ERA
REAL ESTATE

# DIVISION MEETING 24TH SEP 2020

# WELCOME HOME

DFG
DYNAMIC FORCE GROUP

ERA
REAL ESTATE

DFG
DYNAMIC FORCE GROUP

# SCAN QR CODE AND LIKE DFG FB PAGE

# Meeting Agenda

1. Introduction of DFG
2. Welcome New teammates
3. DFG Awards Presentation
4. Company Updates, ERA Top 100 achievers transaction trend
5. Project Updates
6. DFG Updates
7. DFG EXCLUSIVE SEGMENT by Neo Chee Seng

   **Breakthrough and Winning Strategies for 2021**

# DFG Founding Leaders

**Simon Lum**
(DFG Head Of Recruitment, Business Development)

**Nick Poh**
(DFG Head Of Projects, Group Bonding)

**Edmund Ee**
(DFG Head Of Branding, Social Media)

**Neo Chee Seng** (DFG Head Of Training)

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www.DynamicForce.sg

#DynamicForceGroup
#BreakThroughTogether

# DFG Project
# Division Directors (DDs)


Simon Lum


Nick Poh


Neo Chee Seng


Edmund Ee


Marcus Ramsey Goh


Tiffany Teow


Joseph Yong


Rodney Tan


Luke Lee


Amy Er


Betty Low


Edvan Lee

# WELCOME OUR NEW DFG TEAMMATES


DESMOND LAW


FRANCES
LEE


LINCOLN YEAF


RICHARD
CHOW

# TOP ACHIEVERS OF AUG 2020

ERA
REAL ESTATE

DFG
DYNAMIC FORCE GROUP

# AUG
# TOP PRODUCER

CLIVE GUM
20TH POSITION

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# AUG
# TOP PRODUCER

SOFIA SEE
19TH POSITION

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# AUG
# TOP PRODUCER

TESS YE
18TH POSITION

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# AUG
# TOP PRODUCER

CYNTHIA TAN
17TH POSITION

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# AUG
# TOP PRODUCER

VIVIAN YEOW
16TH POSITION

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# AUG
# TOP PRODUCER

CELIA NUNES
15TH POSITION

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# AUG
# TOP PRODUCER

RICHARD WAN
14TH POSITION

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# AUG
# TOP PRODUCER


BETTY LOW
13TH POSITION

# AUG
# TOP PRODUCER

JENNY TRAN
12TH POSITION

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# AUG
# TOP PRODUCER

CHRIS TAN
11TH POSITION

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# AUG
# TOP PRODUCER

VICTOR QUEK
10TH POSITION

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# AUG
# TOP PRODUCER


JOSEPHINE LIM
9TH POSITION

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# AUG
# TOP PRODUCER


JENNY LUM
8$^{TH}$ POSITION

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# AUG
# TOP PRODUCER


MIKE SU
7TH POSITION

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#BreakThroughTogether

# AUG
# TOP PRODUCER

ELAINE TONG
6TH POSITION

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#BreakThroughTogether

# AUG
# TOP PRODUCER

NICK KWAN
$4^{TH}$ POSITION

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# AUG
# TOP PRODUCER

KEN KWAN
$4^{TH}$ POSITION

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# AUG
# TOP PRODUCER


ERIC CHIN
3RD POSITION

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# AUG
# TOP PRODUCER

JAMES LIM
2ND POSITION

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# AUG
# TOP PRODUCER

PACO ZHENG
1ST POSITION

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# TOP MANAGER
# OF
# AUG 2020

# AUG
# TOP MANAGER

NICK KWAN


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# COMPANY UPDATES

# FIRST VIRTUAL AUCTION

ERA REAL ESTATE

VIRTUAL AUCTION

- 28 SEP, Monday
- 230PM
- VIA zoom
- RESIDENTIAL, INDUSTRIAL & COMMERCIAL

REGISTER BY
24 SEP 2020

# INTERNATIONAL OPPORTUNTIES

EdgeProp

# Projects with foreign buyer appeal

By Cecilia Chow / EdgeProp Singapore | September 20, 2019 10:00 AM SGT

Projects in the CCR that have seen the biggest proportion of foreign buyers in 2019 include Marina One Residences at Marina Way (42 units), and Nouvel 18 on Anderson Road, where 11 of the 13 caveats lodged so far were by foreign buyers. Chinese nationals are the top foreign nationality in the CCR, followed by Indonesians and Malaysians.

THE STRAITS TIMES

# New home sales surge to 11-month high in August

PUBLISHED SEP 16, 2020, 5:00 AM SGT

However, transactions by foreign buyers also rose 74 per cent in August,

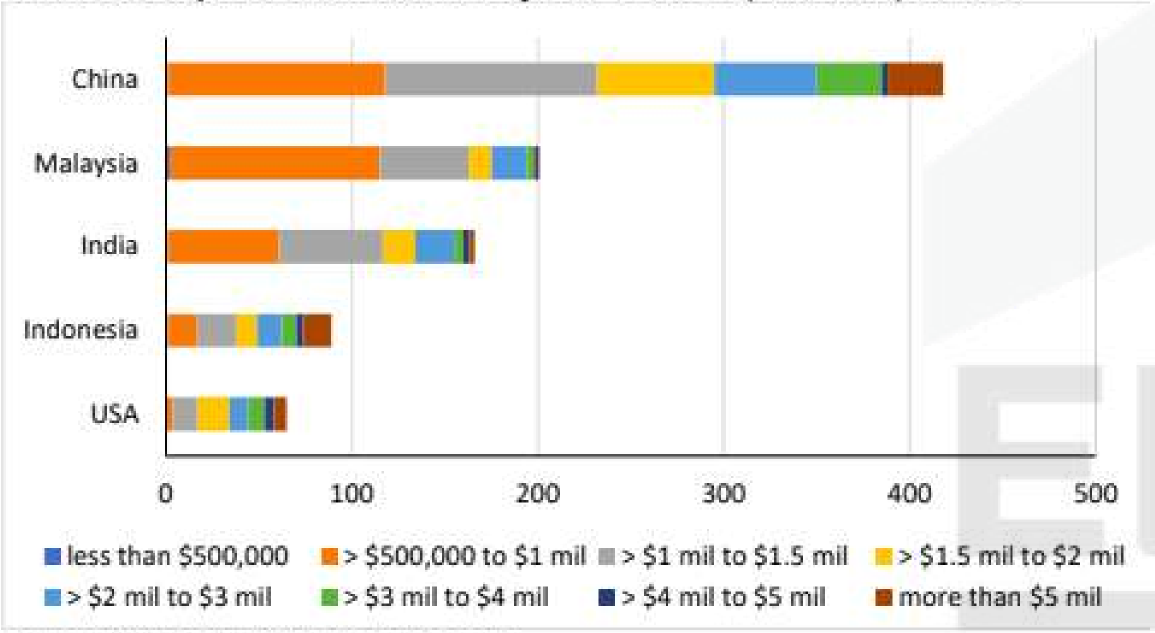
SINGAPORE BUSINESS REVIEW

IN FOCUS

| STAFF REPORTER, SINGAPORE

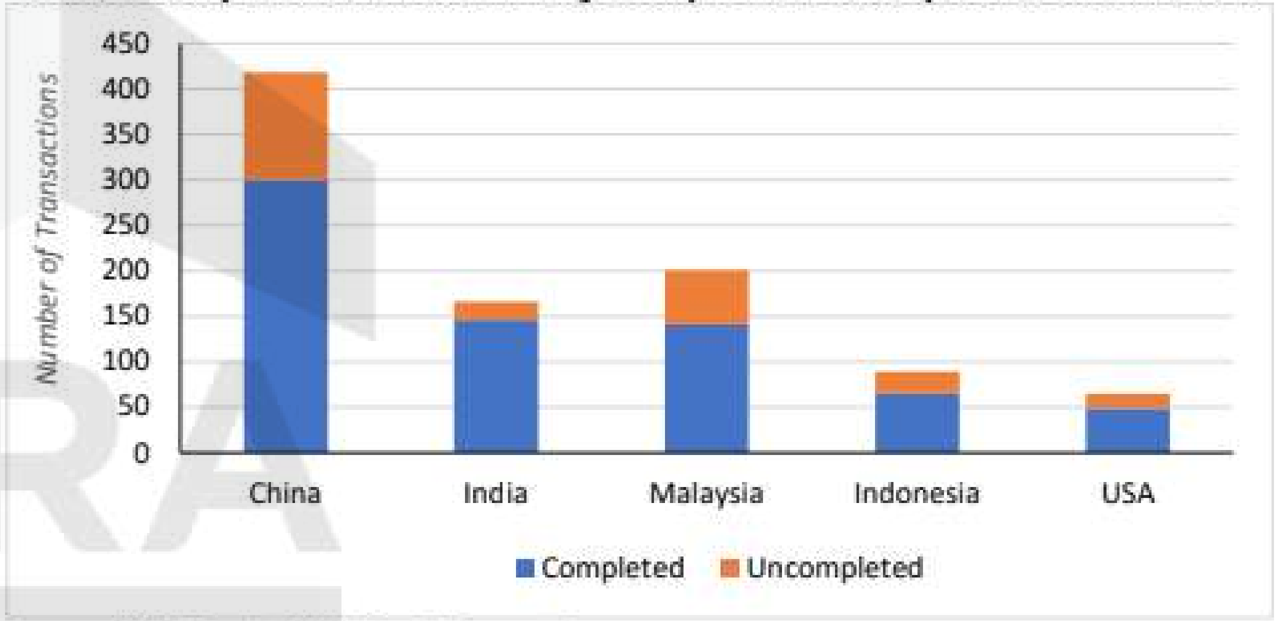
PUBLISHED: 01 SEP 20 VIEW(S)

**Exhibit 3: Top Five Nationalities by Price Bands (Quantum) in 2020**




*Source: URA Realis,*
**Based on data available as at 18 August 2020, from January to mid-August 2020*

**Exhibit 2: Top Five Nationalities by Completed/Uncompleted Units in 2020**




*Source: URA Realis,*
**Based on data available as at 18 August 2020, from January to mid-August 2020*

# Expanding International Network

- Leveraging and Strengthening our current international and regional branding
- Offer the opportunity for SG associates the platform to broaden their sales by multiple channels of marketing platforms, partnerships & referral networks.
- Allow SG associates to grow their branding on a international/regional arena

