

i-ERA

ERA SG Projects

FindPropertyAgent.sg

ReviewPropertyAgent.sg

ERA.com.sg

myERA

ERA 24/7 PropWatch



TECHNOLOGY

TECHNOLOGICAL INNOVATIONS THROUGH THE YEARS

2016

Launched ERA 24/7 PropWatch, a property watch, search and match service free for the public

24/7 PropWatch



2011

Launched ERA Tab and ERA Connect

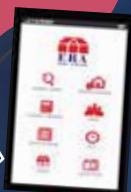
2013

Introduced Project Marketing mobile app for salespersons, ERA SG PROJECTS



2012

Developed a mobile app, i-ERA for iOS, Android, as well as, windows mobile devices



2018

1. Developed ReviewPropertyAgent.sg, a digital platform for ERA customers to provide authentic ratings and reviews for agents



2. Launched Property Investment Calculators in i-ERA & FindPropertyAgent.sg V.2 with industry-first feature, allowing consumers and agents to match in 1 minute



2017

1. Launched FindPropertyAgent.sg, a customised search for the preferred property agents by the public



2. Introduced ERA Zap to facilitate internal co-broking among salespersons



2008

1. Launched 98TXTERA, a messaging service for instant access to real estate information



2. Integrated ZapCode that provided customers with quick access to real-time updates of ERA properties and latest transactions

2004

Introduced mobile office technology for salespersons, ERA 24/7 PS



2002

Launched ERA Mobile for salespersons



1999

Introduced ERA Property Online, a live-update property information resource, on TCS Teletext



1997

Launched Internet presence

1991

Introduced RealNet



1996

1. Introduced ERA Mobile Access Network for salesperson
2. Introduced a message pager system to market properties





i-ERA

ERA's Mobile App Developed
Exclusively for ERA Teammates

ERA SG Projects

ERA's Projects Specialised Mobile App

FindPropertyAgent.sg

Agents can select up to 3 projects where their profile will be displayed, with additional feature allowing them to manually check-in or out based on their availability.

Benefit: Instant Search for agents who are at a particular project. Increase exposure for Project Taggers.



Property Investment Calculators

A complete set of property calculators.

Benefit: Help your clients to instantly understand affordability, find investment returns, calculate monthly mortgage installment, view payment progress and many more.



Receive ERA Announcements

All ERA announcements will be delivered to you via push notification.

Benefit: Never miss an important message.



My Statistics (MyERA Charts and Ranking Status)

Benchmark against the Top Achiever if you are one of ERA's Top 300 Achievers.

Other aspiring teammates can set targets to improve performance against the income of the Top 300th Position.

Benefit: Understand your positioning and pace with the achievers so as to improve performance.



Team/Division HR Information

Access your team's contact details similar to MyERA.

Benefit: Reach and connect with teammates more effectively.



FSBO & FRBO

Search for sale and for rent by owners.

Benefit: Opportunity to serve the direct property owner.



Auction

List of auction dates and properties.

Benefit: More valued leads for desired listings.



Property Search

Search for sale and rent of different segments such as HDB, Private, Commercial/Industrial properties easily.

Benefit: More thorough search for listings for your buyers.



My Exclusive Listings

Your personal exclusive listings summary.

Benefit: Monitor listings submission to ERA.



My Transactions Info

Your personal transactions summary.

Benefit: Monitor transactions submission to ERA.



ERA Select Programme

Comprehensive list of vendors such as banks, insurance, mobile plans etc.

Benefit: Special promotions and referral schemes only for ERA teammates.



Post Listing Online

Online submission of your personal listing.

Benefit: Maximise exposure for your listings to ERA's largest salesperson network.



23 Benefits of i-ERA

— ERA's Mobile App —

Developed by ERA
Exclusively for
ERA Teammates



iSubmission Online

Online submission of exclusive listings and transactions.

Benefit: Convenient and save time without coming back to office.



ERA 24/7 PropSearch

Matching of properties based on your property search criteria input within a three-month timeframe.

Benefit: An email notification will be forwarded to both ERA teammates upon successful matching. This will enhance transactional efficiency and reduce time spent on finding a desired property.



Map Integration

Set directions automatically if you wish to go to the property from your current location.

Benefit: Reduce time in directions search.



Condo Floor Plans

Search floor plans for private residential properties.

Benefit: Save your time searching for floor plans online.



Automated SMS template

Send a SMS with the automated template: "My customer is interested in the (type) property @ 123 Ang Mo Kio Singapore 123456, please contact me." to ERA teammates with your desired listing.

