

ERA is the real estate company
of choice for clients and
real estate salespersons.



2018 Top Property Agency
(Consumers' Choice)



2018 Most Innovative
Real Estate Agency



2018 Favourite
Real Estate Agent (Gold)



2018 Asia Responsible
Enterprise Award



MISSION

At ERA, we are committed to be 1st in service,
1st in results and 1st in customer satisfaction.

ERA associates will have the support of innovative tools and
training to accomplish the tasks at hand.

Clients will have total confidence that they are dealing with ERA
real estate professionals expressing the highest level of service
and integrity.

CORE VALUES



MESSAGE FROM THE CEO

ERA has a proud history that spans nearly half a century. Our successes are attributable to our clients and dedicated teammates who have shared the journey with us. Over the years, we have incorporated teamwork, trust and resilience into every aspect of our business in commitment to customer satisfaction.

Our heritage as a real estate leader runs deep. No other real estate agency in Asia Pacific has sold more properties or served more clients than ERA. We have earned ourselves nearly 100 percent brand awareness. ERA has been named the number 1 most preferred and influential real estate brand amongst property agencies in Singapore and the Asia Pacific region.

To date, we are the largest real estate agency in Asia Pacific with more than 16,000 salespersons in more than 625 offices. Internationally, our network includes over 2,200 offices across 32 countries, and more than 39,000 sales associates worldwide. Leveraging on each other's expertise continues to create additional value for our clients.

These are challenging yet exciting times. Leading the way in the innovation of products and services has ensured sustainable growth and ERA endeavours to be bold while reshaping our strategies for future success.

I am excited about sharing our sense of passion and purpose to exceed customers' expectations and opportunities that lie ahead with a growing team. We will hone our strengths to support teammates with latest information and technology to be the real estate agency of choice. Another key element involves our increasing responsibilities towards the community we serve, which has been recognised with numerous accolades.

ERA remains committed to build on our remarkable achievements and pursue our ambitious goals relentlessly. We have scaled such heights with the support of valued clients, developers, employees and associates. I would like to take this opportunity to thank you for believing in ERA.



Mr. Jack Chua
CEO, ERA Singapore





ERA WORLDWIDE

ERA is committed to serving the real estate needs of buyers and sellers around the world. Learn more about what ERA is doing in other countries by logging on to www.ERA.com.

In 1971, Jim Jackson founded the company, originally called Electronic Realty Associates, with the vision of utilizing the latest technology - then a fax machine - to provide the highest quality service.

Today, ERA Real Estate continues to be a pioneer in the industry by capitalizing on the power of the Internet to offer unique offerings to both sales associates and consumers.

ERA Real Estate built a franchise system based on the principle of collaboration - the idea that by working together and helping one another, a stronger community of real estate professionals could be built. Each ERA office helps strengthen the communities where they work and practice real estate.

Our global community of real estate professionals combines local neighborhood experience with up-to-the-minute real estate resources to deliver the results home buyers and sellers need today.

United States of America, Central America & Caribbean

Bahamas | Grenada | St Lucia | Turks & Caicos

Europe

Austria | Belgium | Bulgaria | Cyprus | Czech Republic | France | Germany | Luxembourg | Netherlands
Portugal | Sweden | Switzerland | Turkey

Middle East

Egypt | Kuwait | Oman | United Arab Emirates

Africa

South Africa

Asia Pacific

Singapore | Malaysia | Indonesia | China | Korea | Japan | Taiwan | Thailand
Cambodia | Vietnam

ERA ASIA PACIFIC

The **LARGEST**

real estate agency in Asia Pacific
with more than **16,000** salespersons
in more than **625** offices.

www.eraasiapacific.com



The Opportunity

ERA Asia Pacific Master and Direct Franchise opportunities in the Asia Pacific region.

Becoming a Master Franchise Partner

ERA Real Estate enters new markets by establishing master franchise services. This allows the partner to develop the ERA brand in the country or particular market acquired. The master franchise candidate may be an individual or a company with relevant experience in the real estate industry, banking, insurance or an entrepreneur with a background in successful network development.