房天下
Fang.com
搜房控股有限公司旗舰网站

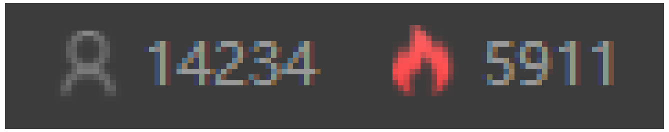
# LIVE STREAMING


# INTRODUCTION ON SINGAPORE'S LUXURY REAL ESTATE MARKET

23 JULY, THURSDAY
11AM


# INTRODUCTION ON ROYALGREEN

22 AUG, SATURDAY
2PM

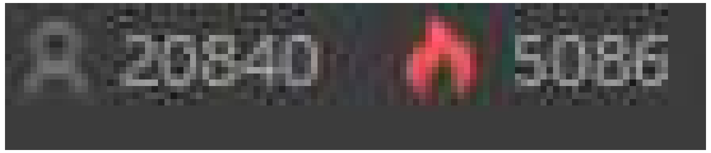



# INTRODUCTION ON TREASURE AT TAMPINES

30 AUG, SUNDAY
2PM


# INTRODUCTION ON MARINA ONE

16SEP, WEDNESDAY
11AM




# Real Estate Investment in Singapore:

## The Best Kept Secrets

房天下Fang.com

WED, 2 OCT 2020
11AM

# Ad Package ~~SGD$1,468~~

7 Months (1 Oct 2020 to 30 Apr 2021)

**Limited Time 15% Discount**
**SGD$1,248**

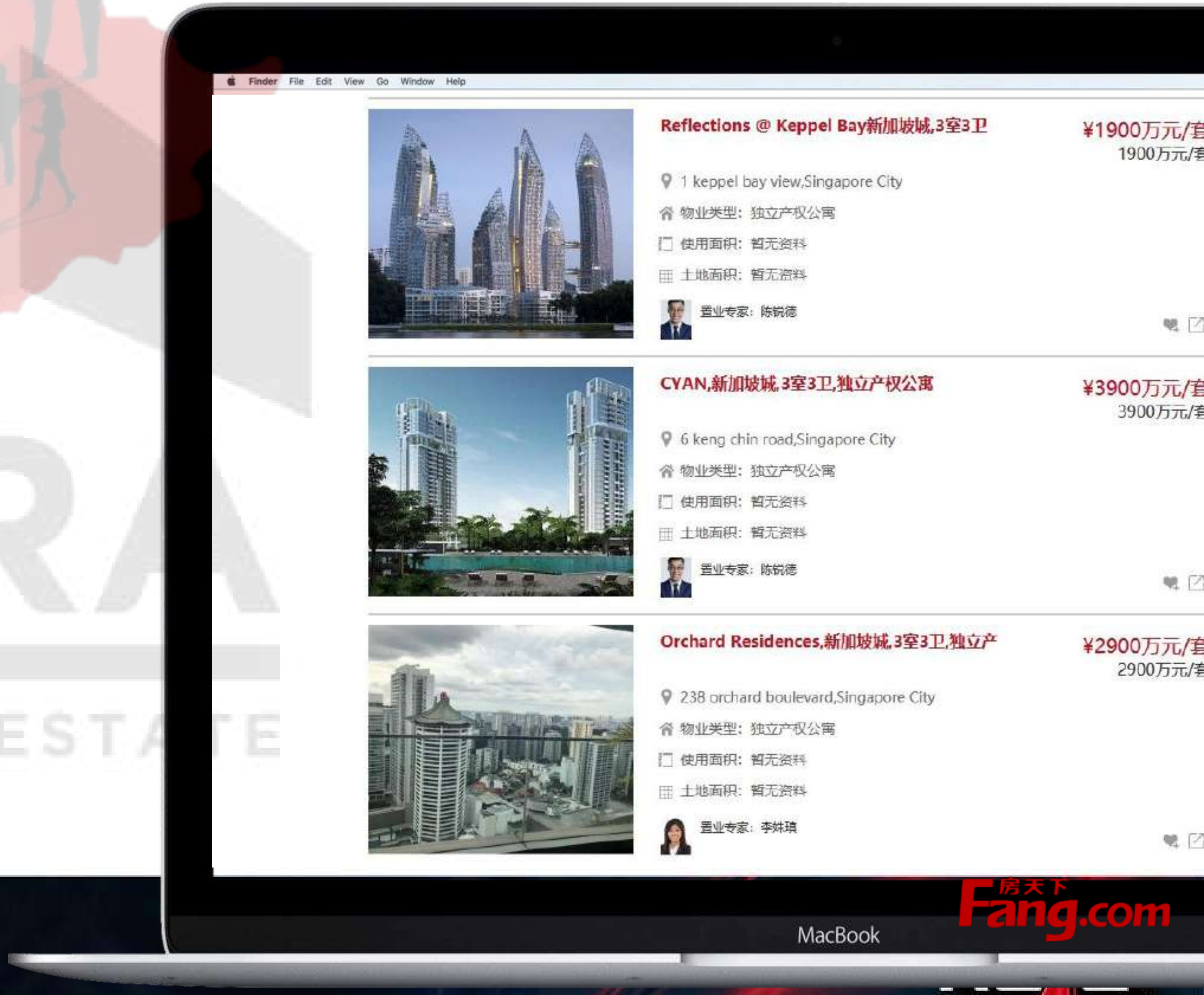
**1 Listing Spot**

Listing can be changed per monthly

Photos & Description

Listing write up in Mandarin (Basic Translation)

**1 Live Streaming Spot**



# ERA JOHOR BAHRU

## SOFT OPENING

# ERA JB – 23 Sept 2020

**Eefan Tai** added 23 new photos — 😃 feeling thankful with **Abey Property CN Wang** and **26 others** at **Eco Business Park**.
19h · Johor Bahru, Malaysia ·

<ERA JOHOR Soft Launch>

I sincerely thank everyone who came and support

I shared to more than 100 leaders in the real estate agency industry personally on our plan for redesigning real estate for the past 3 months

Today we are BBB (big dream, big team in a big space). We are also PPP (Professional, People & Project)

Now, we have 8 REAs committed to join us. We also have 200+ real estate professionals commited to join. There are about 30 projects marketed by us now

We will continue to share our vision with like-minded real estate professionals

Lastly, let us grow strong and old together.

Thanks very much

🙏🙏🙏

#erajohor

# GLOBAL REFERRAL PLATFORM

ERA REAL ESTATE

powered by IMMOBEL since 1863


ERA
ASIA PACIFIC
Referral Network
About Immobel
Sign In
KEEP THE BUSINESS IN THE FAMILY
Profit from the ERA® Global Family
14,500+ Agents in 500 Offices across 33 Countries
Tracked
Secure
Exclusive
Contracted

# POST AND RECEIVE CROSS BORDER REFERRALS

BUY

SELL

RENT

**In a "social media" themed referral platform**

**Across 33 countries, 500 offices, with over 14,000 agents**

INBOUND

OUTBOUND

## REFERRAL

## ACCEPTANCE

Agreement to work on the referral based on referral terms and %

## TARGET AREA

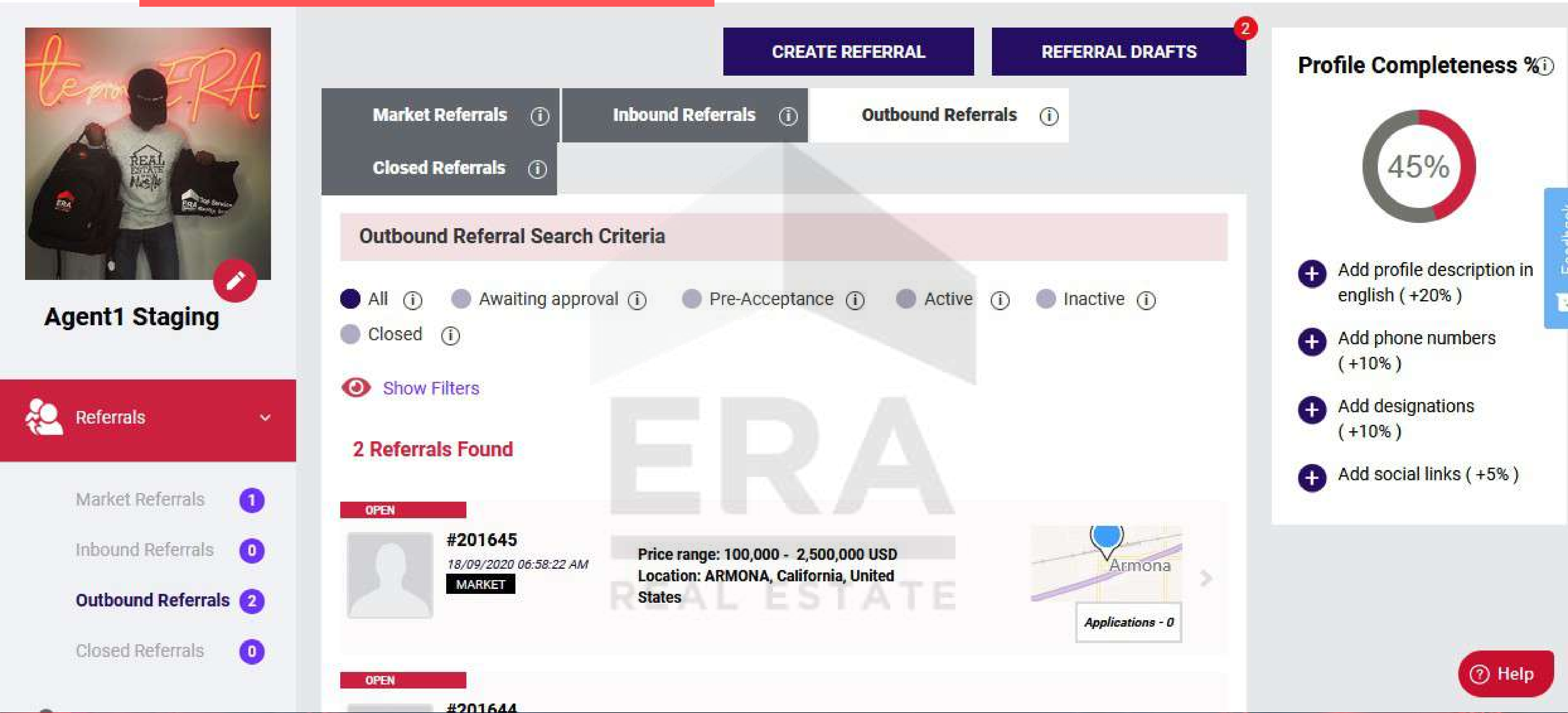
Post the referral to all or specific agents in the Country / City / Area

Specify Referral Fee %

## CLOSING

Upon closing, working agent's company will pay the referral fee to referring agent's company

# PROFILE



DASHBOARD
ANALYTICS
PRODUCTS
FAQ
AGENT1 STAGING
ENGLISH
CREATE REFERRAL
REFERRAL DRAFTS
2
Market Referrals
Inbound Referrals
Outbound Referrals
Closed Referrals
Outbound Referral Search Criteria
All
Awaiting approval
Pre-Acceptance
Active
Inactive
Closed
Show Filters
2 Referrals Found
OPEN
#201645
18/09/2020 06:58:22 AM
MARKET
Price range: 100,000 - 2,500,000 USD
Location: ARMONA, California, United States
Armona
Applications - 0
OPEN
#201644
Agent1 Staging
Referrals
Market Referrals 1
Inbound Referrals 0
Outbound Referrals 2
Closed Referrals 0
Profile Completeness %
45%
Add profile description in english ( +20% )
Add phone numbers ( +10% )
Add designations ( +10% )
Add social links ( +5% )
Help

# POSTING REFERRAL

6 of 6

**Referral Visibility**

You are creating a referral in ARMONA, California, United States

We found 18 office and agent profiles in the exact referral area.

**Select referral visibility**

- **POST TO THE MARKET** a referral that will be visible to all professionals in the target market.
- **INVITE** a select group of professionals in your target market.
- **DIRECT** your referral to a specific professional in the target market.

*Only professionals from this group can apply to work with your client on the referral.*

# ALL ERA ASSOCIATES WILL HAVE A PRE REGISTERED ACCOUNT

## TARGETED READY DATE

## 31 OCT 2020

More details will be shared closer to date

# Projects Updates

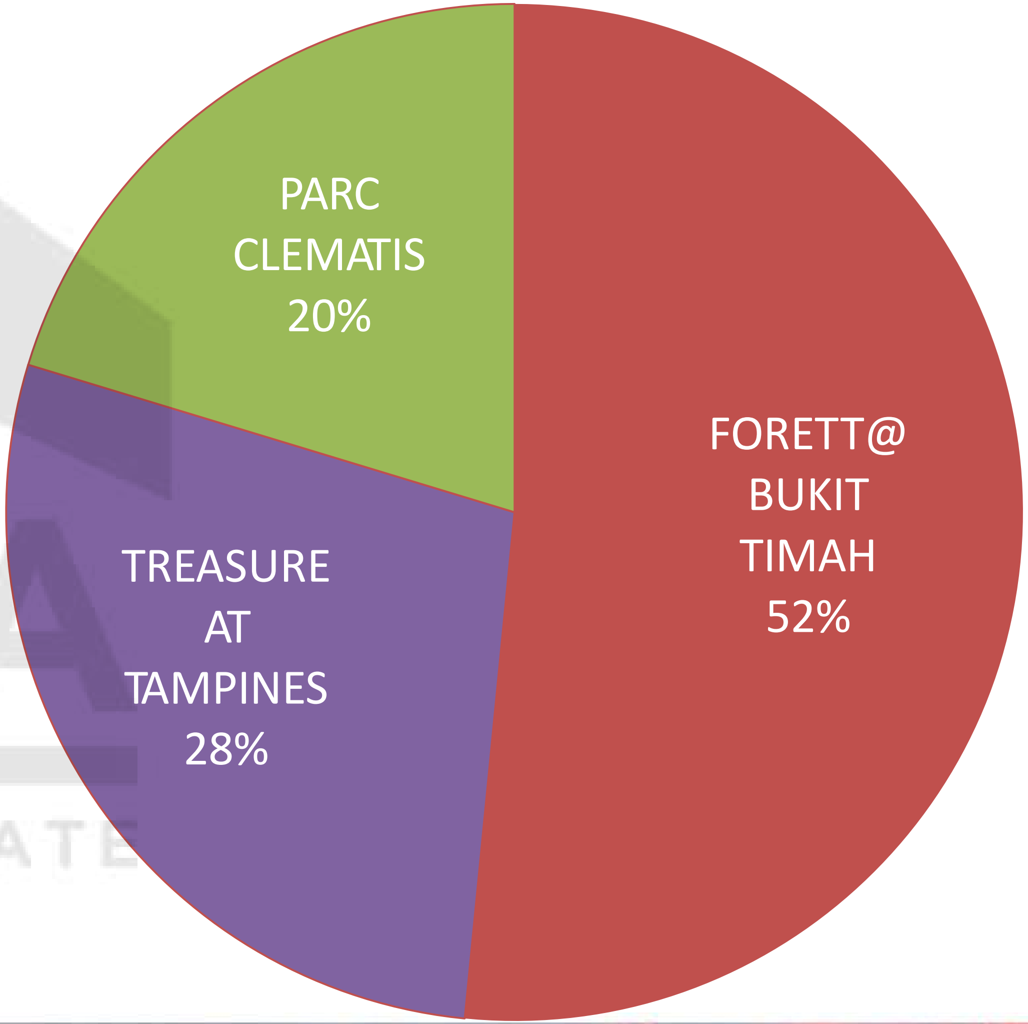
# Congratulations to Team Verdale!

