



We Are
SELLING HOMES

your trusted realtor



We Are A TRUSTED HOUSEHOLD NAME

“

> 500,000
customers can't be wrong

”

We have served over 500,000 customers in Singapore since 1982. Presently, we are the largest international agency represented by > 17,818 agents across 10 countries in the Asia Pacific region and the only local agency that owns a building – ERA APAC Centre.



We Are
100% COMMITTED

always there for you

Thank you for choosing ERA to market your property.

Ultimately, we know that the primary goal in selling your property is to achieve the **highest possible** price in the **shortest possible** time.

“

This is what
We do best
**SERVICE
EXCELLENCE**

”

We Are THE AGENCY OF CHOICE

sold more than
30,000
new homes

launched more than
300
projects



We are one of the pioneers in new home sales, trusted by property developers locally and internationally. We market a wide array of projects; and we can surely find a dream home for you.

“

Browse all
that we have
to offer now at
ERAPROJECTS.SG

”

We Are

AN AWARD-WINNING SERVICE

our awards & social proof

We are a wholly-owned subsidiary of SGX mainboard listed company, APAC Realty Ltd; backed by majority shareholder Northstar Group – a leading Southeast Asia private equity fund manager with more than US\$2.0 Billion in committed equity capital.

—— Awarded to APAC Realty Ltd ——



Best Investor Relations Award for 2018
By Singapore Corporate Awards 2018



—— Awarded to ERA Realty Network Pte Ltd ——



**5-Star Real Estate Agency
(Single Office) 2019**
By Asia Pacific Property
Awards 2019



**Most Innovative
Real Estate Agency
(Listed Companies Category)
2018**
By Singapore Business
Review



**Best Agency
Award 2018**
By MCC Land Singapore



**Favourite Real Estate
Agent (Gold) 2018**
By Expat Living Readers'
Choice Awards 2018



**Top Property
Agency 2018**
By Influential Brands Awards



**Marketing Agency
Excellence Award 2018**
By EdgeProp



We Are **LISTENING**



understand
your needs

- Reason to sell
- What if you don't sell
- Timeline
- Price expectation
- Financial calculations

We Are PROVIDING PROFESSIONAL SERVICE

abide by strict code
of conduct

- HDB & Private Residential
Resale | Sales & Leasing
- New Home | Sales
- Commercial and Industrial
Properties | Sales & Leasing
- International Property |
Sales
- Property Management
- Auction



BACKED BY AWARD-WINNING PROPTech

Announcements
Personal Web
Project Chat Rooms
Property Calculators
Marketing Templates
Search Profitable Projects
ERA Zap for Internal Co-Broking
External Cross Posting
Browse Latest Projects
and more...

Agent's Profile

Introduction
Reviews
Awards
Training
Submit Reviews

Recent nearby transactions
Recent nearby new project launches
24/7 PropSearch
Request Valuation Quotation
Monthly Repayment Calculator



iERA7

Fuelling the modern property agents with the most comprehensive real estate solutions; providing simplified transaction processes all within a mobile app.



FindPropertyAgent.sg

Award-winning search portal powered to match customers with the most qualified property agent based on their specialisation, language and reviews. Customers get to see every agent's track record with the click of a button.



PropWatch

Award-winning "PropWatch" service providing customers with the latest property transactions within their choice of the neighbourhood to watch.

RIGHT PRICING

selling your home for more

History of OverPriced Home



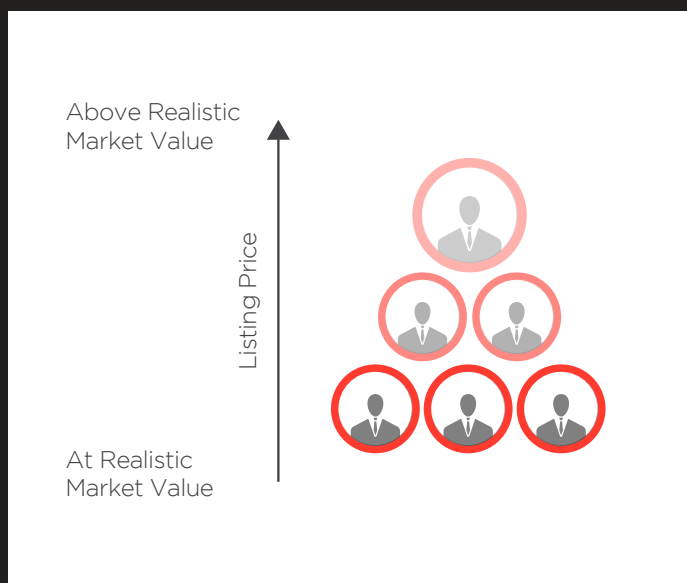
“

We have formulated the perfect formula to give you a greater chance of achieving

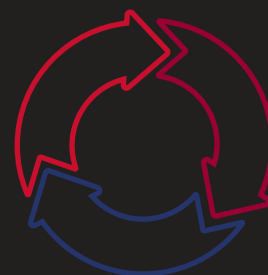
RIGHT PRICING

”

Pool of Prospective Buyers



Better Marketing



More Premium Buyers

Better Price

INDICATIVE PRICE PROGRAM

finding the right price

ERA provides exclusive customers with Indicate Price Program within 24 hours. This indicative price is calculated based on comparative market analysis of recent transaction prices and other influencing factors.

MOST EXPOSURE

we have our
secret sauce

In order to give yourself the maximum opportunity to attract premium buyers, you need a structured marketing campaign to draw new buyers to compete with current buyers.





