countries such as Taiwan, Singapore, Malaysia, Hong Kong and other Southeast Asian countries. With the rapid real estate development in China the last ten years, it is known that Feng Shui principles were applied to various developments.

There is also a practical aspect widely used in the different phases of building.

<table>
<thead>
<tr>
<th>MAJOR PRINCIPLES OF FENG SHUI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. TAO - “THE WAY”</td>
</tr>
<tr>
<td>2. YIN AND YANG</td>
</tr>
<tr>
<td>3. I-CHING</td>
</tr>
<tr>
<td>4. BA QUA</td>
</tr>
<tr>
<td>5. FIVE ELEMENTS</td>
</tr>
<tr>
<td>6. CHI</td>
</tr>
<tr>
<td>7. PREDECESSOR FACTORS</td>
</tr>
</tbody>
</table>
This includes site development, architectural design, construction, landscaping, floor plans and interior design. These Feng Shui techniques have been used by the Chinese for centuries in adjusting their physical environment to be in harmony with nature. They combine both art and science. The essence is in the proper placement of objects to channel Chi to the buildings.

In general, people turn to Feng Shui to enhance their home and work environments. Many business owners use Feng Shui techniques to bring them prosperity.

Feng Shui is a complex network of principles involving both art and science with many interpretations. A certain metaphysical aspect of Feng Shui is known to only a few knowledgeable Feng Shui masters. The metaphysical aspect deals with astrology and astronomy, which many people believe influence human affairs. Fortune telling and celestial calculations are involved in these disciplines. Other traditional Feng Shui disciplines involve the physical environment, including the atmosphere and the earth, using symbolism, meanings and signs for their interpretations.

From a practical standpoint, Feng Shui is a systematic approach in building a network of communities. The applications range from building an individual house or building, to subdivision development and city planning. Feng Shui can be used in every aspect of the building process, including land planning, site development, landscaping, architecture and interior design. Although Feng Shui is a complex concept, it boasts of a simple purpose of creating harmony between people and their environment. From my years of experience in working with builders in California and all over the country, Feng Shui has been used effectively and economically as a technique to enhance new homes, resulting in higher sales and greater profitability.

Another major school of Feng Shui relies on the ancient Chinese compass called Luopan. This instrument determines the auspicious and inauspicious directions and the flow of Chi, a universal life force, which is considered vital to the quality of people’s lives. An evolving Feng Shui school in the United States comes from Professor Lin Yun, the founder of Black Sect Tantric Buddhism, who is gaining great popularity with many
non-Chinese followers in this country. They use his teachings for spiritual healing and development. Intertwined with the traditional and non-traditional Feng Shui schools are Taoism, Buddhism, Confucianism, as well as many cultural beliefs from different regions of China.

Building professionals need not be concerned about following Feng Shui principles to the extreme, as they can be interpreted in many ways. However, there are three essences of Feng Shui that, when applied wisely, can greatly enhance the designs as well as the sales of new homes.
Chapter Two

The Three Essences of Feng Shui

1. Balance

Balance creates stability and a solid foundation to life. According to Feng Shui, there is a direct relationship between balance in a physical setting to the balance in the lives of people who live in that setting. Balance in a physical environment is the shape and the form, and also the dynamics in it. For example, a rectangular-shaped lot is considered balanced because there are no missing corners, whereas an L-shaped lot is unbalanced because one corner is missing. A building with uneven height is also unbalanced because of its irregularities.
big house built on a small lot is out of proportion and is therefore considered out of balance. Ideally, a house should be built in the center of a land which has been imaginarily divided into nine equal portions. The principle of balance also applies to lights and sounds. When a building has too many windows or doors on one side and none on the other, it creates imbalance because there is too much brightness and noise on one side and too much darkness and silence on the other side. All these create an imbalance in the lives of the people who live in the unbalanced space.

2. Openness

The concept of openness in a space signifies unlimited growth and development without the hindrance of obstacles. Constraint of space limits, obstructs and suppresses life. Openness in Feng Shui is also important to create a space to receive the Chi as it arrives. Openness can be applied to both the exterior and interior of a building. An ideal Feng Shui site is on a hill rather than on flat land, as higher ground has an easier access to the universal life force. Houses built at mid-hill, with a rolling hill at the back as a support and an unobstructed view from the front of the house, are considered the best.

Also, a significant symbolic meaning of buildings with obstructions relates to a life full of obstacles for the people who live there. Accordingly, a house built on the downward slope of a street facing an uphill is considered less favorable than one built on an upward slope, as the hill in front of the house is considered an obstacle. Likewise, other taller buildings or trees in front of the house are considered as obstructions. Builders should be careful not to place tall trees or street lights in front of the front door of a house as it creates a situation of obstruction.

This concept of openness can also be applied to the interior of a house. As we enter the front entrance of a building, it is important to have open space without facing an obstruction such as a wall, as it interferes with the flow of the Chi. Moreover, obstruction at the entrance usually creates darkness. And a dark entrance portends disaster from a Feng Shui point of view because it creates a situation where a sudden change of lighting
could disrupt the flow of Chi. Builders should be careful in applying this principle. Too much openness results in too much exposure, which leaves the homeowner vulnerable in life. One example of such vulnerability is the house built on a hilltop where there is too much exposure to the sun, wind and rain. Remedies are then needed to provide protection when there is excessive openness.

3. Connectedness and Flow of Chi

“Everything in a space should be connected without disconnection or interruption to ensure a continuous flow of life.”

---

**THE FLOW OF CHI**

**POSITIVE CHI**
GIVES BENEFICIAL EFFECTS

⇒ ⇒ ⇒ ⇒ ⇒ ⇒ ⇒ ⇒

Travels irregularly on a curved surface

**NEGATIVE CHI**
GIVES HARMFUL EFFECTS

⇒ ⇒ ⇒ ⇒ ⇒ ⇒ ⇒ ⇒

Travels on a straight line
This ancient wisdom refers to the flow of Chi, the universal life force that is vital to a person’s well-being. It was observed and believed since ancient times that positive chi flows gently on a curved surface and gives beneficial effects while negative chi travels viciously on a straight line and gives harmful effects.

Without the flow of Chi, a space becomes dead or stagnant, lacking in vitality. An example would be a dead-end street location or a storage room. It is always crucial to connect a space to another space with a channel that enhances the flow of positive Chi.

A valuable application of this concept in subdivision development is to create
flowing streetscapes. A positive Feng Shui site would be one with maximum connection of streets; minimum dead-ends. It is more desirable to have curved meandering streets rather than long, straight narrow streets. A straight dead-end street is considered as unfavorable but a horseshoe cul de sac that allows for the in-and-out circulation of Chi is favorable.
To direct a better flow of Chi, there should be a walkway that is leading from the street to the front door. A curved pathway is preferred to lead the beneficial Chi into the house. Front doors are considered as “mouths” and they should be facing the street with no obstacles in front. Builders should avoid planting trees in front of the entry doors, as these are perceived as obstacles in life. Other unfavorable obstacles in front of the house include utility poles, street lights and sharp roof lines of neighboring homes. Windows are considered as “eyes” of the house. They should be opened to the best view and closed to unpleasant views. Sharp corners are considered as arrowheads and dangerous to one’s health. They should be avoided by the windows, especially the bedroom windows.
Chapter Three

 Applying the Metaphysical Aspects of Feng Shui

One of the basic Feng Shui principles evolved around the concept of Yin and Yang. It is believed that changes of all things in the universe are due to the interaction of Yin and Yang. These are two opposite forces behind the growth and decay of all living matter. Some examples of Yin are female, night, darkness, moon, mountain, stability and potential energy. Some examples of Yang are male, daylight, brightness, sun, water, activity and kinetic energy. Where there is Yang energy in the environment, there should be a corresponding Yin energy to balance it. The harmonious interaction of these two forces generates the beneficial Chi – the driving force for all living matter. The study of Feng Shui is to understand the workings of the Yin and Yang principles between human beings and their surroundings, as it can be used to harmonize the environment.

Builders need not be too concerned with the complexities of the Yin and Yang theory. However, a basic understanding of the balance between Yin and Yang energies is helpful in the building process. A good example of its use is in determining a good Feng Shui site for a real estate development.
A site is considered as an excellent Feng Shui if it satisfies all four of the following ideal conditions:

1. The front of the house is known as the Red Phoenix. This requires an immediate open space in front of the house with two small hills in a far distance. The front ground should be lower than the back and the home should face south.

2. The back of the house is known as the Black Tortoise. This requires a gentle, rounded hill at the rear of the house. The land should be higher than the front, and the back of the house should face north.

3. The left side of the house (as determined by standing inside the house facing the street) is known as the Green Dragon. This requires a gentle slope much lower than the back hill, and slightly higher than the right side of the house, with a flowing river or moving lines. The house should be east.

4. The right side of the house is known as the White Tiger. The land is slightly lower than the left side of the house with a road. The right side should orient towards the west.

Builders can apply Feng Shui techniques in their planning and design process. For example, if the land at the back of the development is lower than the front, put the two-story buildings at the back and the single story buildings in the front. It is better to put a taller building on flat land than on land that is hilly. For hillside design, it is best to conform to the contour of the hill, sheltering the development as if it is embraced by the hills rather than sticking out like a sore thumb.