# Well done and Thank you!


# Analysis of Monthly Top 100 Achievers Performance

## Projects with the most transactions (Aug'20)

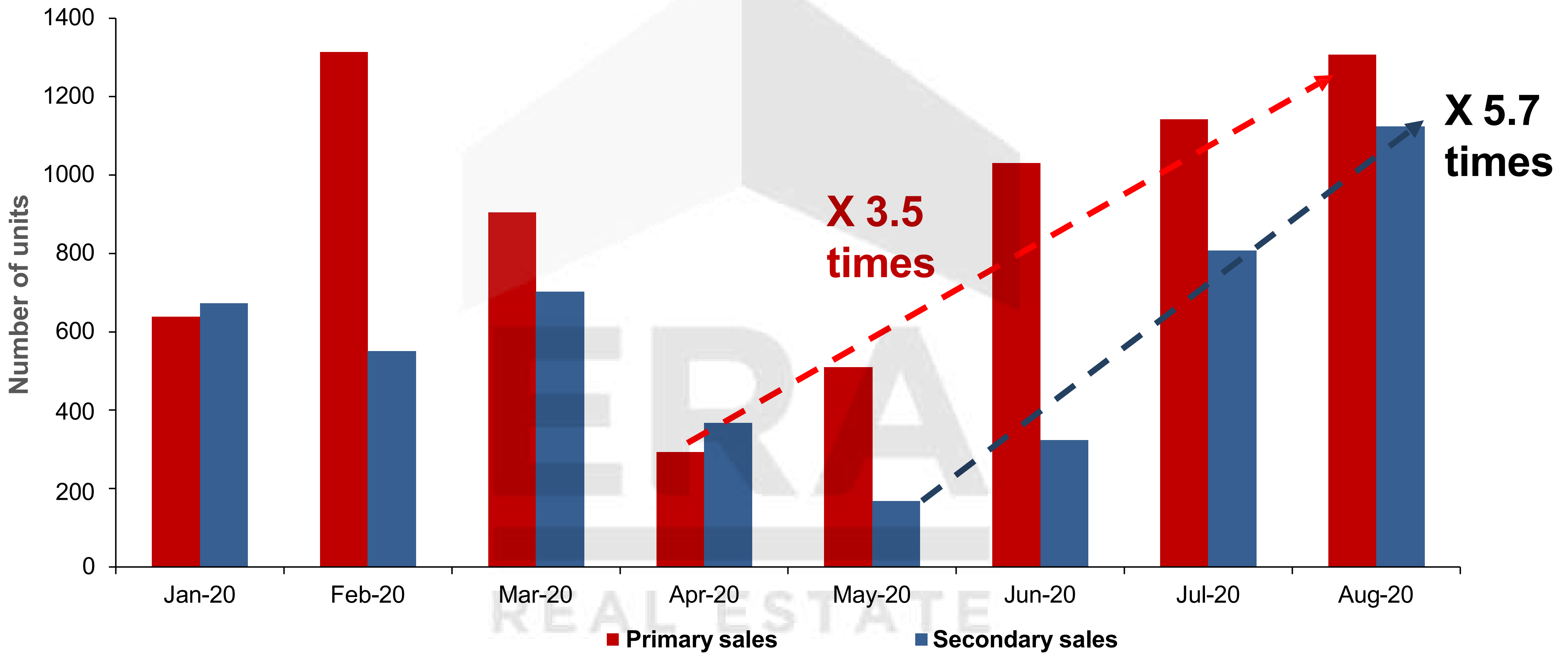
| Projects | Commission |
|---|---|
| FORETT@BUKIT TIMAH | 2.3% |
| TREASURE AT TAMPINES | Up to 4.5% |
| PARC CLEMATIS | 2.1% + Incentive |



# Top 20 Commission Per Transaction (Aug'20)

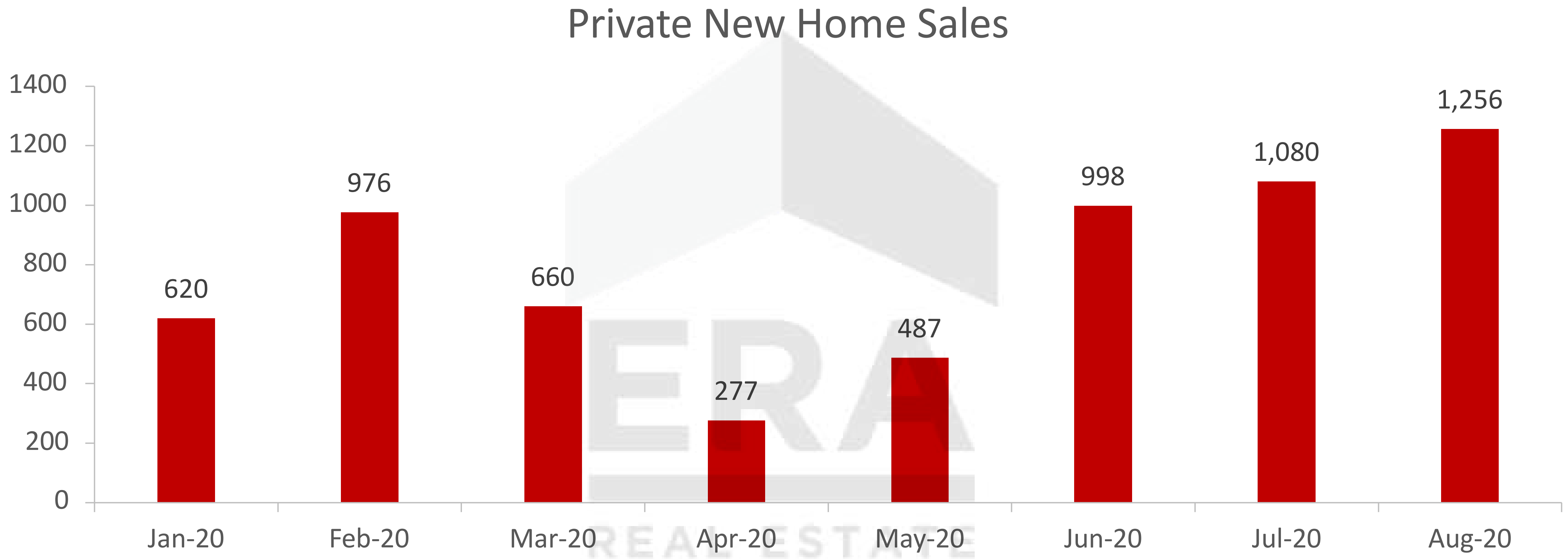
| | | |
|---|---|---|
| COMMERCIAL | | $ 482,000 |
| NEW HOME | NOUVEL 18 | $ 213,000 |
| NEW HOME | NOUVEL 18 | $ 211,000 |
| NEW HOME | WALLICH RESIDENCE | $ 186,000 |
| NEW HOME | 8 ST THOMAS | $ 185,000 |
| NEW HOME | 8 ST THOMAS | $ 184,000 |
| NEW HOME | 8 ST THOMAS | $ 184,000 |
| PRIVATE RESALE | | $ 176,000 |
| NEW HOME | MARTIN MODERN | $ 164,000 |
| NEW HOME | MARINA ONE RESIDENCES | $ 154,000 |
| NEW HOME | THE AVENIR | $ 152,000 |
| NEW HOME | WALLICH RESIDENCE | $ 152,000 |
| COMMERCIAL | | $ 120,000 |
| COMMERCIAL | | $ 120,000 |
| PRIVATE RESALE | | $ 117,000 |
| NEW HOME | MEYER MANSION | $ 112,000 |
| NEW HOME | MEYER MANSION | $ 111,000 |
| COMMERCIAL | | $ 106,000 |
| PRIVATE RESALE | | $ 105,000 |
| NEW HOME | JADESCAPE | $ 105,000 |

# Demand for both New and Resale Condo has STRONG




Source: *URA, ERA Research & Consultancy*

# Projects Are Selling Well




*Source: URA, ERA Research*

PROPERTY UPSWING

# Recession? 2020 new home sales could top 2019's

**By Siow Li Sen and Nisha Ramchandani**
lisen@sph.com.sg
@SiowLiSenBT
nishar@sph.com.sg
@Nisha_BT

**Singapore**

DESPITE economic headwinds and the Hungry Ghost Festival, developers in Singapore sold 1,256 private homes in August, 16 per cent higher than July's take-up.

This is the fourth consecutive month of increase in monthly sales since the circuit breaker in April this year, analysts noted. The buoyant recovery has led to upward revisions by analysts with some even projecting that 2020 transactions may even exceed 2019's 9,912.

"It appears to be a paradox that despite a bad recession, the private residential market is keeping well afloat with fairly cautiously optimistic sentiments," said Ong Teck Hui, JLL senior director of research and consultancy.

This could be due to bright spots in the economy where some businesses are stable or even growing, he added.

The sectors that have been reported to be doing better include technology, digitalisation, biomedical, healthcare, electronics and precision engineering.

Those in more stable employment would have greater confidence in purchasing a property despite the recession, he said.

Other keen buyers may be HDB homeowners who have recently completed their five-year minimum occupation period (MOP) in Built-to-Order Flats, could have sold their units and used the gains to upgrade to new condominiums, said Leonard Tay, Knight Frank Singapore's head of research.

There were 25,138 flats sold in 2014 and 23,445 flats sold in 2015, according to the HDB. Those flats sold in 2014 would have completed their five-year MOP by now, while those who got their HDB flat keys in 2015 would complete their MOP sometime this year.

"Another factor is homebuyers' perception that, at worst, prices may just soften slightly and it may not be worthwhile to wait and hope for a major price correction," said Mr Ong.

## Confident buyers

Private new homes sales by nationality

| | JULY 2020 | AUG 2020 |
|---|---|---|
| Singaporean | 846 | 1,052 |
| % Singaporean | 84.0% | 84.5% |
| Singapore permanent residents (PR) | 130 | 139 |
| % SPR | 12.9% | 11.2% |
| Foreigner (NPR) | 31 | 54 |
| % Foreigner (NPR) | 3.1% | 4.3% |

Source: PropNex Research, URA Realis as of Sept 15,2020

The 0.3 per cent increase in the URA private residential price index in the second quarter would have contributed to such a reading of the market by homebuyers, he noted.

In the first eight months of this year, developers sold an estimated 6,198 new private homes, just 4.5 per cent lower than that in the same period last year.

Continued on Page 2

# Recession? 2020 new home sales could top 2019's

Continued from Page 1

"Based on current trends, new private home sales from September to November could still remain fairly positive while December sales could be better than in previous years if travel restrictions keep homebuyers on the market. We may then see full-year sales of new private homes close to the 9,912 units sold in 2019 or perhaps even exceeding it," said Mr Ong.

Noting that the Hungry Ghost Month ends on Sept 16 and major condominium projects, such as Penrose and Verdale are to be launched this month, Nicholas Mak, ERA Realty head of research and consultancy, said that these new launches are expected to benefit from the current buying momentum. "As long as sentiments in the real estate market remains buoyant, the primary market sales this year could range between 9,000 and 10,000 units, which is about the same sales volume in 2019, before Covid-19 and coronavirus became household words," he added.

The larger number of units launched by developers in August also offered buyers more choices. Last month, 1,582 units were released, of which 109 were in the Core Central Region (CCR), 821 in Rest of the Central Region (RCR), and 652 were in Outside the Central Region (OCR).

In comparison, 82 per cent fewer units were launched for sale in July as Singapore progressively emerged from the "circuit breaker". There were also about 56 per cent more units released in August compared to the corresponding month a year ago when 1,015 units were released.

The figures – which were released by the Urban Redevelopment Authority (URA) on Tuesday based on its survey of licensed housing developers – exclude executive condominium (EC) units, which are a public-private housing hybrid. Including ECs, developers moved 1,307 units in August, up 14 per cent from 1,142 units in July and 12 per cent higher than the 1,168 units sold in August last year.

Christine Sun, head of research at OrangeTee & Tie, said: "The property market bucked the trend with higher new home sales inked in August, (as) market activity typically tends to slow during the seventh lunar month. New home sales rose 'higher and quicker' than expected after the 'circuit-breaker' period, which upended sales in April and May (when there were) show flat closures."

The robust market also saw more foreigners and permanent residents buyers. According to Ismail Gafoor, CEO of PropNex, the number of foreign buyers rose by 74 per cent from 31 in July to 54 in August. The 54 transactions in August is also the second highest monthly sales to foreigners this year, since 56 new units were sold in January 2020.

"With the gradual re-opening of the economy and the setting up of fast lanes for essential travel, we would anticipate a slow and measured recovery in foreign demand for private homes in Singapore. However, downside risks persist, including a resurgence of Covid-19 cases," he said.

Mr Ismail was also circumspect that as the pent-up demand from the "circuit breaker" is absorbed, sales may moderate. "With Penrose and Verdale launching this month, we anticipate that September's transaction volume should stay fairly elevated," said Mr Ismail.

That said, as the pent-up demand from the "circuit breaker" gets absorbed into the market, new home sales may start to moderate slightly in the months ahead, he felt.