Becoming a Direct Franchise Partner

The direct franchise partner program allows the partner to establish an office and develop the ERA brand in the city or particular geographical area. The direct franchise candidate may be an individual or a company with relevant experience in the real estate industry, banking, insurance or an entrepreneur with a background in successful network development.



ERA HAS THE **HIGHEST** INCOME PER AGENT IN 2017 & 1H2018[#]

Since its establishment in 1982, ERA is proud to be the preferred real estate brand in Singapore. We are synonymous with providing innovative breakthrough products and services which cater to our clients' every need.

ERA Singapore has redefined industry standards for real estate concepts, technology and initiatives which have allowed us to accumulate numerous accolades. We have achieved many 'firsts' in the industry, from offering training programs, to launching a property watch, search and match service free for public usage.

We have grown from strength to strength. Today, ERA has more than 6,100* local salespersons in the family. ERA remains committed to our tradition of innovation and service excellence, and will make every effort to elevate our service to both clients and salespersons to greater heights.

*Source: CEA Public Register - September 2018

[#]ERA Avg. Income Per Agent is >20% Higher among SGX Real Estate Agencies

95%

BRAND AWARENESS

ERA achieved 95% brand awareness amongst key demographics in Singapore in a survey conducted by the National University of Singapore. This reflects clients' familiarity of the ERA brand locally and facilitates higher chance of partnership than others.



SERVED OVER
470,000
CLIENTS SINCE 1982



ERA, 1st Real Estate Company to...

2017



- Celebrate 35 years of excellent service and customer satisfaction in Singapore
- Become The Only Listed Real Estate Agency in Singapore under APAC Realty Limited
- Win Top Brand preferred by consumers in the category of Property Agency under Influential Brands, 2017
- Conduct ERA Race to Las Vegas Challenge, an incentive lucky draw for salespersons and clients
- Offer ERA Loyalty Growth Dividend Scheme, an additional bonus for all leaders
- Introduce ERA Zap to facilitate internal co-broking among salespersons and launched FindPropertyAgent.sg, a customised search for the preferred property agents by the public in the same year
- Receive the 10th SHARE Corporate Platinum Award at the Community Chest Awards 2017

2016



- Be Singapore's Largest Real Estate Agency for the 6th consecutive year according to CEA Public Register and ranked #1 Largest Real Estate Agency by Singapore Business Review for 3rd consecutive year
- Receive the Top Grandeur Award in Asia Enterprise BRAND Awards 2016
- Receive the Asia Responsible Corporate Awards, Apex Leadership Award by Built Environment Industry, 2015/16
- Introduce ERA Scholarship for ERA's family of employees, salespersons and customers
- Launch ERA 24/7 PropWatch, a property watch, search and match service free for the public
- Receive the 9th SHARE Corporate Platinum Award and Five Years Outstanding SHARE Award at the Community Chest Awards 2016

2015



- Be Singapore's Largest Real Estate Agency for the 5th consecutive year according to CEA Public Register and ranked #1 Largest Real Estate Agency by Singapore Business Review for 2nd consecutive year
- Launch ERA Extra Mile Programme, an industry first S\$500,000 salespersons rewards scheme for good service
- Expand to five offices spread over 65,000 sqft of space, at Mountbatten Square, SLF Building, Zhong Shan Park, Toa Payoh Hub and 600 Toa Payoh
- Raise S\$80,000 for The Singapore Association For The Deaf in a charity walk
- Set new Singaporean record for Largest Mass SG50 Happy Dance with 448 participants
- Be featured on current affairs programme, Global Enterprise, on TV
- Receive the 8th SHARE Corporate Platinum Award and Five Years Outstanding SHARE Award at the Community Chest Awards 2015
- Receive the I Love You Ruby Award and named Ambassador for the Deaf since 2010 by The Singapore Association For The Deaf