Benefit: Save time in keying the standard text message.



Contact multiple teammates simultaneously

SMS multiple teammates at one go based on your search requirements.

Benefit: Ease of communication with all teammates with your desired listings.



Latest Transactions

Get detail real-time information of islandwide and ERA's transactions.

Benefit: Increase probability of sale due to easy comparison of various properties to clients during presentation.



Just Listed

Be updated about the latest ERA exclusive property listings.

Benefit: Monitor submissions closely to find suitable ones for your clients.



ERA Connect

Connect and email the specific Corporate Support Teams.

Benefit: Ease of contacting the relevant department with your enquiry.



Training Programmes Registration

Direct online registration for training programmes.

Benefit: Ease of training registration anywhere.



Event & Training Calendar

ERA's events and trainings for reference.

Benefit: Facilitate planning of your schedule.



Available on the iPhone
App Store

ANDROID APP ON
Google play

20 Benefits of ERA SG Projects

Mobile App



ERA Projects

A one-stop showcase of projects marketed by ERA. Filter and search projects by Recent/Upcoming / Name / District / Local / International / Budget.

Benefit: Enable the agents to introduce/present the various projects according to clients' needs and budget.



Project Images & Videos

Impress clients with the perspectives and videos of the project.

Benefit: Enhance your marketing materials with these beautiful collaterals to entice clients.



Project Information

Detailed description and key selling points of the project are listed.

Benefit: Facilitate your communication to clients and close deals with facts ready at hand.



Project Files

Download materials such as brochures, training slides, EDM invites and more.

Benefit: Use these comprehensive materials to aid your sales presentation.



Project Site & Stack Plan

Check the availability, pricing, facing and size of units by blocks.

Benefit: Help clients determine their block and unit preference through an orientation of the project.



Project Summary

Summary of available units by project type, block and floor plan.

Benefit: Inform clients on the popularity and pricing of various units at a glance.



Project Units

Filter and show clients details of units which are available for sale with pricing and email the specific floor plan to them.

Benefit: Relay crucial information to clients efficiently and increase chances of closing the deal.

Project Floor Plans

View floor plan images by the various unit types and email it to your clients.



Project Email

Send relevant project files to your clients at one go.

Benefit: Reach and connect with clients easily and more effectively.



Project Virtual Tours

Provide clients with a 360 view of the project.

Benefit: Assist clients with visualisation of living in the project.



Project Contacts & Commission

Connect with the Marketing In-Charge and DD In-Charge and check the commission rates for the project.

Benefit: Ease of contacting the relevant personnel with your enquiry.



Project Announcement

Get status updates and announcements within the selected project.

Benefit: You may filter the information received according to the projects of your preference.



Files

Additional information about the policies and guidelines on CEA/EC/HDB, Loan-To-Value and more at your fingertips.

Benefit: Save time through this quick reference of guidelines and enhance your service to clients.



Star Buy

Search for projects with extra discounts for your clients.

Benefit: Increase probability of sale to clients who are seeking value deals.



Announcements

Check live updates for all projects and filter them according to your requirements.

Benefit: Ensure that you provide the most accurate updates to your prospects easily.



Co-Broke

Check details and promotions of projects not marketed by ERA.

Benefit: Ease of checking information and reaching out to external cobroke agents if clients are interested in those specific projects.



Sync/Download - Download All (Work Offline)

Download and view specific or all project information effortlessly without internet access on the go.

Benefit: Convenient search for real-time information and save time via the app anywhere, anytime.

Sync/Download - Update All

Update the whole app to access latest updates about projects.

Sync/Download - Remove All (Work Online)

Remove all downloaded information from the app with internet access.

Benefit: Ease of clearing memory on your device if necessary.

Sync/Download - Clear

Delete all the data in the app.

Sync/Download - Setting

You may choose to sync updating of data automatically.

Benefit: Reduce time and effort spent on updating the app for latest information.



eSign In

Register your clients' information and interest to receive future communication updates about any projects.

Benefit: Save time as these details are automatically updated under "Prospects" and you can follow up with clients about their property of interest with confidence.



Prospects

Input and manage details about your prospects.

Benefit: Follow up with the relevant information and maintain an ongoing relationship with your prospects.



Email Settings

Input your contact details, email signature and profile picture which will be reflected in the email you send to clients.

Benefit: Maintain continuous personal exposure with your photo and contact details. This will help you to build familiarity with clients.



Sent Emails

Track sent emails from the app to clients.