## Sweet spot

Private new home sales by price quantum

| | MONTH | ≥ S$5M | S$3M TO < S$5M | S$2M to < S$3M | S$1.5M TO <S$2M | S$1M TO <S$1.5M | <S$1M |
|---|---|---|---|---|---|---|---|
| | | (%) | | | | | |
| CCR | July '20 | 5.3 | 8.5 | 29.8 | 30.9 | 24.5 | 1.1 |
| | Aug '20 | 8.1 | 5.6 | 19.4 | 41.1 | 25.8 | 0.0 |
| RCR | July '20 | 0.5 | 2.0 | 14.8 | 28.3 | 44.5 | 10.0 |
| | Aug '20 | 0.0 | 1.8 | 14.2 | 22.0 | 48.4 | 13.6 |
| OCR | July '20 | 0.0 | 1.8 | 6.8 | 16.2 | 42.7 | 32.6 |
| | Aug '20 | 0.0 | 0.4 | 9.3 | 15.3 | 46.5 | 28.4 |

Source: PropNex Research, URA Realis as of Sept 15,2020

"Based on our projection, new home sales could reach between 9,000 and 9,500 units in 2020 – or about 4 per cent to 9 per cent lower than the 9,912 new homes sold in 2019," said Mr Ismail.

"We now expect 2020 developer sales to fall about 15 per cent to 8,400 units from the 9,912 units in 2019," said Tricia Song, Colliers International head of research, Singapore. Ms Song had in June projected a fall of 29 per cent to 7,000 units.

"With home prices highly correlated to household income and job security, we expect private residential prices could decline 5 per cent in 2020, in line with the economic contraction," she added.

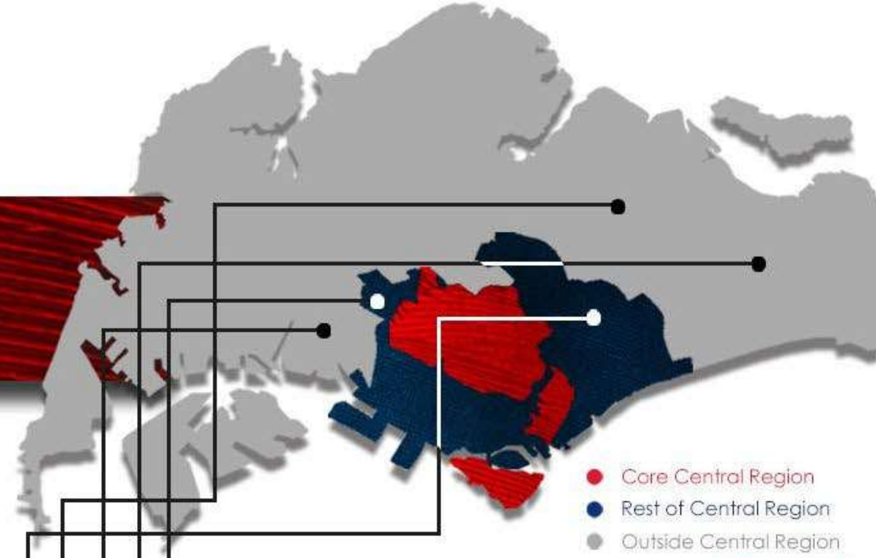
Buyers remain price sensitive with the sweet spot of homes sold between S$1 million to S$1.5 million. "We note that OCR buyers are most price sensitive, with nearly 75 per cent of units purchased in that submarket being priced at below S$1.5 million in August," said Wong Siew Ying, PropNex head of research and content.

Meanwhile, the pricing sweet-spot for RCR homes was in the range of S$1 million to S$2 million, which accounted for 70.4 per cent of transactions in the RCR last month. In the prime CCR market, units priced at S$1.5 million to S$3 million made up 60.5 per cent of the new home sales in the CCR in August, said Ms Wong.

Aug 2020 | by ERA Research & Consultancy

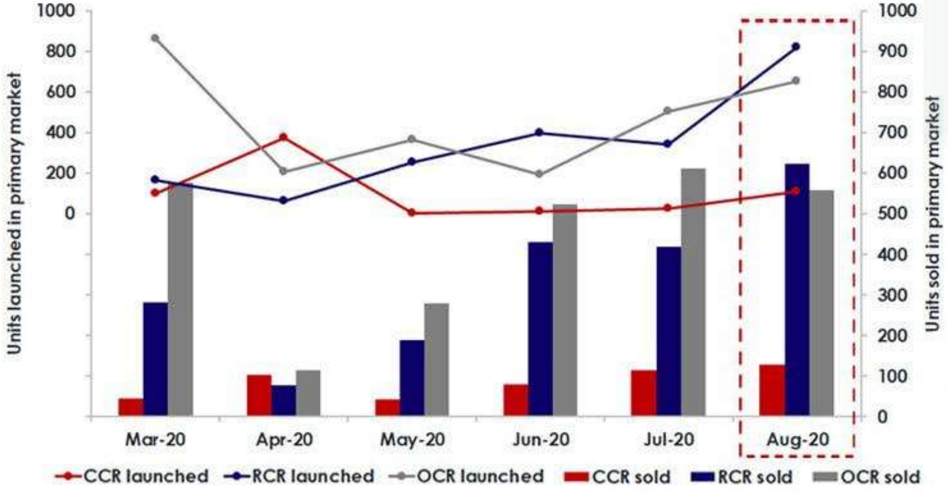
# NEW PRIVATE HOME SALES

| UNITS LAUNCHED Including EC | UNITS SOLD Including EC | UNITS SOLD month-on-month | UNITS SOLD year-on-year |
|---|---|---|---|
| 1,582 | 1,307 | +14.4% | +12.0% |




## Units Launched & Sold Islandwide

Including EC




| | Mar-20 | Apr-20 | May-20 | Jun-20 | Jul-20 | Aug-20 |
|---|---|---|---|---|---|---|
| | Launched/Sold | Launched/Sold | Launched/Sold | Launched/Sold | Launched/Sold | Launched/Sold |
| CCR | 101/45 | 375/102 | 0/41 | 10/79 | 25/113 | 109/128 |
| RCR | 163/282 | 60/77 | 250/189 | 394/430 | 340/419 | 821/622 |
| OCR | 862/577 | 205/114 | 365/279 | 193/522 | 504/610 | 652/557 |
| Total | 1,126/904 | 640/293 | 615/509 | 597/1,031 | 869/1,142 | 1,582/1,307 |

Source: URA | Info received on 15 September 2020 | Estate Agent Licence No.L3002382K

## Upcoming Launches

**Grange 1866**
CCR | D10 | 60 units

**HYLL on Holland**
CCR | D10 | 319 units

**Myra**
RCR | D13 | 85 units

**Penrose**
RCR | D14 | 566 units

**The Landmark**
RCR | D03 | 396 units

**Ki Residences**
OCR | D21 | 660 units

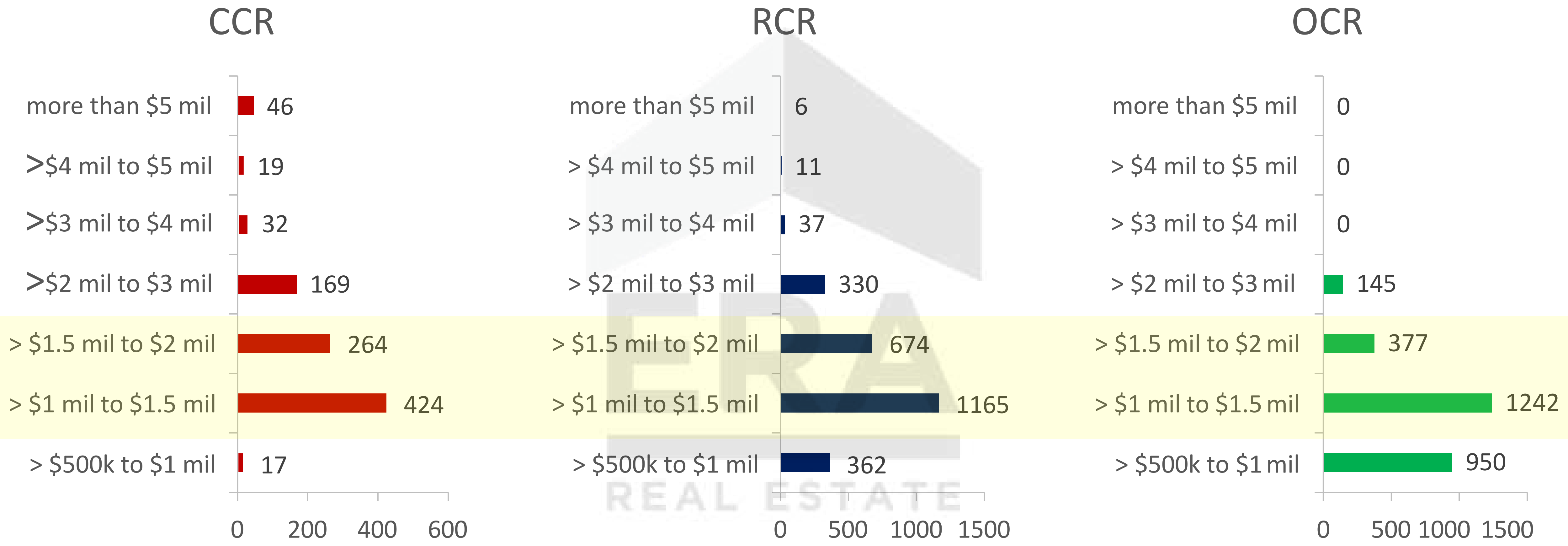
**Parc Central Residences**
OCR | D18 | 695 units

**Rymden 77**
OCR | D15 | 31 units

## Top 5 Best Sellers

1. **Forett at Bukit Timah**
   Units sold: 213
   Median price $1,933 psf
2. **Treasure at Tampines**
   Units sold: 109
   Median price $1,364 psf
3. **Parc Clematis**
   Units sold: 90
   Median price $1,665 psf
4. **The Garden Residences**
   Units sold: 65
   Median price $1,576 psf
5. **The Woodleigh Residences**
   Units sold: 59
   Median price $1,893 psf

# Projects Sweet Spots in 2020




*Source: URA, ERA Research*

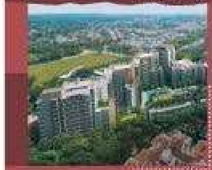
# BEST-SELLING

## PROJECTS IN EACH LOCALITY - AUGUST 2020

ERA REAL ESTATE

### CORE CENTRAL REGION

**1 FOURTH AVENUE RESIDENCES**
FOURTH AVENUE



28 Units Sold
Total Units: 476
Median Price (psf): $2,235

**2 PULLMAN RESIDENCES NEWTON**
DUNEARN ROAD

20 Units Sold
Total Units: 340
Median Price (psf): $2,708

**3 KOPAR AT NEWTON**
MAKEWAY AVENUE

14 Units Sold
Total Units: 378
Median Price (psf): $2,432

**4 THE AVENIR**
RIVER VALLEY CLOSE

12 Units Sold
Total Units: 376
Median Price (psf): $3,027

**5 LEEDON GREEN**
LEEDON HEIGHTS

9 Units Sold
Total Units: 638
Median Price (psf): $2,648

### REST OF CENTRAL REGION

**1 FORETT AT BUKIT TIMAH**
TOH TUCK ROAD

213 Units Sold
Total Units: 633
Median Price (psf): $1,933

**2 JADESCAPE**
SHUNFU ROAD

53 Units Sold
Total Units: 1,206
Median Price (psf): $1,783

**3 DAINTREE RESIDENCE**
TOH TUCK ROAD

50 Units Sold
Total Units: 327
Median Price (psf): $1,720

**4 NOMA**
GUILLEMARD ROAD

34 Units Sold
Total Units: 50
Median Price (psf): $1,639

**4 STIRLING RESIDENCES**
STIRLING ROAD

34 Units Sold
Total Units: 1,259
Median Price (psf): $2,025

### OUTSIDE CENTRAL REGION

**1 TREASURE AT TAMPINES**
TAMPINES LANE

109 Units Sold
Total Units: 2,203
Median Price (psf): $1,364

**2 PARC CLEMATIS**
JALAN LEMPENG

90 Units Sold
Total Units: 1,468
Median Price (psf): $1,665

**3 WHISTLER GRAND**
WEST COAST VALE

51 Units Sold
Total Units: 716
Median Price (psf): $1,558

**4 THE FLORENCE RESIDENCES**
HOUGANG AVENUE 2

47 Units Sold
Total Units: 1,410
Median Price (psf): $1,555

**5 AFFINITY AT SERANGOON**
SERANGOON NORTH AVENUE 1

34 Units Sold
Total Units: 1,052
Median Price (psf): $1,595

Source: URA, ERA Research & Consultancy | Estate Agent Licence No. L3002382K

Disclaimer: 1. The "Units Sold" is the number of units sold in August 2020 | 2. "Median Price (psf)" is the median transacted price in August 2020 | 3. All images are Artist's impressions | 4. Visual showing projects marketed by ERA

# Upcoming Projects

# PENROSE

## SIMS DRIVE (D14)

- **Developed by Hong Leong Holdings and City Developments**
- **Only 500m to Aljunied MRT station**
- **1 Bedroom units from $788,000 ($1,666 psf)**
- **2 Bedroom units from $943,000 ($1,462 psf)**
- **3 Bedroom units from $1,325,000 ($1,417 psf)**
- **4 Bedroom units from $2,111,000 ($1,521 psf)**
- **Commission: 2.3%**