Many builders tend to re-use the same floor plans from different subdivisions. However, a floor plan that is desirable in one location may not be applicable in another location. For example, a floor plan that is desirable in an oceanfront subdivision will not be appropriate in a mountainous location because of the Yin-Yang effects.

In landscaping, plants are considered as Yin because of their high humidity, and rocks are considered as Yang because of their dryness. Landscape designs with the right combination of plants and rocks will achieve a harmonious effect.
The application of the Yin-Yang theory can also be used in proper room placement. For example, bedrooms are used for resting and are considered as Yin. They should be placed at the back of the house to get the best effect. The living room, dining room, kitchen, and particularly home office are considered as Yang because of the various activities occurring in these areas. Therefore, they should be placed at the front of the house.

It is not advisable to place beds and sofas against the windows or with the back to the opening of the room. It is best to place a bed and a sofa against a solid wall for support and security. Openings as in window and door are places of high and scattering energies, and are considered as locations of disturbance. Furthermore, too many windows cause the room to be too bright or too Yang, making the Chi energy circulate too fast for the benefit of the inhabitants. Under these circumstances, people usually cannot sleep well or work well with concentration. In this case, the remedy is to design fewer windows, to make them smaller in size or to install window coverings. On the other hand, too few windows make the place too dark or Yin, and the remedy is to install more windows or larger ones, or to use brighter lights.

The principle of Yin and Yang is quite multi-dimensional. Although it is ancient and even mystical, it can be used very effectively in today’s real estate development for better planning and design.
Part Two

Exterior of the House
Chapter Four

Site Selection and Shape of Lots

As more people in the world regard Feng Shui as a way of living in beauty and harmony that leads to a more balanced and prosperous life, it is recommended that progressive builders consider to regularly apply the concepts of Feng Shui in every stage of their project development. The application of Feng Shui principles should start in the early phase of land acquisition. The selection of the building site is crucial. Its purpose is to ensure a vibrant and secure environment to live in.

Application of Feng Shui principles should start in the early phase of land acquisition. The selection of the building site is crucial. Its purpose is to ensure a vibrant and secure environment to live in.

Ideal Site Selection

In general, a site on a hill is more desirable than on the flat land for the following main reasons:

1. High ground creates a natural defense for protection. The best site is to have a
hill at the back for strong support, smaller hills on both sides for comfort, and openness in the front for the view. An ideal property for development should be on the hill, rather than on flat land or in a basin. Higher grounds stimulate the flow of Chi, which is a universal force or energy vital to life existence. The lower land is believed to contain stagnant Chi which is not vibrant to sustain life.

2. The contours of the hills create the channels for the flow of Chi. A rolling hill is the best land form, with the curves of the hills directing the flow of the positive Chi energy. In the low land, the Chi is stagnant; the flow of Chi is less vibrant. Hills should be gentle and rolling to stimulate the flow of positive Chi. They should also be visible with life forms such as trees, shrubs, and birds or other animals; which are indications that the area is vibrant with positive energy. Hills for development should not be steep or barren. Particularly unfavorable are the ones stubbed with sharp rocks, which are believed to give off harmful effects to their inhabitants.

3. In a delta or a basin, there is a high risk of flooding and accumulation of mud. Water is not as clean as it is upstream. These are considered to be stagnant, hazardous environments, or having negative Chi.

4. The home site facing east and south enjoys the best sun light throughout the day. It is important to have abundant natural light to support a healthy environment.

A perfect Feng Shui placement of a development in the ancient terminology is having a black tortoise to the north, a red phoenix to the south, a white tiger to the west and the green dragon to the east. It is believed that all four of these animals are protectors of the land and they help to contain the beneficial Chi while preventing the destructive Chi from entering the area.

A translation of these metaphorical terms into the modern application means that a favorable development site should be placed in a land form that has higher ground at the back (preferred to the direction of north); another two smaller hills on both sides of the site (preferably to the east and the west, with one higher than the other); and openness in
Exterior Feng Shui Aspects of a house:

- setting and site orientation/direction;
- surrounding natural and man-made landscapes
- neighborhood, buildings, people and other life forms
- location of the building or house
- shape of the lot
- front back and side landscaping
- architecture of the house including shape, size, roof, foundation and walls
- landscaping and gardens
the immediate vicinity to the front of the site (preferred to be in the direction of south). Hills behind and on both sides give support and protection to the site and therefore, to the people who live there. A site with openness to the south ensures a longer period of daylight which is vital.

Another ideal site is to have the high ground at the back, north of the site; a clear running water meandering to the right/east; and a transportation channel to the left/west. Openness is always preferred for the front of the site, whether it is on the hill or on flat land, so that there is no obstruction of the universal life force to the view or entrance. Metaphorically, it signifies there are no obstacles on one’s life.

It is also important to avoid building at the highest point of the land where it is overly exposed to the elements, including the sun, wind, and rain, as the inhabitants are placed in a vulnerable situation with no protection. Another unfavorable site is the
bottom of a valley, such as a basin, since it is exposed to constant danger of floods or landslides. Symbolically placing a building site at the bottom signifies placing oneself at the lowest position in life. Facing water in the front of the site, such as a lake or a bay is very desirable, as water symbolizes wealth.

When choosing building sites on hills, there should be considerable attention paid to the steepness of the slope. It is considered as an unfavorable Feng Shui site when the slopes are too steep, constituting an unsecured place with potential landslides. Hills with barren rocks are another negative, indicating a lack of life in the area. In addition, the sharpness of the rocks generates harmful energies, affecting the health of the people who live in the area.

**Soil, Air and Water Qualities**

Soil is a key factor in determining the desirability of the land. Soil should be clean and moist, devoid of hazardous materials. In a recent onsite consultation with a builder, it was disclosed that the land was a former dump site for toxic wastes. Although the topsoil had been treated, the unclean soil in the past greatly diminished the desirability of the homes.

Many potential home buyers shied away because they were concerned with the health and safety factors of the environment. Besides the soil conditions, other important factors are the air and water qualities in the area. It is believed that air and water pollution greatly diminish the Feng Shui quality in the environment. A site close to an industrial site or a commercial complex, a busy freeway or a railroad, or polluted waterways, are all examples of unfavorable Feng Shui sites.

**Significance of the Site’s History**

Aside from the physical aspect of a site, the past history is another major Feng Shui factor. When there is a negative past, such as an occurrence of a violent death or a vicious crime, it is considered as an inauspicious site and should be avoided. According
to Feng Shui principles, a burial site is not suitable for the living. Thus, home sites with a close proximity to a cemetery are highly undesirable. To a lesser degree, but still considered as unfavorable, are former hospital and prison sites. Due to the severe shortages of affordable housing in many markets throughout California, potential home buyers often find themselves buying into the unfavorable Feng Shui home sites. Conscientious home builders could remedy these sites by utilizing Feng Shui principles in the landscaping and the positioning of the homes on the site to create more vibrancy in their communities.
Chapter Five

Locations

There is a profound connection of structures to their environments. According to the basic principles of Feng Shui, buildings are more than just structures. There are dynamics within the four walls that interact with the surroundings and affect the occupants. The key is to capture the positive Chi and deflect the negative Chi in the environment. It is believed that positive Chi travels gently on a curved surface and provides a beneficial effect, whereas negative Chi travels viciously on a straight line and gives a harmful effect.

Based on this basic simple principle, it is better to place houses on round hills rather than on flat land. Round hills with flourishing vegetation create the lively Chi which is crucial for the growth and development of the home’s inhabitants. Flat land has stale Chi which does not enhance growth.

An ideal site is one with a home backed up to a rounded hill to the north, an unobstructed view to the south, a clean-running stream to the east, and a road to the west. Hills at the back are considered as support, and an unobstructed view in the front symbolizes no obstacles in one’s life. A view of water is always a welcome sight as it
symbolizes wealth. However, water should be clean and running. A house built on top of a hill is most vulnerable to sun, wind and rain, causing negative effects to the health of the home’s occupants. To remedy this, evergreen trees can be planted as a defense mechanism. Green plants also create life energies.

**Other Unfavorable Sites**

Another unfavorable location of a house is near a cemetery where there is an abundance of unfavorable *Chi*. Houses that are located at intersections, such as cross-intersections, T-intersections, or dead-end streets, are considered as undesirable since the straight line designs of the street channel the negative *Chi* to the buildings. These locations are also overexposed to traffic, leading to disturbances, noise and air pollution. Strategically placed trees, water fountains, rocks, wind chimes, mirrors and light fixtures can neutralize the negative *Chi*.
<table>
<thead>
<tr>
<th>FAVORABLE &amp; UNFAVORABLE LOCATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS SHOWN IN AN ANCIENT CHINESE FENG SHUI BOOK</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Illustration</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location 1</td>
<td><img src="image1" alt="Illustration 1" /></td>
<td>Favorable location with good energy flow.</td>
</tr>
<tr>
<td>Location 2</td>
<td><img src="image2" alt="Illustration 2" /></td>
<td>Unfavorable location with negative energy.</td>
</tr>
<tr>
<td>Location 3</td>
<td><img src="image3" alt="Illustration 3" /></td>
<td>Neutral location with balanced energy.</td>
</tr>
</tbody>
</table>

Note: The illustrations are not fully legible and require further clarification for accurate interpretation.
UNFAVORABLE HOUSE LOCATION

TOP OF THE HILL

BOTTOM OF THE VALLEY

UNFAVORABLE PLACES IN THE NEIGHBORHOOD

Cemetery

Religious Institution

Hospital

Garbage Dump

Railway Track

Industrial Complex
The Vicious Arrowheads

Arrow shapes are considered as most unfavorable as sharp arrowheads generate harmful, negative Chi and should be avoided.
Shapes of Lots and Structures

Architecturally, a good Feng Shui house appears well-balanced with no extreme heights and widths. It is also “friendly-looking” with a few irregularities. The shape of the lot should be complete with no missing corners. A favorable shape is rectangle or square, whereas L-shaped or triangles are unfavorable. Missing corners are interpreted as “losses” in life.