2014



- Be awarded Top 1 Influential Brand for Property Agencies in Singapore by Brand Alliance
- Be Singapore's Largest Real Estate Agency for the 4th consecutive year according to CEA Public Register and ranked #1 Largest Real Estate Agency by Singapore Business Review
- Be 1st real estate agency to achieve more than 6,000 salespersons registered on CEA Public Register
- Raised S\$78,000 for Canossaville Children's Home at ERA Manager's Day
- Introduce Superstar Bonus incentive programme for excellence in commissions earned and recruitment
- Set new Singaporean record for Largest Mass Cane Dance with 711 participants

2013

- Be Singapore's Largest Real Estate Agency for the 3rd consecutive year according to CEA Public Register
- Offer ERA shares to all Division Directors through the Share Ownership programme
- Introduce Project Marketing mobile app for salespersons, ERA SG PROJECTS
- Be acquired by Northstar Group, a private equity firm headquartered in Singapore

2012

- Be Singapore's Largest Real Estate Agency for the 2nd consecutive year according to CEA Public Register
- Develop a mobile app i-ERA for iOS, Android, as well as, Windows mobile devices
- Receive the 6th SHARE Corporate Platinum Award at the Community Chest Awards 2012
- Celebrate 30 years of outstanding sales, excellent service, and customer satisfaction in Singapore

2011

- Be Singapore's Largest Real Estate Agency according to CEA Public Register
- Set up a three-storey service and training centre in Toa Payoh
- Introduce a Million Dollar Cash Draw for salespersons and customers
- Receive the 5th SHARE Corporate Platinum Award at the Community Chest Awards 2011

2010

- Contribute significantly towards HDB's 50th Anniversary Fund Raising of S\$2.38 Million for the Community Chest
- Participate in the National Day Parade at the Padang
- Win 15 industry awards, which is the most by any company, for Team Managers and Salespersons at the Inaugural International Real Estate Congress

2009

- Be awarded 3rd Superbrand status in Singapore
- Raised S\$200,000 in ten minutes for the Community Chest Charity Show- True Hearts 2009, by matching donations dollar-for-dollar
- Raise S\$80,000 for the Singapore Association for the Deaf, by hosting a 4-km Charity Walk



- 2008**
 - Be awarded Reader's Digest Trusted Brand in real estate and property agent category
 - Be awarded 2nd Superbrand status in Singapore
 - Integrate ZapCode, a code-reading mobile technology, allowing customers quick access to real-time updates of ERA properties and latest transactions
 - Launch 98TXTERA, a messaging service for instant access to real estate information on mobile phones
- 2007**
 - Introduce ERA Sellers Security® Plan, "We Will Sell Your House, Or ERA Will Buy It!"®
 - Conduct a salespersons incentive lucky draw with a top prize of a Mercedes-Benz SLK or a prestigious condominium
- 2006**
 - Introduce Group Personal Accident Insurance Plan for salespersons
 - Introduce extended Home Warranty Plan for new projects
- 2005**
 - Build Hersing* Hub, housing all ERA operations
 - Introduce Hersing* Credit for customers
 - Be awarded Superbrand status in Singapore
- 2004**
 - Be awarded # 1 Real Estate Brand
 - Introduce Hersing* Credit for salespersons
 - Introduce mobile office technology for salespersons, ERA 24/7 PS
- 2003**
 - Be featured on Mediacorp Channel 5, Home Affairs programme
 - Introduce ERA-UOB Visa Card for salespersons and customers
- 2002**
 - Be bestowed title of "World's Largest Real Estate Office" by ERA International
 - Publish myHome, a weekly property supplement in Streets
 - Launch ERA Mobile for salespersons
- 2001**
 - Achieve 95% brand awareness amongst key demographics in Singapore
 - Introduce Passport to Success in Buying, Selling, and Career in Real Estate for salespersons
- 2000**
 - Introduce the Customer Privilege Plan
 - Won the Franchise Excellence Award (Master Franchise)
- 1999**
 - Introduce ERA Property Online, a live-update property information resource, on TCS Teletext
- 1998**
 - List holding company, Hersing Corporation Ltd*, on SGX
 - Be awarded the Community Chest Special Events Award
- 1997**
 - Launch Internet presence
 - Produce a Dress Your House for Success, open-houses video guide for customers
- 1996**
 - Introduce ERA Mobile Access Network for salespersons
 - Win the National IT Award (Private Sector)
 - Introduce a message pager system to market properties
- 1995**
 - Publish ANSWERS book
 - Publish Quarterly Residential Review of Singapore
 - Introduce Customer Lucky Draw to reward clients
- 1994**
 - Achieve SISIR ISO 9002 Award
- 1993**
 - Introduce Real Estate Investment Reports
- 1992**
 - Introduce Credit Card Programme for salespersons and customers
 - Offer Deposit Guarantee Programme for customers
 - Introduce a Customer Satisfaction Survey
 - Initiate career apparel to improve professional standards for salespersons
 - Be featured on TCS, Real Estate Showcase infotainment programme
- 1991**
 - Introduce RealNet
- 1990**
 - Provide Home Protection Plan for HDB properties
- 1989**
 - Provide Home Protection Plan for private properties
- 1988**
 - Publish Realty Guides for customers
- 1987**
 - Initiate Annual Business Conference
- 1986**
 - Conduct Real Estate Career Seminars
- 1985**
 - Publish TeamERA Newsletter
- 1983**
 - Introduce Open House marketing concept
- 1982**
 - Provide professional real estate training
 - Introduce Exclusive Listing marketing concept to the Singapore Market