# PENROSE

## SIMS DRIVE (D14)

- **Last day for cheque collection: 23 Sep**
- **Target booking: 26 Sep**
- **JMA: ERA / ETC / HTNS / PN**

| Unit Type | Size (sq ft) | Number of Units |
|---|---|---|
| 1 Bedroom | 474 - 574 | 57 |
| 1 Bedroom + Study | 560 -571 | 2 |
| 2 Bedroom | 646 | 69 |
| 2 Bedroom Premium | 700 - 710 | 68 |
| 2 Bedroom + Study | 797 - 807 | 34 |
| 3 Bedroom | 936 - 980 | 105 |
| 3 Bedroom Premium | 1,044 - 1,098 | 123 |
| 3 Bedroom + Study | 1,173 - 1,184 | 54 |
| 4 Bedroom | 1,389 - 1,399 | 54 |
| **TOTAL** | | **566** |

# MYRA

## MEYAPPA CHETTIAR ROAD(D13)

- Developed by Selangor Dredging Berhad
- Rare freehold development in the city fringe area with only 85 exclusive units
- Just 150m away from Potong Pasir MRT station and The Poiz Centre
- Capitalise on the growth of Bidadari New Town
- Indicative prices from $1,065,000

# MYRA

## MEYAPPA CHETTIAR ROAD(D13)

- **Commission: 2.2%**
- **Target booking: 26 Sep**
- **JMA: ERA / HTNS / PN / SRI**

| Unit Type | Size (sqft) | Number of Units |
|---|---|---|
| 1 Bedroom | 474 | 22 |
| 2 Bedroom | 667 - 732 | 38 |
| 3 Bedroom | 872 | 11 |
| 4 Bedroom | 1,313 - 1,324 | 14 |
| **TOTAL** | | **85** |

# EARLY BIRD DISCOUNT FOR LAUNCH WEEKEND!

## MYRA

### INDICATIVE PRICING

1BR FROM $1,065,000
2BR FROM $1,412,000 (678SF)
2BR FROM $1,420,000 (667SF)
2BR FROM $1,440,600 (700SF)
2BR FROM $1,527,000 (732SF)
2BR FROM $1,412,000
3BR FROM $1,794,000
4BR FROM $2,849,000

**Don't miss these attractive early bird discount during the booking weekend on 26th September! Get an additional...**

$18,000 OFF FOR 1 BEDROOM
$28,000 OFF FOR 2BEDROOM
$30,000 OFF FOR 3BEDROOM
$38,000 OFF FOR 4BEDROOM

# THE WOODLEIGH RESIDENCES

## BIDADARI PARK DRIVE (D13)

- **Developed by Kajima Development and SPH**
- **Integrated development with direct access to The Woodleigh Mall, Woodleigh MRT station and Singapore's first underground bus interchange**
- **Built with Japanese craftsmanship, with a nature-inspired concept**
- **Transformation of the Bidadari Estate**

# THE WOODLEIGH RESIDENCES

## BIDADARI PARK DRIVE (D13)

| Unit Type | Size (sqft) | Number of units |
|---|---|---|
| 2 Bedroom | 570 - 592 | 99 |
| 2 Bedroom Deluxe | 646 - 700 | 187 |
| 2 Bedroom Flexi | 721 - 743 | 55 |
| 3 Bedroom | 850 - 958 | 194 |
| 3 Bedroom Deluxe | 1,076 - 1,119 | 77 |
| 4 Bedroom | 1,270 - 1,281 | 33 |
| 4 Bedroom Deluxe | 1,475 | 22 |

# THE LANDMARK

## CHIN SWEE ROAD (D3)

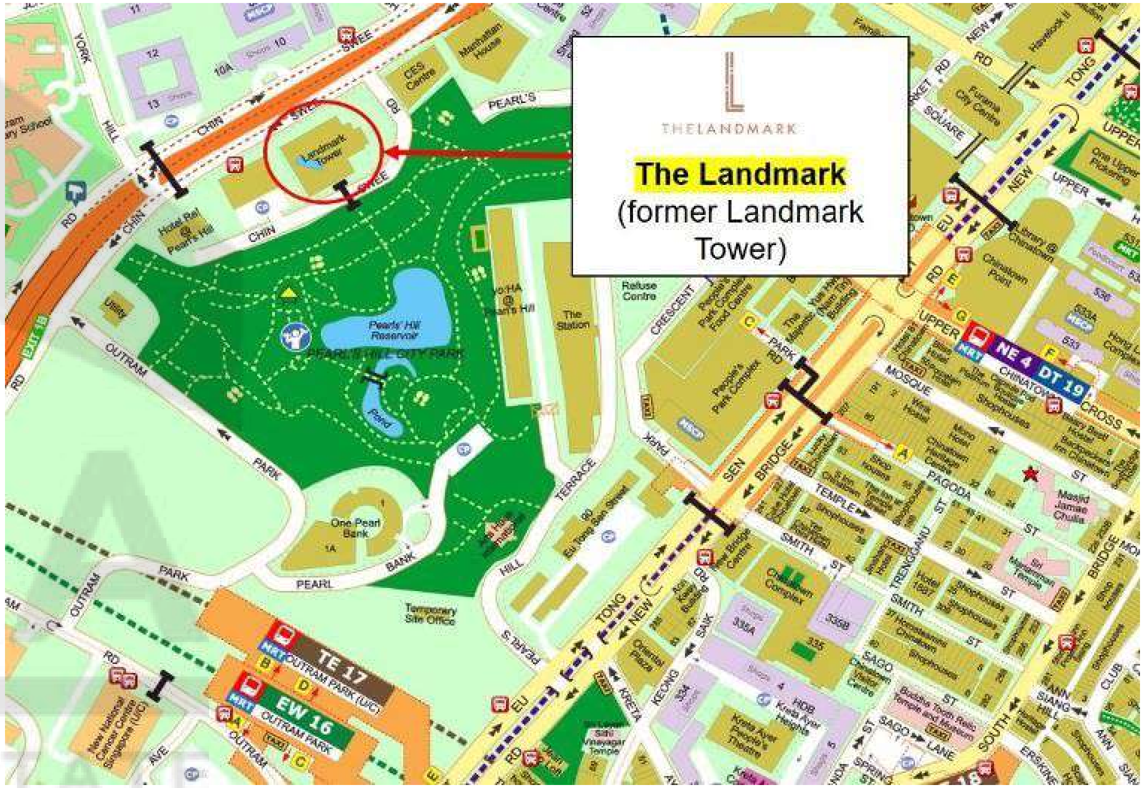
- **Developed by SSLE Development, MCC Land and ZACD**
- **Exclusive 39 storey block with 360 degree panoramic views of the city**
- **Minutes walk to Outram Park MRT Interchange and Chinatown MRT Interchange**
- **Transformation of the Outram-Chinatown District**
- **Close proximity to SG Largest Medical Hub**

# THE LANDMARK

## CHIN SWEE ROAD (D3)

- **Target preview: 10 October 2020**
- **JMA: ERA / HTNS / PN / SLP**

| Unit Type | Size (sqft) | Number of Units |
| --- | --- | --- |
| 1 Bedroom | 495 - 517 | 144 |
| 2 Bedroom | 678 - 753 | 180 |
| 3 Bedroom | 1,076 - 1,141 | 72 |
| **TOTAL** | | **396** |



# HYLL ON HOLLAND

## HOLLAND ROAD (D10)

- Developed by Far East Consortium and Koh Brothers
- Freehold development in Prime D10
- Stroll to Holland Village MRT station
- Situated on elevated land with good views
- Surrounded by good schools such as ACS International, Nanyang Primary and St Margaret's Secondary School

# HYLL ON HOLLAND

## HOLLAND ROAD (D10)

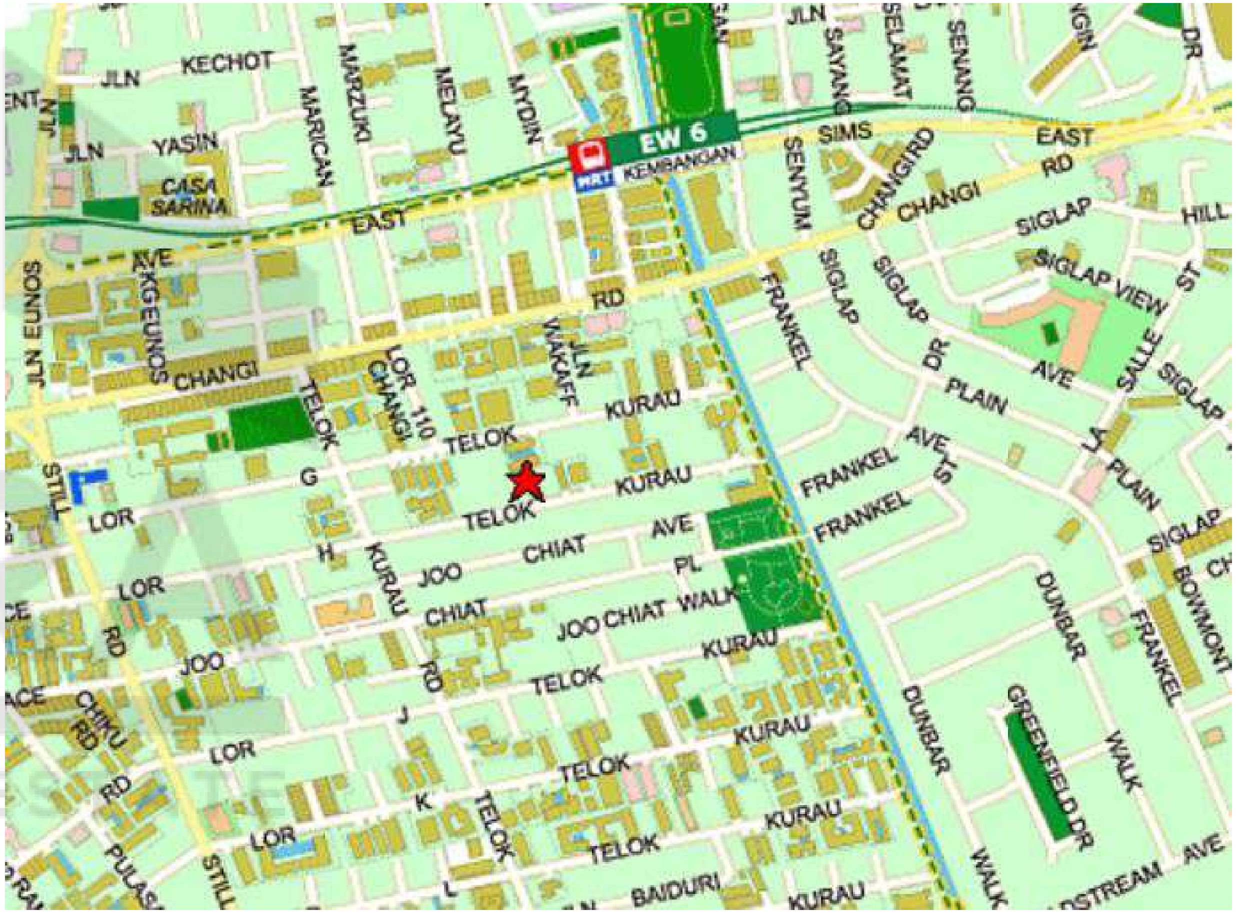
- **Target preview: Oct 2020**
- **JMA: ERA / HTNS / OTT / PN / SRI**

| Unit Type | Size (sqft) | Number of units |
|---|---|---|
| 2 Bedroom | 570 - 721 | 231 |
| 3 Bedroom | 936 | 44 |
| 3 Bedroom + Study | 1,055 | 44 |
| **Total** | | **319** |

# RYMDEN 77

## LORONG H TELOK KURAU(D15)

- **Exclusive 31 unit freehold development**
- **Designed with a Scandinavian theme**
- **Short distance to Kembangan MRT station**
- **2 Bedroom + Study to 4 Bedroom units available**
- **Target preview: Oct 2020**