![Favorable Shapes of Lots and Structures](image1)

![Unfavorable Shapes of Lots and Structures](image2)
Chapter Six

Landscaping

Feng Shui landscaping is multi-faceted. Builders can use landscaping as a resource to upgrade their development making their products more attractive and desirable to prospective homebuyers.

In Feng Shui, landscaping is considered as “clothing” for the house, providing different functions. Aside from the placement of plants at strategic locations for shielding homeowners from dangerous and undesirable elements in the environment, landscaping is used for beautification and revitalization purposes.

Trees, Rocks and Water

Evergreen trees are preferred because the green color signifies life and growth. Branches without leaves symbolize skeletons, and, therefore, death. Eucalyptus trees are not favorable due to their “sword-shaped” leaves and strong smell. Even though redwood and pine trees have spiky leaves, they are considered as good Feng Shui trees, as redwoods signify “upright” character and pines signify longevity. Fruit-bearing trees are always desirable as long as they are red or orange in color and sweet in taste. Fruits such
as apples, oranges, persimmons and peaches are favorable, whereas lemons and olives are not.

A garden with too many rocks is considered too barren and dry and might cause financial difficulties and conflicts in relationships. Water designs such as fish ponds and water fountains, together with greeneries, can remedy this negative situation. The water movement is crucial to generate a flow of Chi. Water needs to be clean and flowing gently without interruption as in the flow of Chi.
TREES

EVERGREEN TREE
IS DESIRABLE AS IT
FULL OF LIFE AND
VIBRANCY

LEAF LESS TREES
LOOK LIKE SKELETONS,
SYMBOLIZING DEATH

LEAF

BROAD
NARROW AND POINTED
Chapter Seven

The Feng Shui Garden

To begin with, a Feng Shui garden is a reflection of the natural environment, such as the surrounding landscapes. The main purpose is to create an outdoor setting that is in harmony with nature. It is not just a “rainbow” garden with multiple vegetation and colors. Rather it is a reflection of the four seasons in that region. Therefore, it is advisable to use native plants and trees.

A Feng Shui garden should be clean and organized, beautiful to look at and comfortable to be in. It should also be a place where people can find peace and serenity. Most important of all, a Feng Shui garden is very dynamic. It is full of the life force and positive energy that provides people with revitalization effects.

Design of a Feng Shui Garden

To design a Feng Shui garden, you should be aware of three basic principles:

1. The Feng Shui garden should be complete of the essential elements. It should include structures such as a pavilion or deck, pathways and rocks. It should include water features such as ponds or waterfalls. And it should include essential life forms such as
trees, plants, flowers, fish and/or birds. A Feng Shui garden is a balanced place with an appropriation of the right elements. For example, too many plants will create high humidity and therefore, become too soft or too "yin". Too many rocks and structures on the other hand will make the garden too barren and hard, therefore too "yang".

2. The correct placement of these essential elements is as crucial as the elements themselves. Plant tall trees on the far end of the garden, or on the sides. Proper placement of trees creates a natural barrier for better security and privacy. They also help to screen the negative scenery and protect the house from strong wind and sun.

The center of the garden is a vital area symbolizing the “heart” of the garden. Therefore, it should be open and uncluttered by structures or plants. Do not plant trees in the middle of the garden, as they symbolize obstacles to overcome. Also do not cut across the center of the garden with a pathway, as it symbolizes a knife cutting the “heart” into pieces, just as the pathway cuts the garden into pieces.

3. Connection of the elements in the garden with walkways or stepping stones is also very important. The purpose is to enhance the circulation of the flow of the chi, which is vital for all life forms in the garden. If everything is done correctly, a Feng Shui garden is a place where there is a connection between heaven, earth and all living things.

It is also important to note that front yard landscaping is slightly different than yard landscaping. The front of the house represents the “Face” as in a person’s face.

Therefore, there should be no big trees or structures blocking the front of the house, as they interfere with the flow of the Chi. Structures in front of the house also symbolize obstacles in one’s life and should be avoided. It is important to plant evergreen trees that will create the essential life force all year round. Leafless trees in cold seasons are lifeless and look like skeletons, giving an impression of death. According to Feng Shui, trees
symbolize strength, longevity and uprightness. A few examples of auspicious trees are pine, redwood, oak and maple.

The ancient wisdom of Feng Shui in garden design and plant selection is to ensure an environment of beauty, peace and harmony. It also encourages the flow of positive energy to sustain a better quality of life.

**The Feng Shui Healing Garden**

Based on the ancient wisdom of Feng Shui, a garden is an important component of a powerful living environment, where it is a place for people to connect with the power of nature. This is a place of empowerment, where there is a constant flow of the positive Chi, the universal life force, to enhance the quality of people’s life. The purpose of a Feng Shui garden is multi-faceted, from an individual’s personal enjoyment of life to the appreciation of the beauty of nature.

In modern medical facilities, a Feng Shui garden creates a place for healing. This is the place where patients, who are recovering from their illness, can find peace and serenity to rebuild their strength and vitality. This is a place where the health and well being of a person can be restored

A healing Feng Shui garden should have the following essentials:

1. Simple, clean, and organized, void of pollutants.
2. Functional, private and secured, void of intrusions.
3. In harmony with nature, the surrounding man-made or natural environments.
4. Complete with all the elements of trees, shrubs, flowers, rocks, water (ponds, flowing streams or waterfalls), pathways, pavilion, other auspicious life forms such as birds, butterflies or fish, all connected and placed in harmony.
5. Proper color combination.
6. Proper placement and choice of trees and flowers
In conclusion, a Healing Garden is essential to improve or maintain the vitality, health and general well being of people. It is beneficial not only for the sick, but also for everyone who work or visit the medical facilities.

**DO**
- MEANDERING PATHWAY AROUND THE GARDEN

**DON’T**
- STRAIGHT PATHWAY CUTTING ACROSS THE GARDEN
Chapter Eight

Rocks & Stones

Throughout the history of their ancient civilization, the Chinese people have used rocks and stones extensively to create safe and secure environments. These many structures were built with stones because of their natural strength and endurance.

The Great Wall of China, which was built with stones 2,000 years ago, was created for the main purpose of protecting the country from foreign invaders. Because of its magnificence, it is acclaimed as one of the Seven Wonders of the World.

In the cultural field, many artists and poets looked to rocks and stones as a source of inspiration. They created many paintings and poems glorifying these symbols of natural power. The different shapes and forms were very often identified mystically, enhanced to characterize certain animals that would bring fortune or misfortune to the surrounding areas. Even today, precious stones such as jades and crystals, retain their appeal as jewelry, sculptures and fine art pieces because of their natural beauty and healing powers.

Traditional usage of rocks and stones as a building material have been mainly
ROCKS & TILES

FAVORABLE

STONE FACADE GIVES IMPRESSION OF STRENGTH & SUPPORT

UNFAVORABLE

WOOD SIDING EXTERIOR APPEARS TO BE WEAK

ROCKS WITH ROUNDED EDGES PROMOTE POSITIVE FLOW OF CHI

ROCKS WITH SHARP EDGES GENERATE HARMFUL ENERGY

ORGANIZED ARRANGEMENT OF ROCKS CREATES HARMONY

DISORGANIZED ARRANGEMENT OF ROCKS CREATES CHAOS

reserved for outdoor environments such as ponds, bridges, river banks, dams, pavements, walls, foundations for buildings and garden decorations. They create a feeling of strength, stability, security and beauty. Marbles are best known for their smooth textures and natural coolness. They symbolize beauty and elegance, and are used extensively as
indoor flooring in palaces and expensive homes. Stones are commonly used as tombstones, with marbles and granites traditionally being the most favored choices. In the traditional Chinese burial customs, favorable Feng Shui for the dead will ensure the good fortunes of the descendants. Therefore, respect for one’s ancestors will ensure the continual good life of the living.

Unlike stones and rocks which are natural elements, traditional tiles are mostly baked clay in the form of a thin slab, sometimes glazed with patterns and designs and used mainly for decorative purposes, as in forming a roof or floor. Tiles are soft and gentle materials compared to rocks and stones, and function well in beautifying the space.

Red is considered as a very lucky color in the traditional Chinese culture, and is used to stimulate the beneficial, positive Chi energy. Red brick is the favored construction material and is used extensively in expensive homes to build the structure, walls and pavement. Red bricks and green tiles are most popular as this color/material combination is believed to bring both harmony and prosperity to a household. During various dynasties, the color yellow was exclusively used for palaces and imperial structures, as yellow was chosen by the imperial household, used only by the emperors.