Benefit: Ensure that the relevant information have been sent to clients and refer to them on-the-go anytime, anywhere.





[Home](#) [Find Agents](#) [Read Reviews](#) [Locations](#) [Blog](#)

Find the best property agent in Singapore

View reviews, past transactions, awards & trainings attended.

Select user type

Select property type

Select locations

Or find by name/license number



FINDPROPERTYAGENT

YOUR CUSTOMISED SEARCH
FOR PROPERTY AGENTS

Powered by ERA, FindPropertyAgent.sg offers consumers a digitally engineered solution to find the most relevant and professional property agent with access to their genuine ratings and reviews, comprehensive track record in transactions, awards achievements and trainings attended.



BENEFITS FOR FINDPROPERTYAGENT.SG

FOR AGENTS:

Build credibility with reviews and awards

More exposure for project agents and taggers with auto check-in feature

Most complete online profile for agents, no data entry needed

More exposure with the customised agent search engine

Get more leads at no cost

For consumers:

Find agents who are available immediately without waiting for a response

Available in both English and Chinese

Easily find the best property agent based on their specialisation, language and reviews

Find agents who are present at a specific project for better viewing arrangements

Write a positive review about an agent



ERA.com.sg

ERA WEBSITE

The website is designed to be a one-stop solution for both ERA salespersons and clients with numerous user-friendly features. Users can share up-to-date and meaningful content across different devices effortlessly with its socially optimised design.

8 Benefits of ERA.com.sg



ERA Listings and Projects

Benefit: Search for the latest sale and rental listings and reduce time spent on finding a desired property for clients.



Find a Salesperson

Benefit: Consumers can search for a salesperson by 'Particulars' or by 'Specialty'. The salesperson with the most listings and transactions in that Specialty area will be shown on top.



Compliments from Clients

Benefit: Build personal branding with Client's Testimonials and share them on your social media platforms for higher exposure.



Training Videos

Benefit: Learn from Training Videos to improve knowledge and be well-rounded in your business.



Success Stories

Benefit: Be inspired by Top Achievers' Success Stories, set targets and aim for greater heights.



Blog

Benefit: Gather new ideas for your business, share market insights with clients and even gain tips for better health.



Newsletter

Benefit: Retrieve One ERA newsletters which feature the latest company events, Top Achievers and newest teammates.



Consumer Guides

Benefit: Published by ERA, these guides address over 90 frequently asked questions by consumers about buying, selling and leasing in the HDB resale market and private residential properties.



myERA

ERA's Internal Agent Portal Developed by ERA Exclusively for ERA Teammates

ERA salespersons can utilise the platform for online tracking of personal & team sales performance, award winners, ranking, ERA points, CPD fulfillment and rental renewals. You can access ERA 24/7 PropWatch, the eStore, latest projects information and company announcements. In addition, perform e-services like iSubmission, property search, CMA, event sign-up, loan compare, e-Litho and training room booking.

35 FEATURES of myERA

1

ERA 24/7 PropWatch

Technological system to manage customer relations and update clients about latest property transactions.

Benefit: Maintain top-of-mind awareness and an ongoing relationship with your prospects.

24/7
PROP
Watch

2

Rental Renewal Report

A virtual personal assistant who tracks and reminds you of your tenancy transactions that is near renewal.

Benefit: Ease of tracking renewals to aid additional closing.



3

Team Transactions Report/Record

Ability to track, monitor and boost personal & team sales performance.

Benefit: Help your teammates to set goals and reach their targets by tracking performance.



4

Seller's Stamp Duty (SSD) Liability Expired Properties

Past transactions beyond SSD liability period will be listed to allow follow up sales.

Benefit: Ease of tracking non-SSD transactions and increase chances of closing.

SSD

5

FSBO/FRBO Listings

Quick and easy access to direct sellers/landlords.

Benefit: Opportunity to serve the direct property owner or gather new prospects.

FSBO
FRBO

6

Top Achievers Income Pacer

Pace your current performance and aim for greater heights. Benchmark against the Top Achiever if you are one of ERA's Top 600 Achievers. Other aspiring teammates can set targets to improve performance against the income of the Top 600th Position.

Benefit: Understand your positioning to set goals and achieve greater success in your real estate career.

TOP
600
ACHIEVERS

7

Performance Comparison Charts

Monitor your personal and team performance for optimal growth.

Benefit: Monitor your personal and team performance for improvement and achieving better results.