* Hersing Corporation Ltd was the holding company for ERA from 1982 to 2013

OUR ACCOLADES

- 2018 Top Property Agency (Consumers' Choice) by Influential Brands
- 2018 Most Innovative Real Estate Agency by SBR Listed Companies Awards
- 2018 Favourite Real Estate Agent (Gold) by Expat Living Readers' Choice Awards 2018
- 2018 Asia Responsible Enterprise Award by Enterprise Asia
- 2017 Top Property Agency (Consumers' Choice) by Influential Brands
- Singapore's Largest Real Estate Agency, CEA Public Register, 2016
- Largest Real Estate Agencies, Rank #1 by SBR Business Ranking Awards 2016
- Top Grandeur Award in Asia Enterprise BRAND Awards 2016
- Asia Responsible Corporate Awards, Apex Leadership Award By Built Environment Industry, 2015/16
- Singapore's Largest Real Estate Agency, CEA Public Register, 2015
- Largest Real Estate Agencies, Rank #1 by SBR Business Ranking Awards 2015
- Singapore's Largest Real Estate Agency, CEA Public Register, 2014
- Largest Real Estate Agencies, Rank #1 by SBR Business Ranking Awards 2014
- Largest Mass Cane Dance by Singapore Book of Records, 2014
- Achieved near 6,000 registered Salespersons, CEA Public Register, 2014
- Influential Brand, Top 1 Brand Winner in Real Estate segment by Brand Alliance, 2014
- Singapore's Largest Real Estate Agency, CEA Public Register, 2013
- Singapore's Largest Real Estate Agency, CEA Public Register, 2012
- Singapore's Largest Real Estate Agency, CEA Public Register, 2011
- 15 industry awards for Team Managers and Salespersons, Inaugural International Real Estate Congress, 2010
- Superbrand in Singapore, 2009
- Superbrand in Singapore, 2008
- Reader's Digest Trusted Brands (Real Estate & Property Agent Category), 2009
- Superbrand in Singapore, 2005
- Franchise Excellence Award (Master Franchise), 2000
- Community Chest Special Events Award, 1998
- National IT Award (Private Sector), 1996
- SISIR ISO 9002 Award, 1994



In March 2015, ERA shifted its headquarters to its new office offering full fledged agency support. Spanning 35,000 square feet, ERA's headquarters hosts a reception area for discussions, meeting and training rooms, associate rooms, ten fully operational service counters, office facilities and more than 120 support staff.

Currently occupying a total of 52,000 square feet over three offices, Mountbatten Square, Zhong Shan Park and Toa Payoh HDB Hub, ERA is well-positioned to support its continually growing salesforce.