# Many More Opportunities

| | Target Launch | Project | Location | Developer | Tenure | Estimated Number of Units |
|---|---|---|---|---|---|---|
| 1 | September 2020 | Penrose | Sims Drive | Hong Leong Holdings / CDL | 99 LH | 566 |
| 2 | September 2020 | Myra | Meyappa Chettiar Road | SDB International | Freehold | 85 |
| 3 | October 2020 | The Landmark (Former Landmark Tower) | Chin Swee Road | ZACD, MCC, SSLE Development | 99 LH | 396 |
| 4 | October 2020 | HYLL on Holland (Former Hollandia / Estoril) | Holland Road | Far East Consortium and Koh Brothers | Freehold | 319 |
| 5 | Q4 2020 | Ki Residences (Former Brookvale Park) | Sunset Way | Hoi Hup Realty and Sunway Developments | 999 LH | 660 |
| 6 | Q4 2020 | Rymden 77 | Lorong H Telok Kurau | QHS Development | Freehold | 31 |
| 7 | Q4 2020 | Parc Central Residences (EC) | Tampines Avenue 10 | Hoi Hup Realty and Sunway Developments | 99 LH | 695 |
| 8 | Q4 2020 | Grange 1866 (Former iLiv) | Grange Road | Heeton Holdings Limited | Freehold | 60 |
| 9 | Q4 2020 | KLIMT Cairnhill (Former Cairnhill Mansions) | Cairnhill Road | Low Keng Huat | Freehold | 200 |
| 10 | Q4 2020 | Perfect Ten (Former City Towers) | Bukit Timah Road | Japura Development | Freehold | 190 |
| 11 | Q4 2020 | Midtown Modern | Tan Quee Lan Street | GuocoLand / Hong Leong Holdings / Hong Realty | 99 LH | 580 |
| 12 | H1 2021 | The Atelier (Former Makeway View) | Makeway Avenue | Bukit Sembawang | Freehold | 154 |
| 13 | H1 2020 | Clavon | Clementi Avenue 1 | UOL / UIC | 99 LH | 640 |
| 14 | H1 2021 | Liv @ MB (Former Katong Park Towers) | Arthur Road / Mountbatten Road | Bukit Sembawang | 99 LH | 388 |
| 15 | H1 2021 | TBC | Bernam Street | Hao Yuan Realty | 99 LH | 341 |
| 16 | H1 2021 | TBC | One-north Gateway | TID Residential | 99 LH | 165 |
| 17 | H1 2021 | TBC | Jalan Bunga Rampai | Wee Hur Holdings | 99 LH | 115 |
| 18 | H1 2021 | TBC | Irwell Bank Road | CDL | 99 LH | 445 |
| 19 | H1 2021 | TBC | Pasir Ris Central | Allgreen Properties / Kerry Properties | 99 LH | 480 |
| 20 | H1 2021 | TBC | Canberra Drive | JBE | 99 LH | 220 |
| 21 | H1 2021 | TBC | Canberra Drive | UOL / Kheng Leong | 99 LH | 455 |
| 22 | H1 2021 | TBC | Canberra Link | MCC Land | 99 LH | 385 |
| 23 | H1 2021 | TBC | Fernvale Lane | Frasers Property | 99 LH | 480 |
| 24 | H1 2021 | The Reef at King's Dock | King's Dock | Keppel Land | 99 LH | 529 |



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# RES Examination

# October 2020 RES Examination

# [Registration opens on 28 Sep 2020]

https://www.relc.org.sg/professional-qualifications/skills/cea-res

Limited Slots
Act Fast!

Exam Location 1: Singapore Institute of Management (SIM)
Exam Location 2: SEAMEO Regional Language Centre (RELC)

| | | |
|---|---|---|
| Examination Slot 1 | AM Session | |
| 17 Oct 2020 (Saturday) | 9.30am to 12pm | Paper 1 |
| 18 Oct 2020 (Sunday) | 9.30am to 12pm | Paper 2 |
| | | |
| Examination Slot 2 | PM Session | |
| 17 Oct 2020 (Saturday) | 3pm to 5.30pm | Paper 1 |
| 18 Oct 2020 (Sunday) | 3pm to 5.30pm | Paper 2 |

| | | |
|---|---|---|
| Examination Slot 3 | AM Session | |
| 19 Oct 2020 (Monday) | 9.30am to 12pm | Paper 1 |
| 20 Oct 2020 (Tuesday) | 9.30am to 12pm | Paper 2 |
| | | |
| Examination Slot 4 | PM Session | |
| 19 Oct 2020 (Monday) | 3pm to 5.30pm | Paper 1 |
| 20 Oct 2020 (Tuesday) | 3pm to 5.30pm | Paper 2 |

# November 2020 RES Examination [Not open for registration yet]

Exam Location: To be confirmed

| | | |
|---|---|---|
| Examination Slot 1 | AM Session | |
| 26 Nov 2020 (Thursday) | 9.30am to 12pm | Paper 1 |
| 27 Nov 2020 (Friday) | 9.30am to 12pm | Paper 2 |
| | | |
| Examination Slot 2 | PM Session | |
| 26 Nov 2020 (Thursday) | 3pm to 5.30pm | Paper 1 |
| 27 Nov 2020 (Friday) | 3pm to 5.30pm | Paper 2 |

| | | |
|---|---|---|
| Examination Slot 3 | AM Session | |
| 28 Nov 2020 (Saturday) | 9.30am to 12pm | Paper 1 |
| 29 Nov 2020 (Sunday) | 9.30am to 12pm | Paper 2 |
| | | |
| Examination Slot 4 | PM Session | |
| 28 Nov 2020 (Saturday) | 3pm to 5.30pm | Paper 1 |
| 29 Nov 2020 (Sunday) | 3pm to 5.30pm | Paper 2 |

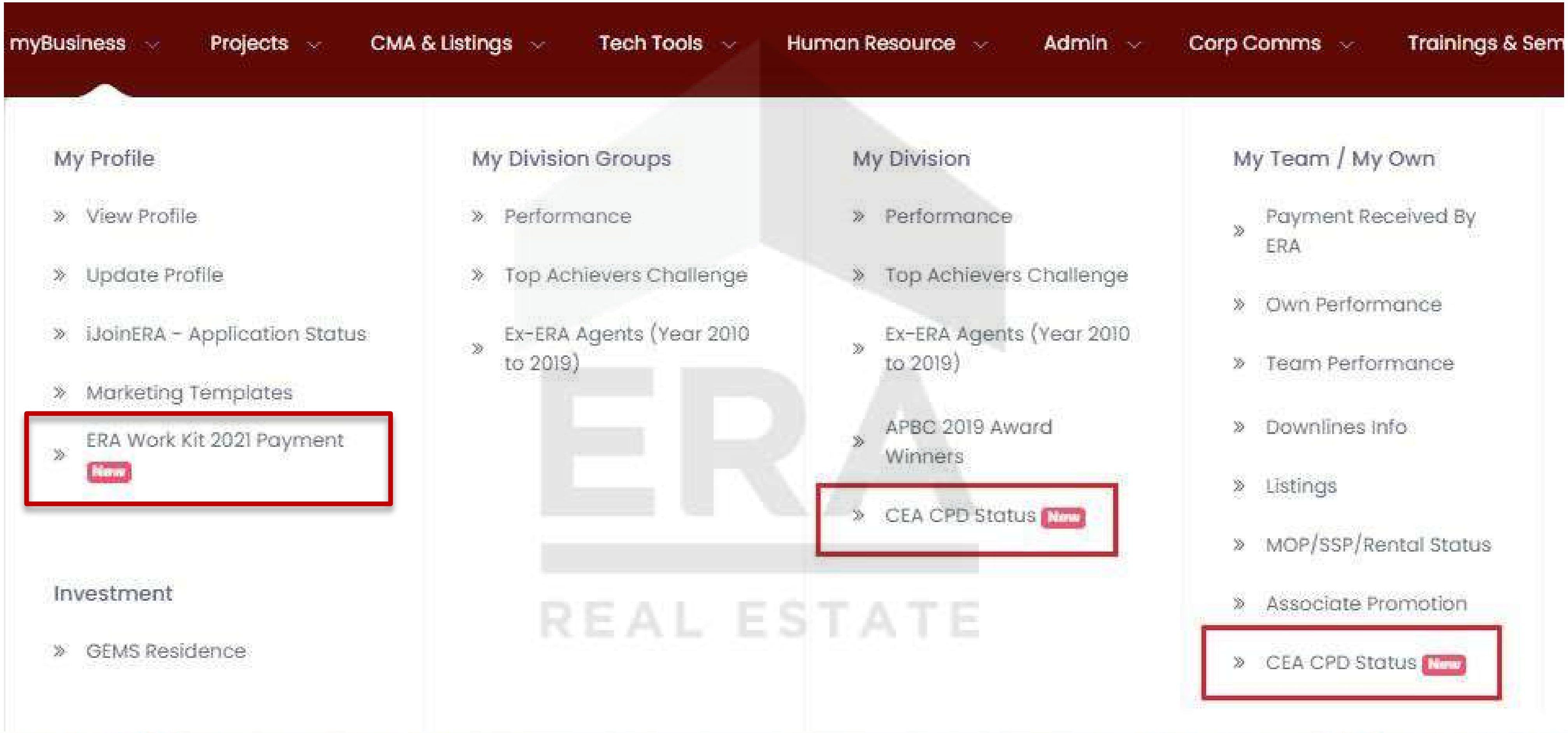
# Events/ Training Updates


Upcoming CEA Registration Renewal

- ✓ Each of us require 4 x Professional and 2 x Generic CPD credits (4P2G).
- ✓ For those of you that have completed 6 x Professional (6P), you have not yet fulfilled the CPD requirements.
- ✓ You need to clock another 2 x Generic CPD credits before 30 Sep 2020, so that you can renew your registration from 1-31Oct 2020.
- ✓ You can do so by attending any of ERA daily webinar training now.

REDESIGNING REAL ESTATE

# Check CPD & Work Kit Status
# by Team Leader via MyERA & iERA



# Procedure on Renewal of Salespersons

- https://www.cea.gov.sg/professionals/salesperson-registration-matters/renewal-of-salesperson

# Key Renewal Time line for Salespersons

**By 30 September 2020**

- Salesperson (including KEO and practising director/partner) has to **meet Continuing Professional Development** (CPD) requirements.
- Salesperson (including KEO and practising director/partner) must **not be in arrears** of Central Provident Fund (CPF) MediSave contributions.

**1 to 31 October 2020**

- Salesperson (including KEO and practising director/partner) must complete the Renewal Survey.
- Salesperson (including KEO and practising director/partner) submits the salesperson renewal application to the estate agent.

***Please make sure that your CPD and Medisave requirements are all fulfilled by 30 September 2020***

# For Teammates with Medisave issues

Salespersons who face financial difficulty can **approach CPF Board** to work out an instalment plan, or to review/extend your instalment payments if you already have an existing instalment plan. You can either:

1. Login via your SingPass to "My CPF Online Services" in CPF Board's website to submit a request to settle your outstanding MediSave contributions via a GIRO instalment plan, or
2. Write-in to CPF Board at SELF-EMPLOYED@CPF.GOV.SG.

# ERA RECRUITMENT PACKAGE 2021
# (For Joiners from October 2020)

updated on 21 September 2020

## Experienced Agents

1. No Penalty- No income or <$20k; Income > $20k
2. Penalty <$1k- Income proof >$20k
3. Penalty =>$1k- Income proof >$20k
4. Penalty <$1k – No income proof or < $20k

## New Agents

Passed RES Exam

No experience

# Recruitment Package 2021 – Individual Scheme (Experienced Agents with >$20k income proof)

**(A) Applicable for Joiners from October 2020:**
**Scenario 1, <u>No penalty</u>**

- CEA Fee : Experienced agent PAYS $0 for 2021 & 2022. *(PAID by ERA for 2 consecutive years)*
- Work Kit : Experienced agent PAYS $0 for 2021 & 2022. *(PAID by ERA for 2 consecutive years)*
- Fully subsidised online Training to empower you with the knowledge and skills to kick-start your career in ERA.
- <u>With income proof of more than $20K for past 12 months</u> , Joiner receives $500 Cash; on top of that, Recruiter receives additional $500 cash incentive ($1000 in total).

| Cost Breakdown of ERA Joiner Package | 2021 (Year 1) | 2022 (Year 2) |
|---|---|---|
| CEA Registration Fee | $230.00 | $230.00 |
| CEA Admin Fee | $ 53.50 | |
| ERA Work Kit Package (Indemnity Insurance + 2 boxes of business cards + 1 ERA lanyard + iERA App + ERA project App. | $180.00 | $180.00 |
| No penalty from previous company. For joiner with >$20k income proof, joiner receive $500 & recruiter receive $500 | $1,000 | |
| **Total Payment = $0.00 (Total Savings = $1,873.5)** | **$1,463.50** ***(PAID by ERA)*** | **$410** ***(PAID by ERA)*** |

# Recruitment Package 2021 – Individual Scheme (Experienced Agents with >$20k income proof)

**(B) Applicable for Joiners from October 2020:**
**Scenario 2, with penalty <$1000**

- With income proof of more than $20K for past 12 months , up to $1k will be awarded to reimburse the penalty; the difference of $1k less penalty will be awarded to the Joiner and Recruiter equally.
- Example: Joiner has a penalty of $600, ERA will reimburse Joiner the penalty of $600 incurred to the previous agency. Remaining $400 will be awarded and shared equally between Joiner ($200) and Recruiter ($200).

| Cost Breakdown of ERA Joiner Package | 2021 (Year 1) | 2022 (Year 2) |
|---|---|---|
| CEA Registration Fee | $230.00 | $230.00 |
| CEA Admin Fee | $ 53.50 | |
| ERA Work Kit Package (Indemnity Insurance + 2 boxes of business cards + 1 ERA lanyard + iERA App + ERA project App. | $180.00 | $180.00 |
| Penalty from previous company <$1k. Joiner with >$20k income proof, upto $1k will be awarded to reimburse the penalty; the difference of $1k be awarded to joiner & recruiter equally | $1,000 | |
| **Total Payment = $0.00 (Total Savings = $1,873.5)** | **$1,463.50** ***(PAID by ERA)*** | **$410** ***(PAID by ERA)*** |

updated on 21 September 2020

# Recruitment Package 2021 – Individual Scheme (Experienced Agents with >$20k income proof)

**(C) Applicable for Joiners from October 2020:**
**Scenario 3, with penalty =>$1000**

- With income proof of more than $20K for past 12 months , up to $1000 will be awarded to reimburse the penalty. As the full $1000 has been used to reimburse the joiner, there will be no additional cash incentive for both Joiner and Recruiter.