8

ERA Extra Mile

ERA Points from the ERA Extra Mile Program can be used to redeem corporate merchandise, course fees for CPD and offset flight tickets to ERA overseas Business Conferences.

Benefit: Extra bonuses and incentives to give you the extra mileage for your performance.

EXTRA
MILE
PROGRAMME

9

ERA Project Brochure Library

View project brochures effortlessly.

Benefit: Comprehensive library of projects to aid your sale presentation.



10

iSubmission

Submit listings and transactions on the go.

Benefit: Free posting of open listings into ERA's personal listings database for search by many other ERA teammates with ready buyers. Convenient and save time to submit transaction online without coming back to office.



11

ERA Projects

Obtain local and international projects information.

Benefit: Facilitate communications and close deals with project marketing materials ready at hand.



12

ERA eStore

Corporate merchandise is available for online purchase.

Benefit: Anywhere, anytime online purchase and enjoy free delivery to any local ERA Offices.



13

Team Strength Report

Monitor team growth as team headcount from the past two years are available.

Benefit: Monitor your team numbers and utilize this report for coaching managers.



14

Team Listings Report

Exclusive listings by your team at a glance.

Benefit: Monitor exclusive listings submitted to ensure team performance.



15

Team HR Info Report

Access your team's contact details.

Benefit: Reach and connect with teammates more effectively.



16

Invoice Statement

Check invoices 1 day after the Invoice Date. Past 2 years of invoices is available for Resale Transactions.

Benefit: Track transactions that have been billed to ensure your incoming commission.



17

Commission Payment Voucher

Resale commission voucher will be available 3 days after the processing date. Past payment vouchers up to 2 years are available too.

Benefit: Check earned commissions to manage your finances efficiently.

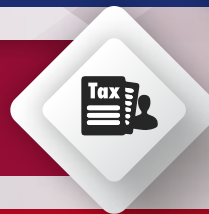


18

IRAS Income Statement

Download your personal IRAS Income Statement.

Benefit: Ease of submission to IRAS.



19

ERA GHS Plan

Get additional coverage with ERA Group Hospital & Surgical Insurance Scheme (GHS).

Benefit: Enjoy valuable protection and benefits under this GHS scheme to be covered up to \$13,500 for less than \$1 per day.



20

Event Calendar

All company's events and trainings are listed for reference.

Benefit: Plan your schedule and register for events and training effortlessly.



21

Event/Training Registration & Status

Check personal event and training registration status.

Benefit: Manage your schedule for events and training with ease.



22

Business Alliance

Comprehensive list of merchants for various functions such as banks, insurance, mobile plans etc.

Benefit: Special promotions and referral schemes only for ERA teammates.



23

Comparative Market Analysis (CMA) Search

Search for the latest sale and rental transactions.

24

Exclusive Sales Listings Search

Search for ERA exclusive sales listings for various types of properties.

25

Exclusive Rental Listings Search

Search for ERA exclusive rental listings for various types of properties.

24/7
**PROP
Search**

Benefit:

Up to 3 months 24/7 property searches help match listings based on criteria set by ERA salespersons. An email notification will be sent to salesperson upon successful matching. This will reduce time spent on finding a desired property for clients.

26

iCompareLoan

Utilize the Home Loan Report™ and real-time home loan interest rate comparisons from different banks.

Benefit: Compare real time loan packages for clients.

iCompareLoan

27

HiWire Online

Access to SG Property Listings, FSBO/FRBO, HomeBiz, HDB ethnic check, HDB Purchase (Private Bank Loan) etc, via HiWire Online.

Benefit: Convenient search via HiWire Online anywhere, anytime.

HiWire

28

e-Litho

Retrieve extensive land plot information free including land size info with high accuracy by Singapore Land Authority.

Benefit: Enhance your knowledge on the usage and development potential of the land parcel or building to reinforce your presentation and closing.

29

Request HDB Valuation

Submit request for HDB valuation. Buyers who are planning to take a housing loan (HDB or bank) or using CPF to finance the purchase of a resale flat must have a valid valuation.

Benefit: Ease of submitting request for HDB valuation online.

30

ResaleNet Submission

Submit HDB resale application on behalf of buyers or sellers to HDB.

Benefit: Boost customer satisfaction by easing the transaction processes of your clients.

ResaleNet

31

E-stamping Submission

After tenants sign the tenancy agreement, agents can submit the document for e-stamping online within 14 days of the tenancy agreement date.

Benefit: You may conveniently e-stamp anywhere and anytime.