OFFICE FACILITIES



Service Counter



Grand Reception



Boardroom



Training Room



Lounge



Work Stations

LEADERSHIP

INNOVATE

The constant drive for excellence requires teamwork and it all begins with ERA Leadership Committee Meetings where leaders share their insights and foresights for policy planning. The pipeline of innovation is kept strong to push the boundaries of real estate success together.

COMMUNICATE

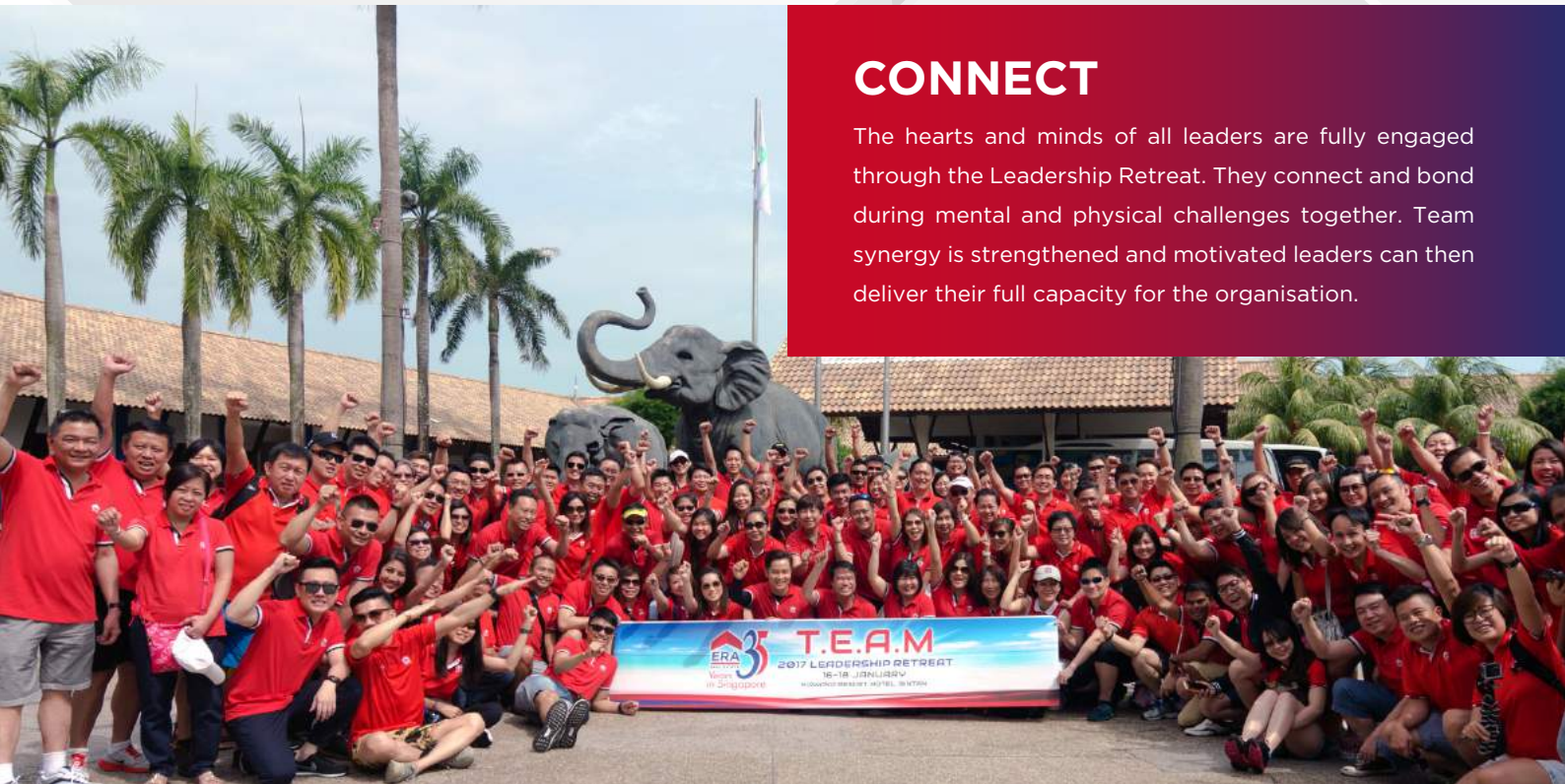
Strategic goals and plans are communicated to all leaders through the Division Directors Meetings. Energy levels and spirits are continuously high in collaboration for execution and lead the ERA family to greater heights.