**Modern Application of Stones and Tiles**

Basic principles of Feng Shui categorize rock and stone as a metal element producing metal energies. Because of its hardness, it also provides yang (male) energy. Both the metal and yang energies help to create power in the environment. They can stabilize a slope and prevent soil erosion or support a wall. Compared with a wooden fence, a stone wall is, of course, stronger and more durable. A building with stone facades gives an imposing appearance and creates a feeling of strength, when compared with a wooden house which is considered as a more pliant (yin) building material.

From the Feng Shui perspective, stones for decorative purposes are best when used outdoors. Indoor usage should be limited, because their strong yang energy cre-
ates an imbalance for the inhabitants. Another recommendation is to use stones for bigger and taller buildings because of the traditional space that is available. Stones tend to overpower a small house, because the yang energy becomes too suppressive and may cause health problems for the inhabitants. It also is not advisable to place big rocks at the entrance of a house because they pose as obstacles that obstruct the smooth flow of positive Chi energy. Moreover, the irregular shapes of stones with sharp corners can also disrupt the environment by generating harmful energy. Therefore, smooth and rounded shaped rocks are more desirable.

Tiles used for roof covering and outdoor flooring provide a sense of protection, endurance and longevity. Ceramic tiles or stone tiles inside the house mainly beautify the interior space. Marble flooring at the entry, marble or granite countertops in the kitchen symbolize vitality, beauty and elegance. A glazed bathroom floor, wall and sink countertop create a feeling of smoothness and cleanliness.

Builders and architects should endeavor to avoid misplacing or misusing rock and stone because of the extraordinary power which natural stone possesses. To derive ideal Feng Shui benefits from these materials, use them with the correct placement, shape, and proportion. Beneficial, positive Feng Shui occurs when a balance of power exists.
Part Three

Interior of the House
Chapter Nine

An Ideal Feng Shui House

A good Feng Shui house should be bright and airy with a flowing floor plan. The front entrance should be wide enough to provide good lighting and an easy channeling for energy flow. A double door is always preferred, as it provides a better Chi entry and is more distinguished in appearance. A dark and cold entrance “invites” the flow of negative Chi and should be avoided. This situation can be remedied by the placement of green plants, mirrors, light fixtures, crystal chandeliers and neutral colored walls as well as lighter floorings.

Interior Feng Shui aspects of a house:
- front entrance
- staircase
- living room furniture
- dining room furniture
- kitchen stove and sink
- master’s bedroom bed location
- study or home office desk
- family room furniture
- bathroom
- hallway shape and location
- colors, textures and materials used
Examples of Some Unfavorable Feng Shui Designs

Staircase

A major negative Feng Shui design in a typical American home design is when the front door faces the staircase. A straight staircase not only encourages a flow of negative Chi to the upstairs, it is also an obstacle that creates a suppressive feeling to visitors. A spiral staircase can be an effective remedy for this situation.
Straight Door and Window Alignment

The first impression after entering the front door should be of openess, and a living room with a nice display is the best room placement. Another undesirable floor plan is when the front door faces the back door or window. This is a situation where an invisible straight path is being created, leading to the flow of negative *Chi* that creates a divisive effect. Another negative effect this causes is the good *Chi* that enters the house will flow out of the house immediately without a chance to circulate in the household.

Fireplaces

Fireplaces generate negative *Chi* and are therefore considered highly undesirable, especially in the bedrooms. A mirror or a painting above the mantel neutralizes the negative effects caused by the fireplace. Long dark hallways leading to bedrooms are also highly undesirable as they direct negative *Chi*, causing harmful effects to vulnerable sleeping occupants.
Ceilings and Walls

In designs of rooms, especially in the master bedrooms, overhead exposed beams and protruding wall corners are considered bad Feng Shui features. They both generate deadly *Chi* that could affect the physical and mental well-being of the occupants. Therefore, beds should be shielded from these features. Green plants placed in front of the protruding wall corners can act as a shield. Mirrors in the bedrooms can cause disturbances and fitful sleep. They should not be facing the occupants in any direction. Beds should not directly face the door or be next to the entrance, as these are the areas of most disturbance. The best location of a bed is at the corner facing the direction of the door, but not in direct alignment with the door. Beds should be placed against a wall with no windows for maximum security.
Chapter Ten

Baqua - An Octagon for Proper Room Placement

One of the most important purposes of Feng Shui is to balance and harmonize the physical space through shapes and forms, and by properly placing the rooms within a building. A simple model, known as the Baqua, can be used to identify the eight important areas of a person’s life in relation to the actual space.

Baqua is an octagon, which is a polygon having eight sides and eight angles. Each side symbolizes an important aspect of your life, your health, wealth, self development, business/career, love/marriage, family relationships, social interaction and recreation/fame/reputation. This Baqua model can be used as a tool to “quality check” the physical environment, including the building site and the structures. Builders can use this as a reference to design a house with proper room placement.
TRADITIONAL BA-QUA MODEL
ASSOCIATED WITH ELEMENTS & DIRECTIONS

BA-QUA MODEL
TO GUIDE BUILDERS IN POSITIONING DIFFERENT AREAS OF THE HOME

BA-QUA MODEL
SHOWING LIFE SITUATIONS FOR SUCCESS
Front Entrance

The front entrance is identified as the career or business area. It is one of the most important areas, as it also signifies your general life situation. It is desirable for it be bright, visible, not hidden behind obstructions, or facing barriers that can block the flow of Chi, which is the universal life force that impacts our overall sense of well being.
**Home Office or Library**

The lower left comer of your floor plan is the self-enrichment area, which promotes the continuous growth and development of a person. A proper room placement here would be a library, a study room, or a home office.

**Living Room**

The lower right corner is the friendship and recreation corner. A sitting area together with a game room is the most appropriate placement for this area.

**Dining Room**

The left side of the house is the health area. To promote the health of the home’s inhabitants, a dining room is most favorable for this area.
Master’s Bedroom

The upper right corner is the love and marriage area. Ideally, this is a perfect place for the master bedroom.

---

Secondary Bedrooms

The right side of the house is for children and other family members. Therefore, it is favorable to place bedrooms on the right side.

Family Room

The back of the house is the fame and reputation area, which symbolizes a person’s individual achievement in relationship with the community at large. This is a perfect area
for homeowners to reflect on themselves and a place where they are inspired to contribute to society. A den or family room is favorable here.

**Kitchen**

The upper left corner is the wealth area, and it is the most desirable corner to place a kitchen. Kitchens are an important room to create wealth, whether they are placed properly or not.

![Diagram of Kitchen Layout]

**Center of the House**

The center of the house is like the heart of a person, it is a very important area of the house. This area should not be hollow and it is most unfavorable when it is blocked by a big staircase or a bathroom.

The technique of using the Baqua model to identify the eight important areas is useful to place rooms properly in a house. Please note that this is only one of the many techniques used, as the field of Feng Shui is quite multi-faceted and versatile. Builders do not need to strictly follow these rules. Rather, it is more desirable to use this information as an added value with the intention of assisting home buyers in creating an empowered place in which to live.
Chapter Eleven

Windows and Doors

Important Roles of Doors and Windows

The Feng Shui system treats doors and windows with high regard, as they are the openings that connect the inside of a structure to the outside world. Their basic functions are to receive light and prevent the loss of light from the living environment. They also help to frame the beauty of the surroundings that they may be appreciated fully, because a beautiful view is always worth a premium for many of today’s home buyers.

Windows and doors also play important roles in bringing the desirable Chi, into the indoor living space. Without the openings, a place would be dark and stagnant or dead, just as a tomb is devoid of life, light and vibrancy. A powerful analogy of window and door openings is their comparison to our human eyes, nose, ears, mouth and pores of the skin. These organs all play an important function to ensure the effectiveness of a person. Without their functions, one cannot see, hear, smell, taste, or feel. From the Feng Shui’s perspective, windows and doors play these same integral, crucial roles in providing the “aliveness” or vitality of a structure. Thus, their placement within the structure and their orientation to the outside environment, as well as their shapes, forms and
designs – all have an enormous impact on the quality and flow of the *Chi*, resulting in the quality of lives of its inhabitants. It is important that everything we see should be pleasant views.
Part Four

Feng Shui in Action
Chapter Twelve

Feng Shui in Business

Every business owner desires a profitable enterprise. No one enjoys running a losing business even if they love their work. Many factors contribute to the success of a business, such as the company’s organization, marketing strategies, leadership, management skills and human resources.

For hundreds of years, many business owners in the eastern cultures have relied on the wisdom of Feng Shui to ensure the prosperity of their businesses. In today’s Asian countries, such as Taiwan, Singapore, Malaysia and Hong Kong, wealthy business people commonly consult with Feng Shui experts during the process of setting up and during the operation of their businesses. If a business succeeds, they believe it is a result of the favorable Feng Shui in their office. On the other hand, if the business falters, they believe unfavorable Feng Shui is the cause.

As Feng Shui grows in popularity in the western cultures, many questions arise
about the influences of Feng Shui in the productivity and prosperity of businesses.