SMART **MARKETING** PLAN

DIGITAL MARKETING



Establishing digital presence through existing digital platforms.

STRONG AGENT CO-BROKING SYSTEM



Existing good
relationships with
internal and external
agents.

INTERNATIONAL REFERRAL SCHEME



ERA is the largest international agency with > 17,818 agents across 10 countries.

LISTING PORTALS



Maximum exposure on
the most popular real
estate listing portals,
24/7.

SOCIAL MEDIA MARKETING



Creating visibility on the world's largest social media networks.

ERA ZAP



More than 1 person will
be actively marketing
your property.

EMAIL MARKETING



Sending consolidated listings to around 10,000 active co-broking agents in Singapore.

DIRECT SALES/ NETWORKING



Promoting property
through “first degree”
customers’ base.

NEWSPAPER ADVERTISING



Building awareness
across Singapore's top
news publications.

FLYERS AND DIRECT MAILERS



A simple approach to
increase exposure.

OUT-OF-HOME MARKETING



Creating visibility on the ground through other outdoor banners.

SMS/ TELEMARKETING



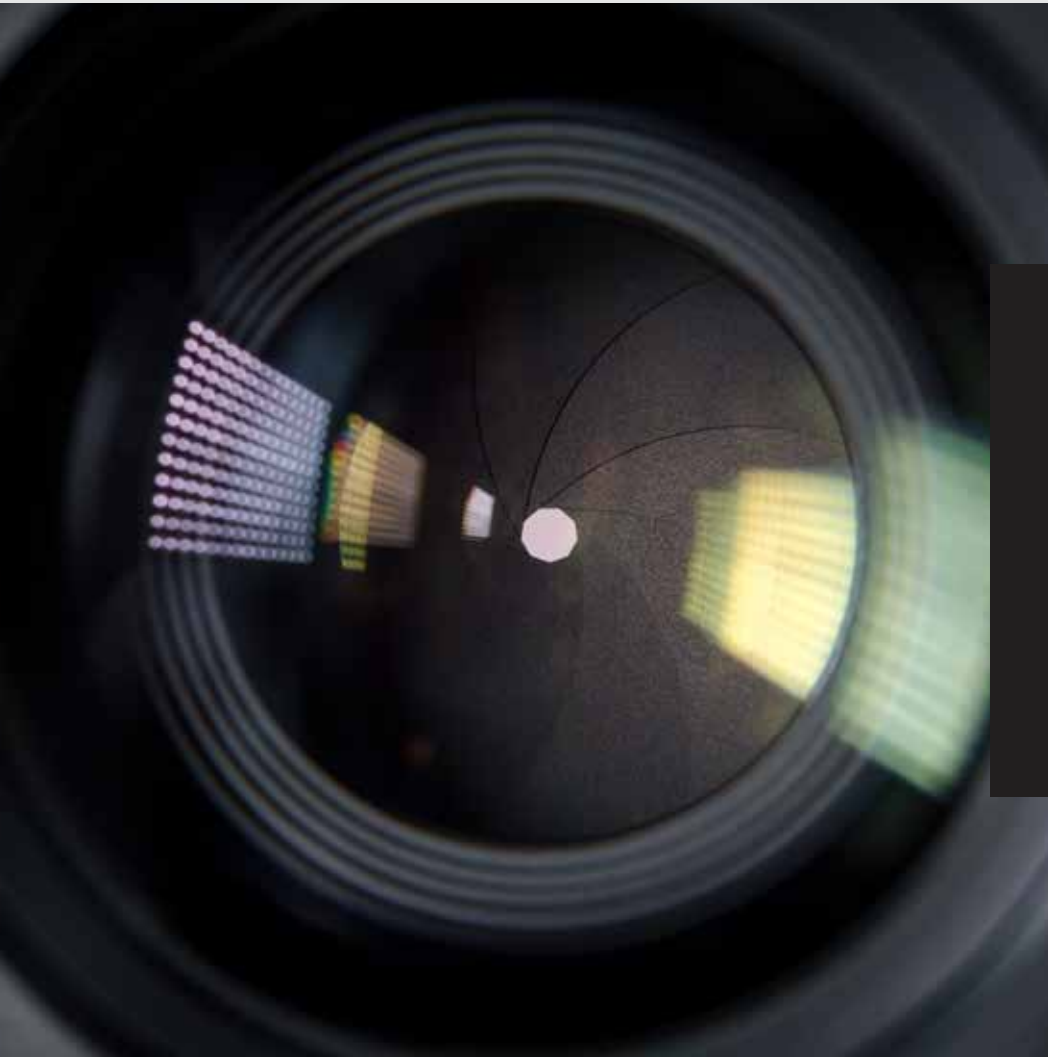
Connecting with
co-broking agents and
residents in the area to
scout for interested buyers.

OPEN HOUSE



Leave a lasting impression
for potential buyers.

VIDEO AND PHOTOGRAPHY



Leveraging on the power
of visualisation to sell
your property

ROAD SHOWS



Creating urgency for potential buyers viewing your property.

DRESS YOUR HOME FOR SUCCESS

5 steps to getting ready to sell

- **Decluttering**
- **Cleaning**
- **Repairing**
- **Neutralising**
- **Dynamising**



SHOWTIME

getting ready to sell

- Complete documentation
- Decide when to commence marketing
- Discuss how best to stage the property
- Set times and dates for status updates

*Thank You
For Engaging ERA*