DEVELOP

The next generation of leaders are groomed through the Ultimate Leadership Warrior Camp. Good values are instilled and resilience is developed in aspiring salespersons. Success formulas in team-building – recruitment, retention and rejuvenation are shared to ensure the continuing legacy of ERA.



TEAM



CONNECT

The hearts and minds of all leaders are fully engaged through the Leadership Retreat. They connect and bond during mental and physical challenges together. Team synergy is strengthened and motivated leaders can then deliver their full capacity for the organisation.



REACH

The growth of ERA is ensured through recruitment activities such as career fairs. Leaders showcase their passion to serve and purpose to make a difference to lives around them. Like-minded people are recruited to enhance the One ERA family.

CAREER WITH ERA

SALES CAREER



Associate
(ASC)

Assistant
Marketing
Manager
(AMM)

Marketing
Manager
(MM)

Senior
Marketing
Manager
(SMM)

Marketing
Director
(MD)

Senior
Marketing
Director
(SMD)

MANAGEMENT CAREER



Associate
Division
Director
(ADD)

Branch
Division
Director
(BDD)

Division
Director
(DD)

District
Division
Director
(DDD)

Senior
Division
Director
(SDD)

Group
Division
Director
(GDD)

Senior
Group
Division
Director
(SGDD)

Executive
Group
Division
Director
(EGDD)

Advisory
Group
Division
Director
(AGDD)

TECHNOLOGY

ERA MOBILE APPS

Download ERA mobile apps, i-ERA and ERA SG Projects, for the latest property launches, apartment, condominium and HDB listings. Users can search homes for sale or rent, according to location and budget. To further convenience users, i-ERA offers a property calculator function that can help potential home buyers gauge their Total Debt Servicing Ratio (TDSR) or Mortgage Servicing Ratio (MSR), assess the amount of Additional Buyer's Stamp Duty (ABSD) and Seller's Stamp Duty (SSD) payable, mortgage repayments and interest payable.



i-ERA



ERA SG Projects



myERA

myERA allows you to track personal & team sales performance, ERA Extra Mile Programme Points and CPD fulfillment. You can access e-services like ERA 24/7 PropWatch, iSubmission, CMA, company events, training registration and the eStore with ease. Strategic partners such as iCompareLoan.com provides you with Home Loan Report™ and real-time home loan interest rate comparisons from different banks for clients.



Welcome to ERA 24/7 PropWatch!
Simply register with us to receive WEEKLY notifications of:
• most recent industry-wide neighbourhood property transactions
• current neighbourhood properties for sale/rent
• numbers of potential buyers/tenants for your property
You can connect with your personal real estate professional if you have any enquiries too.
Sign up now.



iSUBMISSION

Gone are the days where there is too much paperwork and filing. With iSubmission, a user-friendly online portal, ERA salespersons will need just a mobile device to submit listings and seal deals on-the-go.



BUSINESS UNITS



PROJECT MARKETING

The Project Marketing department takes charge and manages developer sales ('new sales' or 'projects') within ERA. Led by a team of dedicated marketing staff, some of whom have more than 10 to 20 years of experience in project marketing, ERA strives to consistently bring in exciting and interesting projects and deliver good sales results.

The team also provides real estate consultancy services to our growing list of developer clients, from privately owned companies to public listed MNCs. Working closely with various stakeholders such as project and landscape architects, advertising and promotion agencies and interior designers amongst others, ERA seeks to value add by helping to conceptualise project designs and formulate marketing and sales plans.

With over 30,000 developer units sold, ERA has established itself as one of the market leaders in Project Marketing, constantly setting new standards and implementing various schemes and practices that are widely accepted as industry SOP today.