Multi-disciplinary and multi-dimensional Feng Shui techniques originated from ancient Chinese practices, which can be effectively applied to modern businesses. Some of the knowledge is practical and understandable, while some is mystical and metaphysical, and can sometimes be perceived as superstitious. Nevertheless, Feng Shui operates as a complete system applicable to every detail of a business environment, ranging from the physical office setting to the people dynamics of the organization. I recommend that you look at Feng Shui as a system of references or guidelines rather than a belief system -- thus giving yourself freedom in choosing helpful applications.

In Asia, the most commonly used Feng Shui approach in business is known as the “Four Pillars of Destiny:”

Three important areas for consideration include:

1. The nature of the business.
2. The compatibility of the business and the owner’s “pillar of destiny”.
3. The analysis of the physical setting of the office, including the site orientation, surrounding land forms, the architectural design of the buildings, landscaping, proper placement of different functions of the departments, interior decoration and the space planning.

The Compatibility Factors

Based on the fundamental “Five Elements Theory,” businesses can be categorized into five types, depending on the elements they represent. These five elements include metal, wood, water, fire and earth. Each element possesses its own distinct characteristics and corresponds with a direction, season of the year, color, shape and favorable business.

1. Metal commonly known as gold is symbolic of a quiet nature and the element
of coins and money. It is associated with the directions west and northwest, as well as the autumn season when metal is strongest. Its colors are metallic, white, gold, silver and gray: Its shape is circular; and favorable business ventures are finance, banking and the manufacture and sale of jewelry, hardware and machinery:

2. Wood symbolizes creation, growth and nourishment. Its corresponding factors include east and southeast directions, as well as the spring season when wood flourishes. Its colors are green or azure. Its shapes are rectangular and oblong. Wood element businesses are best in dealing with goods such as wooden furniture and houses, manufacturers of garments, restaurants, and also the medical and health care industries.

3. Water symbolizes coolness as well as communication and wealth. The direction is north, and the major season is winter when water is most abundant (as in snow). Its colors are black or blue. Its shape is wavelike. The favorable water businesses are in transportation, shipping, communication, media, computer software, advertising, electrical engineering and industries involving fluids such as oil or beverages.

4. Fire represents heat, creativity and intellect. It is associated with the direction south and the summer season when fire flourishes. Its colors are red, peach or pink, and the shape is triangular. Major fire businesses are in intellectual pursuits, academia, music and art, designing, writing, acting and electronic industries.

5. Earth has the quality of sustenance, and also symbolizes stability. The directions are center, northeast and southwest. The strength of earth is strong throughout the year. Its colors are yellow, beige or cream, tan or brown. The earth shape is square. Businesses with the element earth are associated with nature and the land, such as agriculture, horticulture, landscaping, civil engineering, construction, industrial manufacturing and sales of soil, clay and brick.
Out of the interaction of the five elements, two relationship cycles result: the Productive Cycle and the Destructive Cycle. The Productive Cycle is a harmonious flow of Chi, (commonly known as energy or the life force). That is, metal produces water, water produces wood, wood produces fire, fire produces earth and earth produces metal. Destructive Cycle is a disharmonious flow of Chi, i.e., metal destroys wood, wood destroys earth, earth destroys fire and fire destroys metal. These two cycles are crucial in creating a favorable or unfavorable Feng Shui environment.
Applying the Five Element Theory

In Feng Shui, one of the major factors in achieving business success is to match people to the correct nature of the work they are engaged in. The nature of a business closely relates to the nature of the owner or head of the company. Based on the person’s birth time, the Four Pillars of Destiny method can calculate and determine his nature, such as the elements, the auspicious directions, colors, shapes and professions. For many traditional business owners in Asia, they will match the elements of the employees to the nature of the jobs. For example, they assign metal element people in accounting and finance, water element people in communication and marketing, wood element people in customer services, fire element people in design work, and earth element people in construction work.

Based on the Five Element Theory, it is crucial to match the head of the company to the nature of the business. For example, a person who has an earth element is best
suited to be working in the building industry because of the earth element of the business. A fire element person will also benefit in the construction business because fire and earth have a harmonious energy flow.

In addition to the human factors, the material of the building and its shape and color will also affect the harmony of the environment. For example, a square brick building with a brown color is more suitable than a green wooden building for a builder’s office, because brick is made of earth, brown is the color of earth, and the element favorable for building is earth.

In the United States, especially in the western states, where wood is widely used as a construction material, this Five Elements Theory will not be appreciated. The wood and earth combination, which is considered as a destructive energy pattern, is actually a popular and practical application in the building sector. In addition, U.S. labor laws prohibit assigning employees to jobs based on the relationship of the job and the employee’s nature. Nevertheless, business people in the west may benefit by knowing such an elaborate system not only exists in other parts of the world, but also produces effective results. An awareness and understanding of cross-cultural practices will always bring additional success in achieving business prosperity.
Feng Shui is a profound system aimed at ensuring the harmony between people and their environment. When the Feng Shui system was first established in China many centuries ago, the main forms of business were agricultural. Thus, people’s concerns were to live in harmony with the natural environment and to tap into the “goodness” of nature in order to secure a good harvest. In today’s diverse business environment, the ancient wisdom of Feng Shui can also be applied to ensure the successful outcome of a business. Aside from the human factors, the physical setting of a business is an important area for consideration.

**Location**

Just like the motto in residential real estate, “Location. Location. Location.” The location of an office is also a crucial Feng Shui factor. As we’ve discussed favorable location is positioned on high ground, such as the upslope of a gentle hill, rather than a
flood plain or the downslope of a valley. This creates a better flow of Chi, the universal life force. Buildings should be above the street level where visibility is not blocked. Symbolically, it is to place a business in a more favorable position for growth and development. Businesses having a hidden location are difficult to find, and therefore, suffer from decreased accessibility. In Feng Shui, a successful business should be placed in a location with high visibility and easy access. It is also desirable to place the business in a stable environment where there is little disturbance from such things as earthquakes, floods and/or hurricanes.

**Direction**

The direction the office building faces, especially the front entrance, should be compatible with the element of the business owner or head of the company in order to attract the positive Chi. Based on the Five Element Theories, it is crucial to orient the front of the office building or the front door of the business towards the auspicious directions of the business owners. It is also important to avoid facing the two traditional inauspicious directions, the northeast and southwest, which are considered the “Devil Gates.” In addition, different types of businesses have their own favorable directions to face. For example, north and southeast are favorable for restaurants; northwest and southeast are favorable for clothing stores; east and southeast are favorable for the construction business.

Ideally, an office building’s orientation should face an open space without too much obstruction. Again, this is to enhance a smooth, uninterrupted flow of Chi, which is essential for the vibrancy of a business. Obstruction in front of the office is considered as an obstacle to the business and symbolizes difficulties to be overcome. It is not wise to position your business in an environment with many obstacles to overcome, as that is a waste of a company’s valuable resources.

Thus, avoid the front of the office facing large structures, such as a hill, a freeway; or other tall buildings. For a small office, even a big tree in front of the building is
considered to be an obstacle.

**Landscaping, Water Fountains, Walkways and Imbalance**

To create a favorable outdoor business environment, a beautiful landscape with trees, shrubs, flowers and clean-running water fountains are preferred. In Asia, beautifully designed water fountains are commonly used in front of office buildings, particularly financial institutions to ensure the flow of wealth and prosperity of the business. Landscaping and water fountains are all essential elements in creating beauty, life and vibrancy at the front of an establishment in order to attract new business. No customer will want to visit a “dead” or unattractive place.
HIGH-RISE

BALANCED

SPIKY TOP
In addition, walkways with adequate signs are crucial in leading customers to your front door. The main front entrance of a business should not be hidden behind any obstructions, it should be visible and easy to find.

It is very important to keep the front entrance clean, uncluttered, bright and cheery. A wide entry with double doors creates a “welcoming” and “inviting” Feng Shui environment. The company or community logo should be carefully designed and placed in a visible place. A well-designed logo gives a positive impression of the company; showing the pride and dignity of a successful business. From the Feng Shui point of view, positive environment promotes a smooth flow of energy; leading to the prosperity and success of a business.
This chapter is about my Feng Shui consulting work applied at the Environmental Protection Agency (EPA) in Washington DC. I covered the external environment, evaluating the shape and forms of the buildings, landscaping and architectural designs, as well as the inside of the buildings, particularly the offices and individual work stations. Both the physical structure and people dynamics were considered.

Among the three EPA buildings, the Ronald Reagan Building is the newest with many modern features and designs. A new building is favorable from a Feng Shui viewpoint since the Chi is still fresh and clean. Unpolluted Chi is healthy and vibrant, enhancing the growth and development of the workplace. A workplace with fresh Chi creates a clean working environment where workers can concentrate and think more clearly than in a place with stagnant and polluted air. The major negatives in this building are the exposed metal pipes with sharp-edged designs. The flooring pattern looks like
arrowheads. Sharp corners and “arrowheads” are very unfavorable Feng Shui, as they emit harmful energies that endanger the physical and mental health of the people who occupy the space.