E-STAMPING

32

Room Online Booking System

Make online room reservation for meeting or training in any of the ERA offices conveniently.

Benefit: Capitalise on the strategic locations and variety of facilities available at ERA offices for team building purposes.

33

CEA/ERA Documents

Download of desired documents on the move.

Benefit: Ease your transaction process by providing the desired documents anywhere, anytime.

34

Passport To Success

Understand the corporate standard operating procedures.

Benefit: Ensure a smooth induction of new teammates and facilitate fast integration into the One ERA family.

35

Recruitment

Presentation slides for Success Seminar, experienced and new agents.

Benefit: Use these specially curated slides for recruitment of both experienced and new agents.

my.era.com.sg

24/7 **PROP** *Watch*

Maximise Your Reach to Customers at NO COST!

Keep Sharing Your PropWatch Link (PW Link):



ERA 24/7 PropWatch

ERA's Customer Relationship Management System

Developed by ERA Exclusively for ERA Teammates & Clients

This in-house technological system helps ERA salespersons to manage customer relations. You can update clients about latest property transactions, homes for sale/rent in their neighbourhood and number of potential buyers/tenants for their property. Clients can also submit specific search and receive matches beyond their neighbourhood with ERA 24/7 PropSearch. These help to maintain top-of-mind awareness and an ongoing relationship with prospects.

15 Benefits of ERA 24/7 PropWatch



Update Personal Particulars by Consumers

Consumers can update their personal particulars if there are changes.

Benefit: The changes will be reflected automatically in your Summary of Followers in MyERA.



Multiple Property Address(es)

Consumers can add other property addresses apart from their residential address.

Benefit: They can monitor more than one property at the same time.



Display of Numbers of Potential Buyers/Tenants for the Property

Stimulate interest and help consumers to determine the attractiveness of their property.

Benefit: Increase chances of prospecting as consumers will receive email notifications on numbers of potential buyers/tenants for their property.



Share Function

Consumers can share your PropWatch link with their friends easily.

Benefit: Maximise your reach as consumers will be sharing only your unique PropWatch Link to others.



Recent Nearby Transactions

Consumers can gather real-time information on latest property transactions in their neighbourhood.

Benefit: Save time as they will receive email notifications on updated property transactions about "by you".



Recent Nearby Residential Listings

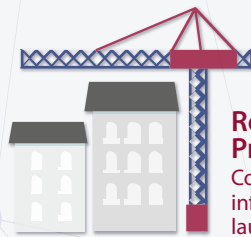
Consumers can gather real-time information on homes for sale/rent in their neighbourhood.

Benefit: The display of nearby listings in consumers' profile will be your Division level listings first. This promotes co-broking and will help to transact more deals within your Division.



Recent Nearby Commercial Listings

Consumers can check latest listings if they are keen in commercial investment.



Recent Nearby Project Launches

Consumers can gather real-time information on latest project launches in their neighbourhood.

Auction and Mortgage Deals

Consumers can search for latest auction and mortgage deals by the ERA Auction Team.



Benefit: Save cost on marketing materials and increase opportunities for closing new deals.



ERA 24/7 PropSearch

Consumers can input their criteria and the function helps to match properties for sale or rent - which are listed in ERA 24/7 PropWatch - within a three-month timeframe.

Benefit: An email notification will be forwarded to both ERA teammates and consumers upon successful matching. This will enhance transactional efficiency and reduce time spent on finding a desired property.



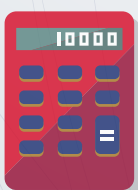
Submitted ERA 24/7 PropSearch Matched Listings

Listings that match consumers' criteria will be displayed.

Request Valuation Quotation

Consumers can request for a formal valuation report for their properties issued by a private-licensed valuer.

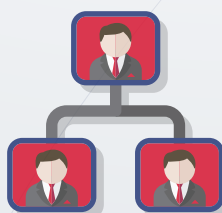
Benefit: Raise efficiency of transactions through this one-stop service for consumers.



Monthly Repayment Calculator

Consumers can utilise the calculator to check affordability of the property of interest.

Benefit: After clients work out their monthly repayment ability, you can advise them further with TDSR, MSR and stamp duty calculations to make more informed financial decisions.



Agent Profile

Maintain continuous personal exposure with your photo and contact details in the platform.

Benefit: This will help you to build familiarity with consumers and maximise chances of converting them to become your consumers.



Email Agent

Consumers can email enquires to you with automated templates about their interested property.

Benefit: Maintain communication by answering their enquires anytime, anywhere.



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