HDB & PRIVATE RESIDENTIAL



A pioneer industry leader in the residential resale business since 1982, ERA is the real estate agency that has sold the most properties in Singapore to date. Hundreds of thousands of customers are testimony to the ERA brand, a household name that property sellers and buyers trust.

RESIDENTIAL LEASING

Based on client requests and requirements, ERA's experienced residential leasing professionals will source for suitable tenants, as well as help procure suitable housing for expatriates.



COMMERCIAL & INDUSTRIAL

This department is staffed with experienced real estate practitioners specialising in office, retail and industrial sectors. They provide the best possible solutions to meet the needs of clients, in terms of relocation, expansion, purchase or lease.

Their portfolio includes Woods Square, the first strata office development developed by Far East Organization, Far East Orchard and Sekisui House and GSH Plaza, a premium commercial building developed by GSH Corporation Limited, Vibrant Group and DB2 Land. It is located at the heart of Singapore's vibrant Central Business District.

PROPERTY MANAGEMENT

ERA's Property Management team provides Managing Agent services to ensure new development units' handover to buyers and oversee works to upkeep the value of various residential and commercial MCST properties. They also offer specialised service in Rental & Asset Management to property owners, trustees and corporations.

Some projects in their portfolio include One Canberra, The Paterson, The Aston, Park Natura, Sunshine Grove, Jervois Meadows, Teresa-8, Teresa Villas, Villas La Vue, Villas @ Gilstead, Riva Lodge, Meralodge, Aston Green, Centurion-12, Eastwood Lodge, Charisma View, Honolulu Tower and Pasir Ris Sports Centre.





AUCTION

The Auction team encompasses professionals with finance and valuation expertise. They provide advice and recommendations on sale prices and timings for exclusive properties by banks and owners to be put on sale.

From residential to commercial properties, they assist their clients to achieve optimal results within a short time frame. In addition, the team provides a network and facilitates mortgagee sales between banks and customers.

BUSINESS DEVELOPMENT

ERA Business Development department oversees the growth and development of the company's business reach, and leads partnerships with other organisations to drive revenue.

They pursue the establishment of ERA as an iconic regional brand, providing Asia Pacific franchisees and salespersons with the best brand experience and support for strong returns. Other areas of focus include exploring new investments, technology and other strategic opportunities.



VALUATION

Our dedicated valuers offer a full suite of real estate valuation services encompassing mortgage, sale and purchase valuations. They have experience in valuing properties from HDB flats to enbloc sales, commercial shop houses and factories for government agencies, financial institutions, companies and private individuals.

The team leverages on extensive, up to date databases, information technology, as well as, an in-depth understanding of the market to provide accurate, independent valuations promptly and efficiently.

AGENCY SUPPORT



MANAGEMENT

The ERA Management team is led by Jack Chua, ERA's Chief Executive Officer who manages the day to day business operations in Singapore and oversees the growth and development of the ERA franchise business in the Asia Pacific region. Jack Chua is assisted by ERA's Chief Operating Officers, Doris Ong and Marcus Chu. Doris Ong is in charge of project marketing, overseeing a team that has executed marketing launches for over 200 international and local residential projects. Marcus Chu's responsibilities include daily operations, marketing, recruitment and training. Eugene Lim is the Key Executive Officer, who ensures the compliance of business dealings of the company and its salespersons. Poh Chee Yong is the Chief Financial Officer who is responsible for financial management, financial statements, budgetary and internal controls to safeguard the assets, integrity of data and financial information of ERA.

ADMINISTRATION



The Administration team supervises the daily operations across all ERA offices; over 52,000 square feet of physical office spaces. The team ensures tip-top maintenance of our facilities, offering salespersons a conducive environment to host meetings and complete their real estate transactions. This department also manages business alliances with vendors and sponsors, securing special discounts and value-added services only available to ERA teammates.

CORPORATE COMMUNICATIONS

The A&P team strategises and evaluates campaign tactics to retain a high level of brand awareness and sustain ERA as the preferred real estate brand. The team is also responsible for upholding the company's identity and leading the overarching blueprint for corporate objectives and messages, ensuring that the positioning and branding of ERA's products and services are unified across all communication platforms.