Ariel Rios North Building is the oldest of the three buildings occupied by EPA employees. Despite its age, this building has many favorable features. The tall ceilings create more space for *Chi* circulation, and the circular walls enhance the flow of the positive *Chi*. In addition, the materials used for the doors, floors and walls are strong and sturdy, giving a sense of balance and stability. The major negatives in this building are the dark and barren hallways. Simple remedies such as artificial bright lights and placing green plants helped to improve this situation.

The EPA’s Waterside Mall building is the weakest of the three from a Feng Shui standpoint. Constructed in the 1960s, the building is dilapidated to the point of depression. Many workers at the Waterside Mall complained of headaches, tension, stress, fatigue and low energy levels. Most workers spoke of suffering from extreme exhaustion by the end of the day. I was further informed that a few years ago, this building was featured as a “sick building” on the television program 60 Minutes, where it was reported that several employees had died from what is believed to be a result of working there.

There are numerous negative Feng Shui aspects that I noticed at the Waterside Mall offices. Among the major ones are:

- Poor air quality circulation within the building.
- Shabbiness of the facility, both inside and outside.
- Overly cluttered workstations.

Before I started the Feng Shui work, employees informed me we could not make any major changes to the general common areas because they would have to go through a chain of procedures with their facilities department. Therefore, given the restrictions of the organization, the solutions we used were applied to each individual work station employing an integrated Feng Shui approach to create remedies for each individual worker.
We applied four simple steps to help enhance their work stations:

1. *Clean up.* The first step to create a positive Feng Shui environment is to dust off all dirt on the desks and floor. Dirty surfaces and poor air quality affects the vibrancy of the *Chi.*

2. *Unclutter the space.* Get rid of unclean and unwanted objects in the work area, as they occupy valuable space. Many employees put boxes of old files on the floors or their desktops. Useless old files are obstacles, which block the flow of *Chi.* It is advisable to put them in storage to create more space for the worker.

3. *Organization.* Put things in groups. Scattered objects generate scattered energy, creating disturbances and disorder in the environment that affect the worker’s ability to concentrate and focus.

4. *Proper placement.* Placing furniture and auspicious objects at strategic locations helps to organize and energize the workplace, making the space alive and vibrant for the workers.

These simple Feng Shui techniques offered immediate positive effects. The workers claimed their transformed environments were cleaner, neater, more spacious and pleasant. As for me, doing the Feng Shui work at EPA has been an extraordinary experience. It is another example of how the ancient wisdom of Feng Shui can be applied in any environment to create peace and harmony for everyone.
Chapter Fifteen

Overcoming Chaos

Since September 11th, 2001, the United States has been placed in an unprecedented framework of fear and anxiety. The very fabric of American society was immensely impacted. When the terrorists slammed the planes into the World Trade Center and the Pentagon, they effectively slammed them into our hearts and souls as well. The emotions that were aroused were so intense, many of us are still experiencing profound grief and honor. Flashbacks of the crashes, of innocent people jumping to their deaths, and of the eventual collapse of the two magnificent towers are still vivid images in many people’s minds. Yet, the nightmare continues.

The war in Afghanistan and Iraq have no apparent resolutions. The continuous threats of more terrorist attacks all create a queasy feeling in the American psyche. Everyday we are bombarded with news and images of the bombing in a distant foreign country. At the same time, public announcements are issued, warning us of possible terrorist attacks in shopping malls or bridges or power plants or what next? When will these nightmares end? When will we return to normal? Many of us are already missing
the “good old days” when the only big news was about missing interns or the ups and downs of the stock market. But these days, the sad, unspoken truth for many is that the era of feeling completely safe and secure is over, at least for the time being.

Until the peaceful times return, we are living in a state of war with continuous, nagging feelings of fear and uncertainty. People react differently during times of crisis. Some just want to hide at home, some want to fight and vent their anger, some lose their appetites, some stuff themselves with comfort foods, some have difficulty concentrating and yet others suffer insomnia. There is a sense of losing the balance and control of a normal life. Given this situation and the fact that we cannot change the world around us, perhaps we should look into ways which could alter our own state of mind and being. What can we do to make ourselves stronger and more stable, even in times of trouble like these? The ancient teaching of Feng Shui offers some infinite wisdom.

**Applying Feng Shui to Overcome Chaos**

Feng Shui is a way of living in harmony with *our* surroundings. It is believed that scattered energies cause instability and chaos, affecting our emotional stability and clarity. Anxiety and fear occur when a person is in a low energy field or an unstable state. The origin of anxiety can be both internal and external. When *Chi* is raised, a human body is in a higher energy state and a person is physically, mentally and emotionally empowered. This person now becomes stronger, more stable, more courageous, and thus more capable of confronting challenges and adversities with increased energy. One of the basic purposes of Feng Shui is to increase the vibrancy of a physical space in order to benefit a person’s physical vitality and mental clarity.

There are simple steps we can follow to alter our physical environment, leading to a transformation of our mental and emotional state. The essence of these basic techniques is to create an environment that facilitates the circulation and accumulation of beneficial, positive *Chi* and to neutralize harmful, negative *Chi*. The desired environment is both harmonious and balanced.
Three Basic Techniques

The three basic techniques are:

- Clarification - a clean space helps in clearing the mind and calming the heart.
- Simplification - an uncluttered space helps in simplifying life.
- Organization - create order out of chaos in your environment.

Clarification is a process of cleaning up the living environment, both exterior and interior. Inside the house, any objects that are dirty, dusty or smelly should be cleaned or removed. Carpets should be vacuumed; lighting fixtures, windows and floors should be cleaned frequently. In the yard, any dead leaves, tree branches and shrubs should be cleared to make way for new life. A periodic fresh layer of paint can be applied on the inside and outside walls, giving the building a fresh new look. A clean environment helps to keep the space fresh and vibrant, increasing the Chi level to empower the people who live in it. It is also important to keep the center of the house clean and vibrant by avoiding the placement of bathrooms or storage rooms in this area. Improper placement of “negative” structures and objects in this critical location affects the general well being of the inhabitants. Also, when a person is in distress, a simple breathing exercise or meditation will help to calm the heart and clear the mind.

Simplification is a process of reducing the number of objects in a given space. When a space is overly cluttered, it decreases the speed of Chi circulation. As a result, the life force is diminished, rendering the space stagnant. In general, it is difficult for human beings to give up possessions that either have monetary or sentimental value. The ability to let go of some physical objects helps to let go of the complexity in one’s own life. Many people have very busy schedules and extremely hectic lives. This process will help them to simplify their lives, reducing their stress and anxiety. It is important to note that having too many paper goods in a space depletes the life force in that area.
Therefore, old newspapers and magazines should be recycled or discarded periodically.

Organization is a process of creating order and harmony in a space. When a space is full of objects that are scattered all over, it generates scattered energies that affect the physical stability and balance of a person. As a result, a person is less focused mentally and more agitated emotionally. To better manage one’s life, setting priorities and scheduling one’s time are effective tools in organization. In Feng Shui, the act of organizing a given space, whether it’s a garage, a desk or a closet, harmonizes that space and helps to organize a person’s thoughts or emotions.

Here are some simple Feng Shui methods in organization:

1. Put things away when not in use either in drawers or in storage.

2. Arrange actively used items into groups. They can be grouped by function, size, color, or by their order of importance.

3. Place items in their proper places. Actively used items should be in an area where they are easily accessible and the least used items in less accessible areas.

4. Placement of auspicious and spiritual objects, such as art pieces with positive meanings, crystals and plants, help to stabilize a space, creating balance and harmony.

These are a few examples of Feng Shui techniques in creating a powerful living environment during times of crisis or chaos. Feng Shui is an effective system in harmonizing a space, making it more stable and organized. As a result, people feel more at ease and energized, regardless of the world events that might be happening around them. Using Feng Shui, a person can always feel calm, centered and at peace.
Chapter Sixteen

Clutter

Many people are still in the early stages of questioning the concepts of Feng Shui. There are different stages of learning Feng Shui. Its power lies in the ability to adjust and improve a situation. Common Feng Shui terms used to describe situations are “favorable” or “unfavorable”, “desirable” or “undesirable”, “positive” or “negative”, “auspicious” or “inauspicious”. The first step is to identify all of these qualities in your interior and exterior living and work spaces. The next step is to improve upon these areas to make them more favorable, desirable, positive and/or auspicious.

To live or work in a cluttered environment is definitely unfavorable, negative, undesirable and inauspicious. In real life, there is no perfect environment. It takes some intentional creative design to adjust our living and working environments to be in harmony with our surroundings. We are all connected to each other through the earth and the atmosphere, which is the ground we walk on and the air we breathe in. The field of Feng Shui honors the Chi that exists among all living matter. This is the “life force” or “living energy” that binds us all together on this planet. It is of utmost importance for Feng Shui to provide the beneficial Chi that helps to sustain life and to deflect the
unfavorable, undesirable, negative and inauspicious circumstances. Therefore, the flow of the *Chi* and the quality of the flow of *Chi* are of primary concern.

The common adverse situation in both our living and working environments is clutter. We simply collect too many material belongings and are not willing to let go of them. As a result, our space is occupied with too many things, taking away the “aliveness” of the space and also limiting the flow of the *Chi*. Too many objects in our space creates “obstacles” in our lives. It is just like carrying around too much “emotional garbage” with us. Too many obstacles in our lives create unpleasant thoughts and negative feelings, which will adversely affect our health and hinder our ability to live effective lives.