| Cost Breakdown of ERA Joiner Package | 2021 (Year 1) | 2022 (Year 2) |
|---|---|---|
| CEA Registration Fee | $230.00 | $230.00 |
| CEA Admin Fee | $ 53.50 | |
| ERA Work Kit Package (Indemnity Insurance + 2 boxes of business cards + 1 ERA lanyard + iERA App + ERA project App. | $180.00 | $180.00 |
| Penalty from previous company =>$1k. Joiner with >$20k income proof, upto $1k will be awarded to reimburse the penalty. | $1,000 | |
| **Total Payment = $0.00** **(Total Savings = $1,873.5)** | **$1,463.50** ***(PAID by ERA)*** | **$410** ***(PAID by ERA)*** |

# Recruitment Package 2021 – Individual Scheme
# Experienced Agents without or <$20k income proof

**(D) Applicable for Joiners from October 2020:**
**Scenario 4, with penalty but no income proof or less than $20k income proof**

- Without income proof of more than $20K for past 12 months , recruited by a joiner with $20k income proof within 30 days of submission, both joiners' penalties of up to $$1,000 each will be reimbursed!
- Up to a total of 10 joiners, as long as 5 of them have income > $20k for past 12 months, we will have all the joiners' penalties up to $1,000 each in existing agency reimbursed.
- For 11 joiners and above team recruitment, special team incentive scheme can be tailored with ERA management.

| Cost Breakdown of ERA Joiner Package | 2021 (Year 1) | 2022 (Year 2) |
|---|---|---|
| CEA Registration Fee | $230.00 | $230.00 |
| CEA Admin Fee | $ 53.50 | |
| ERA Work Kit Package (Indemnity Insurance + 2 boxes of business cards + 1 ERA lanyard + iERA App + ERA project App. | $180.00 | $180.00 |
| Penalty from previous company. Joiner with <$20k income proof, up to $1k will be awarded to reimburse the penalty if recruited by a joiner with $20k income proof within 30 days of submission. | $1,000 | |
| **Total Payment = $0.00 (Total Savings = $1,873.5)** | **$1,463.50** ***(PAID by ERA)*** | **$410** ***(PAID by ERA)*** |

# Recruitment Package 2021 – Individual Scheme (New Agents)

**(E) Applicable for Joiners from October 2020:**

- CEA Fee : New agent PAYS $0 for 2021 & 2022. *(PAID by ERA for 2 consecutive years)*
- Work Kit : New agent PAYS $0 for 2021 & 2022. *(PAID by ERA for 2 consecutive years)*
- On-line Training to Empower you with the knowledge and skills to kick-start your career in ERA.

| Cost Breakdown of ERA Joiner Package | 2021 (Year 1) | 2022 (Year 2) |
|---|---|---|
| CEA Registration Fee | $230.00 | $230.00 |
| CEA Admin Fee | $ 53.50 | |
| ERA Work Kit Package (Indemnity Insurance + 2 box of business cards + 1 ERA lanyard + iERA App + ERA project App. | $180.00 | $180.00 |
| **Total Payment = $0.00 (Total Savings = $873.5)** | **$463.50 *(PAID by ERA)*** | **$410 *(PAID by ERA)*** |

# Team Recruitment Package 2021 – Team > 11 joiners

Special TEAM INCENTIVE scheme TAILORED to joiners' needs & UNIQUE to individual divisions.

**OPEN for discussion with ERA management
**subject to approval by management, terms and conditions apply.

# Recruitment Package 2021 from October 2020: Summary of what ERA offers to JOINERS

- ERA pays for CEA fee for 2 consecutive years (2021 & 2022). No income proof is required.
- ERA Pays for Work Kit for 2 consecutive work years (2021 & 2022)– Professional Indemnity insurance, 2 box of Business cards, 1 ERA Lanyard, iERA App & ERA Project App.
- Up to $1k penalty reimbursement and cash incentives for joiner & recruiter (with income proof of more than $20K in the past 12 months)
- Up to $1k penalty reimbursement for another joiner (without income proof of more than $20K in the past 12 months) when recruited by a joiner with $20k income proof within 30 days of submission.
- Special TEAM JOINING INCENTIVE scheme tailored to >11 joiners team. (Open for discussion with ERA management)
- COMPREHENSIVE TRAINING for new & experienced joiners.

# RECRUITMENT PACKAGE COMPARISON

## (For Joiners from October 2020)

updated on 21 September 2020

# Recruitment Packages 2021 – Individual Salesperson

- Experienced agents.
- Income proof of more than $10K for past 12 months.

| Other EA Admission | 2021 |
|---|---|
| CEA License Fee | $230 |
| CEA Application Fee | $ 53.50 |
| Indemnity Insurance | $149.00 |
| Convention Package | $128.00 |
| Estate Agent Card | $ 20.00 |
| Total Payment by Joiner = $0.00 for 1 year. | $580.50 *FREE |

- Experienced agents.
- Income proof of more than $20K for past 12 months.

| ERA Admission | 2021 | 2022 |
|---|---|---|
| CEA License Fee | $230 | $230.00 |
| CEA Application Fee | $53.50 | |
| Work Kit (Indemnity Insurance + biz cards + lanyard + ERAPro app | $180.00 | $180.00 |
| Up to $1k penalty reimbursement* | $1,000 | |
| Total Payment by Joiner = $0.00 for 2 years. | $1,463.50 *(PAID by ERA)* | $410 *(PAID by ERA)* |

Other EA Incoming Salesperson pay : $0 for 1st YEAR 2021 only.
ERA Incoming Salesperson pay $0 for 2021-2022 (2yrs consecutive) + **RECEIVES $1K CASH***

***For ERA, up to $1k will be awarded to reimburse the joiner's penalty; the difference of $1k and penalty be awarded to joiner & recruiter equally.**

**In comparison, ERA Pays $1,873.5 for Joiner! Other EA pays $580.5 for Joiner. (difference is $1,293 or >223% more)**

updated on 21 September 2020

# Recruitment Packages 2021 – Individual Salesperson

- Experienced agents
- Income proof of less than $10K for past 12months.

| Other EA Admission | 2021 |
|---|---|
| CEA License Fee | $230 |
| CEA Application Fee | $53.50 |
| Indemnity Insurance | $149.00 *FREE |
| Convention Package | $128.00 *FREE |
| Estate Agent Card | $ 20.00 *FREE |
| Total Payment by Joiner = $283.50 | $283.50 *(PAYABLE by Joiner)* |

- Experienced agents.
- Income proof of less than $20K for past 12months.

| ERA Admission | 2021 | 2022 |
|---|---|---|
| CEA License Fee | $230 | $230.00 |
| CEA Application Fee | $ 53.50 | |
| Work Kit (Indemnity Insurance + biz cards + lanyard + ERAPro app | $180.00 | $180.00 |
| Total Payment by Joiner = $0.00 for 2 years. | $463.50 *(PAID by ERA)* | $410 *(PAID by ERA)* |

Other EA Incoming Salesperson pays $283.50 for CEA license & application fee in 2021.
ERA Incoming Salesperson pays $0.00 for 2021 + 2022 (absolutely zero joining fee for 2 years!)
**In comparison, ERA pays $873.5 for Joiner. Other EA pays $297 for Joiner. (difference is $576.5 or >194% more)**

updated on 21 September 2020

# Recruitment Packages 2021 – Individual Salesperson

- New RES salesperson joining from 1st Nov 2019.

| Other EA Admission | 2021 |
|---|---|
| CEA License Fee | $230 |
| CEA Application Fee | $ 53.50 |
| Indemnity Insurance | $149.00 *FREE |
| Convention Package | $128.00 *FREE |
| Estate Agent Card | $ 20.00 *FREE |
| Total Payment by Joiner = $168.50 | $283.50 *(PAYABLE by Joiner)* |

| ERA Admission | 2021 | 2022 |
|---|---|---|
| CEA License Fee | $230 | $230.00 |
| CEA Application Fee | $ 53.50 | |
| Work Kit (Indemnity Insurance + biz cards + lanyard + ERAPro app | $180.00 | $180.00 |
| Total Payment by Joiner = $0.00 for 2 years. | $463.50 *(PAID by ERA)* | $410 *(PAID by ERA)* |

Other EA Incoming Salesperson pays $283.50 for CEA license & application fee in 2021 only.
ERA Incoming Salesperson pays $0.00 for 2021 + 2022 (absolutely zero joining fee for 2 years!)
**In comparison, ERA pays $873.50 For Joiner. Other EA pays $297 for Joiner. (difference is $576.5 or >194% more)**

# Recruitment Packages 2021 –
# Other Criteria for Waiver of Joining Fee for Inactive Agents

| Other EA CRITERIA | ERA CRITERIA |
| --- | --- |
| - To qualify, must recruit minimum 5 salesperson. | - NO minimum salesperson / restrictions. |
| - For every 2 recruits with $20k income proof for the past 12months, 1 will be absorbed as FOC joining fee even with no income proof for the past 12months. | - ALL joiners without income proof get 2 years CEA renewal + registration + work kit WAIVER (paid by ERA). |

# Recruitment Packages 2021 : PENALTY Reimbursement Package

| Other EA Reimbursement | ERA Reimbursement |
|---|---|
| - Production less than $20K, no penalty reimbursement. | - For joiner with <$20k income proof for last 12 months, up to $1k will be awarded to reimburse the penalty if recruited by a joiner with $20k income proof within 30 days of submission.<br>- Up to a total of 10 joiners, as long as 5 of them have income > $20k for past 12 months, we will have all the joiners' penalties up to $1,000 each in existing agency reimbursed.<br>- For 11 joiners and above team recruitment, special team incentive scheme can be tailored with ERA management. |
| - Production of $20K to $50K in last 12 months : refund of CEA renewal fee up to $1K. | - For joiner with >$20k income proof for last 12 months, up to $1k will be awarded to reimburse the joiner's penalty from previous company; the difference of $1k and penalty be awarded to joiner & recruiter equally. |
| - Production > $50K in last 12 months : refund of CEA renewal fee up to $1K + training and recruitment fee up to $500. | |
| - Production of > $200K in the last 12 months : refund of CEA renewal fee up to $1K + training and recruitment fee up to $500 + other refund subject to management approval. | |

# Recruitment & Attrition Result (Jan-Aug2020)

Recruitment of other EA: 178

Attrition to other EA : 112

# Savills salespersons invited to port over via Hutton po renew with Huttons in mid Oct

## Savills Residential, Huttons Asia to merge in further sector consolidation

**Integration will let Savills' associates participate in large number of projects Huttons is handling**

By Kalpana Rashiwala
kalpana@sph.com.sg
@KalpanaBT

Singapore

THE consolidation among property agencies here continues. This time around, Savills Singapore's associates arm – Savills Residential – will merge with Huttons Asia.

Savills Singapore is also Huttons' largest shareholder.

The move will see Huttons strengthen its current pool of 3,044 brokers, with all 582 Savills commission-only residential brokers being invited to join.

This is expected to enhance Huttons' capabilities in clinching appointments from developers to market their residential projects for sale.

Savills Residential is fully owned by Savills Singapore, which is part of the UK-listed company.

Marcus Loo, chief executive officer of Savills Singapore, said: "This integration with Huttons, a dominant local player, presents a fantastic opportunity for Savills' residential associate brokers to access a larger marketplace, enabling them to participate in the large number of projects that Huttons is currently handling."

The terms of the merger have been agreed, and the deal will be completed this month, said Chris Marriott, the CEO of Savills South East Asia. He declined to comment on the dollar value pegged to the transaction.

The post-merger business will trade as "Huttons - in association with Savills" and, as the largest shareholder, Savills Singapore will be represented on the board of Huttons Asia through Mr Marriott.

Currently, Savills is not represented on the Huttons board.

Huttons is a home-grown property agency set up in 2002. Savills Singapore acquired a stake in the company in 2005.

The other shareholders of Huttons Asia include Peggy Ngiam, its key executive officer, and Loke Tuck Choy; both are executive directors.

Said Mr Marriott: "We have had a long-standing interest in Huttons... and welcome the opportunity to take a more active position on the board and complement Huttons in their future growth in this important market."

Ms Ngiam noted that the "ability to draw on a globally recognised international residential brand will accelerate our growth as a leading agency in Singapore".

> "If you don't have a certain critical mass of agents, it won't easily tick all the boxes for developers' criteria in selecting sales marketing agents for their residential projects."
>
> **A veteran analyst**

Mr Marriott said: "The merger means that Savills Singapore will focus on its full service real estate business in Singapore, overseen by Marcus Loo."

In a joint statement, Huttons and Savills said: "The enhanced board will focus on strengthening services to their clients... through a newly expanded agency force and access to international markets, in particular China. In doing so, they will leverage on their PropTech and digital marketing knowledge, thereby broadening the opportunities for their brokers."