COMPLIANCE & LEGAL

The Compliance team is the first line of contact that investigates any customer feedback. They facilitate service recovery actions through direct discussions amongst parties, mediation and/or arbitration. They also ensure adherence to procedures and work ethics that comply with prevailing rules and regulations that govern real estate agency work.

The Legal Team takes over only when litigation work and/or insurance claims become necessary. They act as facilitators, working with our panel of lawyers and /or insurers to ensure a smooth and fruitful outcome for parties concerned.





CORPORATE SALES

The Corporate Sales team manages the career merchandise and the eStore, allowing salespersons to represent the ERA brand with a professional image to clients. They also design and produce marketing materials for teammates, which enhances sales presentations and corporate branding.

In addition, the team facilitates the usage of facilities across all ERA offices and actively sources for new corporate and festive gifts, value-adding to salespersons' customer service.

INFORMATION TECHNOLOGY

The IT team leads the development of tech tools and services to support business operations. They manage the company websites, agent service portals, mobile apps, email, commission and invoicing systems. IT infrastructure support of servers, networks and availability of hardware resources also come under their care.

In addition, the team undertakes in-house trainings to ensure that ERA salespersons have a smooth adoption of new technology. This team also handles corporate alliances with real estate service vendors.



RESEARCH

Our Research team ensures that our salespersons are up to date with the latest happenings in the real estate market. They monitor the market closely and push out essential real estate information to all our salespersons – daily news, weekly transaction analysis, quarterly market updates and more. ERA's views on the market are frequently sought and seriously taken by high value investor clients, the press and media; as well as various government agencies.



TRAINING & DEVELOPMENT



ERA Training & Development department plays a critical role in ensuring that teammates continue to excel in the ever-changing real estate market. Salespersons can upgrade their knowledge and skills to provide first class customer service to their clients.

The team works closely with the Leadership Team to constantly review and infuse new ideas to the programmes to groom teammates in their real estate career and maintain ERA's position as the agency of choice.

ULTIMATE AGENT TRAINING

Helping You Rise Up to Limitless Income & Full Potential

Our Ultimate Agent Training is designed to help every ERA Salesperson thrive in their careers. This is one of the most comprehensive training programmes in the industry. Every ERA Salesperson can be the best of the best in real estate.

To excel in the Real Estate,
our Ultimate Agent Training is

Better in every way.

For more information, please visit
UltimateAgentTraining.com.sg

RESOURCE (FUNDAMENTAL)

Your Pathway to a
SUCCESSFUL
Real Estate Career



RESURGE (ADVANCED)

Your Journey to
Discover New Career
BREAKTHROUGHS



Other Seminars

CORPORATE SOCIAL RESPONSIBILITY



Community Chest

ERA is a long-time Platinum Award contributor to the Community Chest. Employees from ERA commit a portion of their monthly salary with the company matching their donations dollar-for-dollar. Our year-round efforts generate funds that are used to help children with special needs, adults with disabilities, relationships of families and the elderly.



Canossaville Children and Community Services

Since 2014, Canossaville Children and Community Services has been ERA's adopted charity. They help children who are from at-risk families, providing them with emotional and psychological support. Over \$78,000 was raised from ERA for the Home. ERA also conducts social outreach programmes, inspiring the children with motivational talks and organises festive celebrations at the Home.



The Singapore Association For The Deaf

ERA was named Ambassador for the Deaf since 2010 and awarded the I Love You Ruby Award. The company organised charity walks where Ms Ho Ching, the Patron of SDeaf, was also present to help raise funds exceeding \$80,000 each time. SDeaf seeks to assist the deaf to achieve a better quality of life, enabling them to integrate and contribute to society.



SOSD is a volunteer-run organisation dedicated to the welfare of Singapore's many street dogs. ERA was a proud supporter of SOSD's inaugural charity dinner in 2016 to raise funds for their dog shelter which rescues, rehabilitates and rehomes strays to give them a second chance at life. In addition, ERA has extended a helping hand to raise awareness about SOSD's adoption and rescue programs.





ERA Realty Network Pte Ltd

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