To remedy the clutter in our environment, the first step is to clear it up. This means taking the steps to remove anything that is no longer useful or valuable to us. For example, the old magazines and books in your living room, the old pots and pans in your kitchen; the old clothing in your closet, the old “junk” that keeps piling up in your garage. Take a good look in every room in your house. Start at the entrance and then walk through it, room by room, and collect all the useless items that have been occupying that space for a long time. When you decide to keep things that are of value to you, make sure you clean them.

Clearing out and cleaning up includes your exterior environment as well, which is the front and back yards. Make sure your yards are cleared of unwanted objects such as junk cars and old appliances. You need to clip all the dead branches and remove dead plants to allow for new growth. Be sure to clear out places where there is overgrown vegetation. In barren places, plant fresh plants to remedy for the lack of growth, which symbolizes the lack of growth in your own life. And be sure to prune all vines that are winding their way into or around other plants or objects, as this represents entanglements in your own life.

The basic steps of the clearing out and cleaning up of our physical environments are in accordance with the powerful concept of conscious awareness in our own lives.
By being aware of the situations in our physical environments, we become aware of the situations in our lives. We can now make changes to improve our life situations by improving our physical environments. By “uncluttering” our environments, we actually start the process of naturally “uncluttering” the messy situations in our own lives—whether they involve our personal relationships, financial aspects or health concerns.
Recently, a renowned building company sought my assistance to resolve some design issues related to the company’s custom home development. Some of the architectural elements carried a negative connotation to Feng Shui principles, and were adversely affecting the sales of the project. Upon visitation and analysis of the site, it was clear that there were more favorable Feng Shui features present than unfavorable ones. The custom homes were very spacious with high ceilings. They were built by top quality craftsmen with top notch materials and amenities. The location is in a prestigious neighborhood with an easy access to business, educational and cultural centers. However, two important negative aspects influencing the project were easily identified; its closeness to a freeway and a “basement” style secondary living level.

To remedy the issue of its closeness to the freeway, simply planting trees in strategic positions can help shield the houses from the sights and sounds of the freeway traffic. Tall evergreen trees, such as pine and redwood, are more effective than small deciduous trees.

Homes with lower level basement are popular in the East Coast and in cold re-
gions of the north. They provide warmth and coziness during the cold winter seasons. However, this type of house design is not popular with the outgoing, nature-loving homeowners in California. It is particularly unfavorable from the Feng Shui viewpoint which suggests that living below the street level symbolizes being buried underground, a lifeless situation that should be avoided.

This major concern can be remedied in several easy ways. Light wells help to bring in natural sunlight to brighten up the place. They can be landscaped to create an outdoor, garden-like setting, adding more space and beauty. A mosaic wall or decorative wall painting can be used to add more color, thereby stimulating interest in an otherwise dark and enclosed area. Another easy remedy is to enhance the staircase with decorative handrails. The wall section of the staircase leading to the basement can be brightened with a beautiful painting or wallpaper.

These are just a few examples of how simple Feng Shui remedies can be applied to overcome specific sales and marketing challenges. The concept of Feng Shui is multifaceted and affects every area of our physical environment. When used effectively in new home marketing, it can increase the desirability of a project.
Chapter Eighteen

Feng Shui Tips

"Know yourself; Know your Opponents
You will always win."

Sun Tzu
The Art of War
SOME EXAMPLES OF FAVORABLE & UNFAVORABLE FENG SHUI

FAVORABLE

• Gentle slopes with trees
• Neighborhood - parks; country club
• Houses above street level
• Middle of the hill with house above and below
• Rectangular-shaped lots
• Curved walkway
• Trees behind the house
• Front door facing street with no blockage
• Tile roof vs shake roof
• House numbers 2,3,6,8,9
• Staircase not facing front door; spiral staircase
• New house or old houses with good history
• Smooth / rounded edges
• Window in bathrooms

UNFAVORABLE

• Flat land
• Steep slopes with rocks
• Cemetery; hospital; church; garbage dumps; freeways; refinery; funeral homes
• Houses below street level
• T-intersection; dead-ends; Lone house top of the hill
• Irregular-shaped lots
• No walkway
• Trees and fences blocking the front door
• Front door on the side; at an angle; behind garages
• Fireplaces; overhead exposed beam; too many skylights
• House number 4
• Straight staircase facing front door
• Old houses with unfortunate history
• Rough/sharp edges
• Sloping ceiling in bedroom
• Mirror closet doors in bedroom
### SOME EXAMPLES OF THE GOOD LUCK AND BAD LUCK NUMBERS

<table>
<thead>
<tr>
<th>Number</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>First</td>
</tr>
<tr>
<td>2</td>
<td>Easy; Comfortable</td>
</tr>
<tr>
<td>3</td>
<td>Lively; Active</td>
</tr>
<tr>
<td>4</td>
<td>Death</td>
</tr>
<tr>
<td>5</td>
<td>No; None</td>
</tr>
<tr>
<td>6</td>
<td>Happy; Good Fortune</td>
</tr>
<tr>
<td>7</td>
<td>Lucky (Western Influences)</td>
</tr>
<tr>
<td>8</td>
<td>Prosperity; Wealth in Terms of Money</td>
</tr>
<tr>
<td>9</td>
<td>Longevity</td>
</tr>
<tr>
<td>10</td>
<td>Completeness</td>
</tr>
<tr>
<td>14</td>
<td>Sure Death</td>
</tr>
<tr>
<td>24</td>
<td>Easy Death</td>
</tr>
<tr>
<td>28</td>
<td>Easy to Become Wealthy</td>
</tr>
<tr>
<td>88</td>
<td>Double Happiness</td>
</tr>
</tbody>
</table>
DO’S AND DONT’S OF WORKING WITH INTERNATIONAL BUYERS

Last winter, when President Bush visited Australia, he flashed the V-for-victory sign. A harmless gesture, right? Wrong. In many parts of the world -- including Australia -- the backhanded two-finger gesture is considered obscene. And in Brazil, the classic American okay sign -- thumb and forefinger forming a circle, other fingers pointing up -- is extremely offensive.

Understanding cross-cultural etiquette is vital to success in an ethnically diverse market. So keep these tips in mind the next time you’re working with buyers from overseas:

• It’s not a good idea to make appointments with Egyptian buyers on Friday. It’s the Muslim day of rest.
• It’s not appropriate to bow slightly when you meet someone from China.
• In India, the cow is a sacred animal, so don’t treat Indian buyers to a steak dinner or a burger for lunch.
• Be aware that certain colors communicate hidden meanings in different parts of the world.
  To Latin Americans, purple is a sign of death. And white is the color for funerals in Japan.
• Never give Arabs liquor as a closing gift. It’s forbidden by the Islamic religion.
• Avoid giving gifts in multiples of fours to Japanese buyers. The number four has morbid connotations.
• Be patient. Time isn’t always money, especially when you’re dealing with language and culture barriers.
• If you work in a culturally diverse market, carry bilingual business cards. Have English printed on one side and Spanish or Japanese, for example, on the other.
• Don’t take yes as an answer. In many Asian countries, it’s customary to answer any question with an immediate yes to acknowledge that the question has been heard. Also, Bulgarians and Greeks indicate yes with a shake of the head from side to side.
• Smile. It’s the universal language.

-- Real Estate Today, June 1992
COLORS AND THEIR MEANINGS

RED - Happy; Good Luck; Noble
WHITE - Mourning; Purity; Cleanliness
GREEN - Life; Youth; Growth; Money (Western Influences)
BLACK - Money; Mourning (Western Influences)
BLUE - Sadness; Mourning; Scholars
YELLOW - Imperial Color; Bright and Cheerful
PURPLE - Royal Family

SOME EXAMPLES OF FAVORABLE & UNFAVORABLE GIFTS

FAVORABLE
- Candies
- Food Baskets
- Evergreen Plants
- Lamps
- Crystals
- Paintings with Good Meanings
- Red Envelopes with Money
- Gift Certificates

UNFAVORABLE
- Clocks
- Candles
- Flowers (Especially White)
- Knives
- Guns
- Sharp Objects
- Lanterns
- Wreaths
Part Five

Feng Shui in the News
Cultural considerations

Religion, superstition, hobbies are behind buyers’ specific needs

By Joyce M. Gill

"Do you have a house with a realtor "in the back"?

"Can I buy these houses with a credit card?"

"The original was made to the front door."

"Outsider forever in this house?"

"It's not in a part of a Top-10 Things Overheard in Real Estate Forums list."

They are real comments made by real people looking for just the right house.

The requests sound peculiar on the surface, but not unusual at all. They are based on a variety of circumstances—sentiment, ethnic background, cultural background, religion or just practical need.

Thomas McKinney, a real estate agent with Coldwell Banker in Dallas, said she was once asked to find a house with a realtor“in the back.” Her clients wanted this difficult-to-tell house because it reminded them of their last, happy home, McKinney said.

I learned I never corresponded on clients, "she said.

Other realty agents said they feel the same way.

When we come to financing,

"It’s a little bit of a feeling that this is a happy home," he said.

Cultural differences, said the realtor, are what set these properties apart.

For this particular, using plastic was practical way of doing business in a foreign country.

Mary Ann Fajardo of Coldwell Banker in Winter Park, asked a colleague’s clients to bring in a certain stuffed animal for the down payment.

"But there are times," he said.

One of her recent clients was a client who tried to name diamonds for a house.

"The cost was $5,000." he said.

Both clients made to the front door, but the second one wished to be included for good luck.

Training the agents:

Coldwell Banker, a national real estate company, trains a national real estate company, training in the art of cultural needs.

"It’s a growing trend that has some real estate agents setting up workshops with international Realtors and cultural consultants."

For the rest of the industry, this is a business, "he said.

"It has a real impact on how buyers sell properties."

Cultural consultants, like Fajardo’s clients, can often ask for a house facing east.

"They often ask for a house facing north, " he said.

"The No. 1 reason for this is that buyers are often asked for a house facing north, " he said.

"Does this house have buyers within three months of the purchase?"

Gettysburg, a former agent for Coldwell Banker in Dallas, has been turned down for homes with a realtor "in the back". Dallas buyers favoring that include those with spiritual beliefs who prefer the home to be in a quiet, tranquil setting. Gettysburg is a former agent for a Dallas real estate company, which produces cultural background books featuring a map of the city's geography.

One example:

"First I found just the right house for a client, but he wouldn't buy it. It was too far from his mother-in-law’s house."

"My client bought a half-million-dollar house without living in it — his big concern was having the perfect hill."

"It's helpful for them to be able to look at the property and feel what they are getting into," he said.

"It's a matter of personal preference," he said.

One client needed the right space to build a model home, while another client needed the right view for a more private setting.

Another client, said, said she needed the view to feel secure.

“I don’t want to lose my house every day."

© 1990, The Dallas Morning News. All rights reserved.

Phone for PERMISSION, Page 2
Location, location, feng shui

Many buyers rely on Asian practice of seeking harmony in home and environment

By LESLEY QUINN

If you're having trouble selling your home, perhaps the trouble is that it has bad feng shui, the art of obtaining wellbeing and harmony through the placement of physical surroundings, is widely used in Asian cultures. And it's becoming something of a force in the Bay Area real estate picture. Local Realtors are finding knowledge of the practice is an important plus.

A large market share

According to a new study associating statistics, about 35 percent of homes sold in the San Francisco Bay Area in recent years found buyers through a feng shui consultant, according to the Chinese Real Estate Association of California. A large portion of the market. Lots with an April 15 class for the Chinese Real Estate Association, and, about 35 percent of the buyers who took feng shui classes, according to the Chinese Real Estate Association.

Harmony

FROM PAGE 1

A further since 1986, Gallungo works with builders to put in land-scaping to shield homes from traffic noise. She may also redesign window placement or furniture arrangements on the front to a bower and make suggestions about floor plans.

Feng shui, which translates into "wind" and "water," because common practice in China thousands of years ago with the development of agricultural communities. Villagers would seek spiritual leaders to select a plot of land in which to build that would help assure them success and happiness. The crucial elements were a harmonious, natural, running water and both vegetation and feng shui has been growing in the United States over the last 85 years, said Gallungo, because "the concept is universal. It appeals to all human beings."

-- Fremont News Service contributed to this report.
New homes have an elemental difference

TV program focuses on tract utilizing ancient Chinese metaphysical art of feng shui

BY NIMFA U. BURDA

To the untrained eye, they are simply nice new homes perched on a ridge in Rowland Heights.

Walk through the models of the new Ridgemoor Crest intra-

city homes, with their airy living rooms, modern decor, and gleaming kitchens, and you might not sense anything unusual.

So why was the crew of “Sightings,” a weekly show on Fox network which features extraordinary phenomena, shoot a segment in one of the model homes?

The answer unfolds at the site through a conversation of the housing development’s vice

president, Peter Lauener, and feng shui consultant Marsha Gallego.

Gallego tells Lauener in front of the camera how — according to the ancient Chinese metaphysical art called feng shui — the new homes’ structure and design would bring harmony and prosperity.

“Literally translated, feng shui means wind and water,” said the Hong Kong-born Gallego, who flew in from her office in San Francisco for the “Sightings” segment.

But it is as much a state of mind as a physical condition, it’s part of everything and every

place, and its purpose is to enhance the quality of life.

Gallego, who has a Ph.D. in environmental sciences, said feng shui began three millennia
des ago in China as a codifying of common sense rules to avoid poor indoor air circulation.

Over the centuries, it became interwoven with superstition, astrology and Chinese philo-

sophical concepts, she said.

Gallego and other feng shui practitioners believe the direction of the building, street loca-
tions and design details all play key roles in characterizing the “chi” energy or cosmic forces that allow peace, harmony, good health and wealth to flow into the building.

For example, trees and landscaped walkways must not block the front entrances, where they would contain good energy. A staircase that faces the front door would also allow money to flow.

The program also focuses on the home’s structure and design while the “Sightings” camera rolls. Gallego explains to Lauener in front of the camera how a model home’s front entrance is correctly positioned to face the southeast and thus attract fortune and good luck.

which since the late 1970s has been a magnet for Chinese immigrants.

Gallego, who has had big names in real estate as clients in her 19 years as a feng shui specialist, gave Ridgemoor and Rowland Crest homes high marks for good feng shui.

“Although ancient and Asian, feng shui is rooted in common sense principles of architecture, construction, geography and envi-
nomental design,” she said.

“Those all influence feng shui, and they can strongly impact the final decision to buy a

specific home in a certain place.”
Home for sale: 2 baths, good chi

By CAROL SUNG
Correspondent

Dotty Jarman was very close to selling a new home to an Asian couple until they discovered one problem. Once they walked past the front door, they couldn't see straight through to the rear of the house, where there is a sliding door.

This door-to-door alignment was disturbing. Guided by their belief in feng shui, the couple was convinced that this would mean bad luck for them.

"It means their money will be going out the back door," says Jarman, project sales manager for Prestige Homes at the Valley at Biltmore in Van Nuys.

Experience on the subject of feng shui, Jarman was able to offer the couple a remedy — place a mirror or a screen to redirect the energy of chi and generate it from entering the house.

The proposed remedy was accepted by the couple, and they proceeded to purchase the home.

"I think they were surprised when I came up with the solution," says Jarman, a non-Asian broker who has been studying the art of feng shui for several years and credits this knowledge for her success in home sales.

According to Jarman, many Asians — Chinese, Taiwanese, Vietnamese, Filipinos, Koreans and Japanese — often base their home-buying decisions on the principles of feng shui.

"It can make or break a deal," says Jarman.

WHAT IS FENG SHUI?

It means "wind and water," as in the placement of buildings and furniture to create harmonious balance and to enhance the flow of qi, or energy, which will maximize potential in people's lives.

"Especially in the locations that we've been selling in," Jarman, Preston Homes in Montebello has developed in Glendale and Arcadia counties — areas with many Asian buyers.

"Close to 50 percent of the new home buyers are Asian," says Jarman.

ALEXIS SUMMERFIELD, a feng shui consultant, holds a crystal. She says that looks for positive energy and proper alignment in a house.

"Some buyers are very conscious of the placement of doors and windows, as well as the flow of chi," she says. "They want to ensure that the chi is flowing in the right direction and that there are no dead ends or dead spaces that can negatively impact the flow of chi."

According to Jarman, "feng shui" is a Chinese term that translates to "wind and water," and it is based on the principles of chi and the balance of energy in a space.

"In feng shui, the placement of furniture and decor is important, as well as the overall layout of a room," Jarman says. "For example, placing a mirror on a wall can reflect chi, while a lamp can create a calming effect."
The Power of Feng Shui
for Builders

Marsha Cheung Golangco

A recipient of the 2005 Honorable Mention Martin Luther King Jr. Humanitarian Award of the year, a business consultant in environmental Feng Shui and a cross-cultural educator. Marsha’s mission is to promote beauty, harmony and prosperity for everyone in the world.

In the last eighteen years, Marsha has used her Feng Shui knowledge to help her clients create an auspicious living environment for a better quality of life. Her services include subdivision development, office buildings, businesses, workplace, and individual homes. Her clients come from all sectors of the society, including building professionals, business owners, politicians and community leaders, health care professionals, financial consultants, lawyers, and individuals who have a desire to better their lives.

Marsha acquired her Feng Shui wisdom while growing up in Hong Kong in a Buddhist family. Her late father, Mr. Cheung Yuk Kai, was a renowned builder, who had applied the Feng Shui knowledge in his construction projects.

Fluent in English and Chinese, Marsha speaks frequently in business and professional meetings, and other non-profit organizations. She is often interviewed by the media on her Feng Shui and community work. She is active in many community organizations, especially the ones interested in home, workplace, and racial harmony. She is a past chairperson of the Contra Costa County Human Relations Commission and past president of the Oakland Asian Cultural Center.

Marsha holds a B.A. in Biology from Santa Clara University, an M.A. in Home Economics from California State University in San Francisco. She completed a Ph.D. academic program in Environmental Science at the University of the Philippines. Marsha lives in Alamo, California, with her husband, Eric, and their three children, Madeline, Elaine and Wesley.