Post-merger, Huttons will retain its fourth position in terms of the number of property agents. Assuming all the Savills Residential brokers come on board, Huttons will have a total of 3,626 agents.

The top three agencies are: PropNex, with 8,727 agents, followed by ERA Realty Network (7,321 agents) and OrangeTee & Tie (4,359 agents).

SRI is in fifth position, with 960 agents. These figures were provided to *The Business Times* by the respective agencies on Sunday.

Market observers say the merger between Savills Residential and Huttons may be seen as the latest in the series of consolidations among property agencies in recent years. That said, this deal is unique given that Savills Singapore is already Huttons' largest shareholder.

Commenting on the proposed merger, a veteran analyst said: "If you don't have a certain critical mass of agents, it won't easily tick all the boxes for developers' criteria in selecting sales marketing agents for their residential projects."

Another industry player noted that Savills Residential has been losing some agents lately and that it does not have as many project marketing appointments as the bigger boys. "Huttons does get major appointments but it seems to have lost some of its shine in the past four or five years."

PropNex chief executive officer Ismail Gafoor noted that the property agency business has become more challenging since the introduction of the total debt servicing ratio (TDSR) framework in late-June 2013, which led to a slowdown in developers' private home sales volumes. The situation has been exacerbated by the July 2018 property cooling measures.

SRI co-founder Bruce Lye expects the consolidation to continue. "In a downturn, we can expect to see the smaller agencies (those with under 300 brokers) latching onto the bigger agencies, which have better resources and more opportunities to clinch residential project marketing appointments."

The wave of consolidations include PropNex's merger with Dennis Wee Group in 2017.

In the same year, OrangeTee's associates arm joined forces with Edmund Tie & Company Property Network to fend off competition by setting up a joint-venture company, OrangeTee & Tie.

In 2018, ERA entered into separate deals with CBRE Realty Associates and HSR International Realtors to absorb their agents into ERA as these companies were shutting down.

Last year, PropNex took over agents from Global Alliance Property.

# Huttons Group appoints CDL's chief revenue officer as new CEO

**Mark Yip, who succeeds Goh Kee Nguan, brings "a wealth of experience from the developer's perspective"**

By Rachel Chia
rchia@sph.com.sg
@RachelChiaBT

Singapore

REAL estate agency Huttons Group has appointed Mark Yip as its new chief executive officer (CEO) with effect from Nov 1 this year, it said in a statement today.

Mr Yip succeeds Goh Kee Nguan, who resigned on Aug 12 to pursue other business interests, Huttons Group said.

It thanked Mr Goh for his leadership over the past seven years, and his role in accelerating the adoption of technology among associates.

The company said Mr Yip's appointment comes as the firm embarks on "a new chapter of growth with new partners from Savills and Century 21".

Earlier this month, Huttons Asia announced a merger with the residential projects sales business of Savills Singapore. Savills Singapore is Huttons Asia's largest shareholder.

Huttons executive director Loke Tuck Choy said Mr Yip's appointment, in addition to the Savills merger, will put the company in good stead to secure more projects.

Mr Yip was formerly the chief marketing officer of City Developments Limited (CDL), a position he was appointed to in 2014.

He was subsequently re-designated as chief revenue officer in February 2018, responsible for driving revenue growth and revenue generating activities through departments and countries.

In addition, Mr Yip was also chief executive of CDL China from April 2016. He oversaw the management of the group's investments and development projects in China, and developed and implemented its real estate investment and business strategies.

Before joining CDL, Mr Yip was a deputy director at Far East Organization, focusing on sales planning and operations. Other key senior management positions he has held include chief executive of Royal Sporting House, Malaysia, director of PUMA, and general manager of ComfortDelGro Bus.

Savills South East Asia chief executive and Huttons director Chris Marriott said Mr Yip brings "a wealth of experience from the developer's perspective".

"His industry experience, coupled with his past regional roles, bodes well for the company's vision to solidify our position in the local and regional market," he added.

Huttons Group on Monday also unveiled its refreshed vision and mission. As part of its new mission, it is looking to excel in IT, training and sales skills.

Huttons executive director and key executive officer Peggy Ngiam said the company's priority is to create better value for clients and agents in the "new digital world". It had already invested in online learning before the Covid-19 pandemic hit, and will continue to set aside a portion of its revenue every year for digital transformation to make its agents "future-ready", she added.

Mr Yip's appointment comes as Huttons Group embarks on "a new chapter of growth with new partners from Savills and Century 21".

# Marketing & Communication

# ERA Brand


ASIA PACIFIC
BUSINESS
CONFERENCE
VIETNAM
JAPAN
USA
THAILAND
MALAYSIA
INDONESIA
KOREA
TAIWAN
CAMBODIA
SINGAPORE

ERA Brand is

1. Company’s Most Valuable Asset
2. Our Promise to our Customers

# ERA Culture & Branding

People → Core Values → Brand

# ERA Core Values

# ERA Vision Statement

ERA will be the real estate company of choice for consumers & real estate agents because:

ERA Marketing Associates are **ethical, forward-thinking & result-oriented professionals** who take a proactive approach to real estate, therefore real estate agents can be sure that they'll have the best tools & training to accomplish the job at hand.

Consumers will have the total confidence that they are dealing with an ERA Real Estate Professional, expressing the highest level of service & integrity.

Ethical
Result Oriented
A-star Service

We are ERA, We are Trusted Professionals.

# Marketing Communication

Because we are ERA, we shall never do anything that will tarnish the profession and ERA brand.

# What are good communication

- Non-provocative & non-vulgarity
- No religion biased
- Respect cultural race

# What are they trying to achieve? Are you a Trusted Professional?


mothership News GE2020 Covid-19 Lifestyle Abroad Weekend Environment +More Search Videos

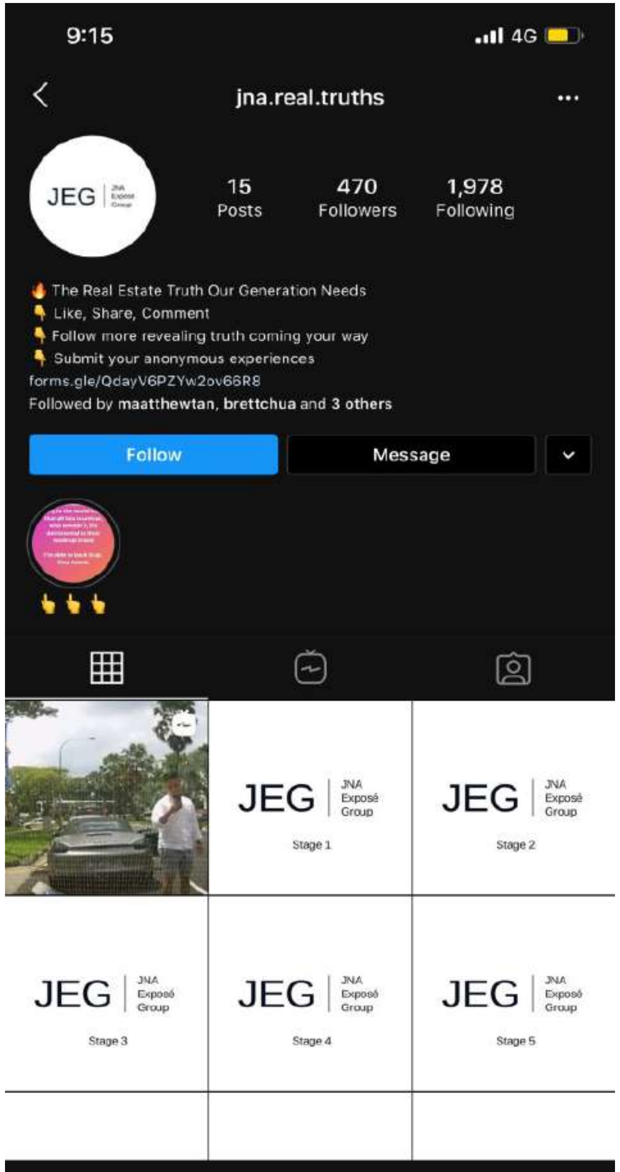
# Real estate agent couple dance & wear ethnic Indian clothing to sell HDB flat to minorities

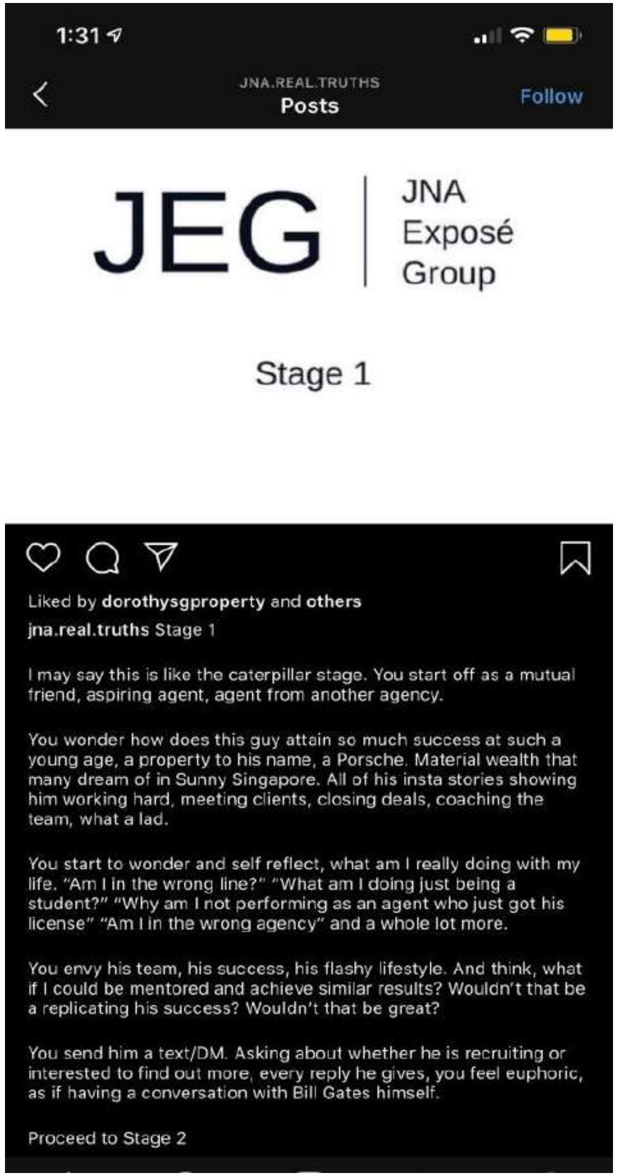
*The couple has since apologised and said that it was 'insensitive' of them to allow the 'inappropriate event' to occur.*

Jane Zhang | September 14, 2020, 11:30 PM

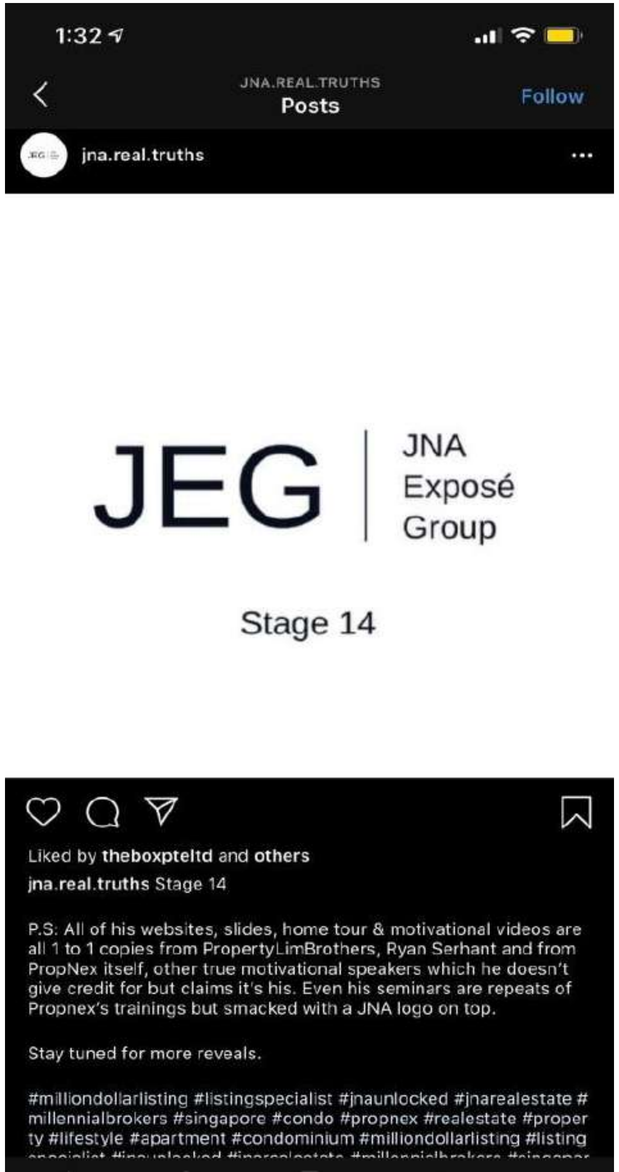
# Reverse marketing?


https://instagram.com/jna.real.truths?igshid=1cb7nigjqkxs1







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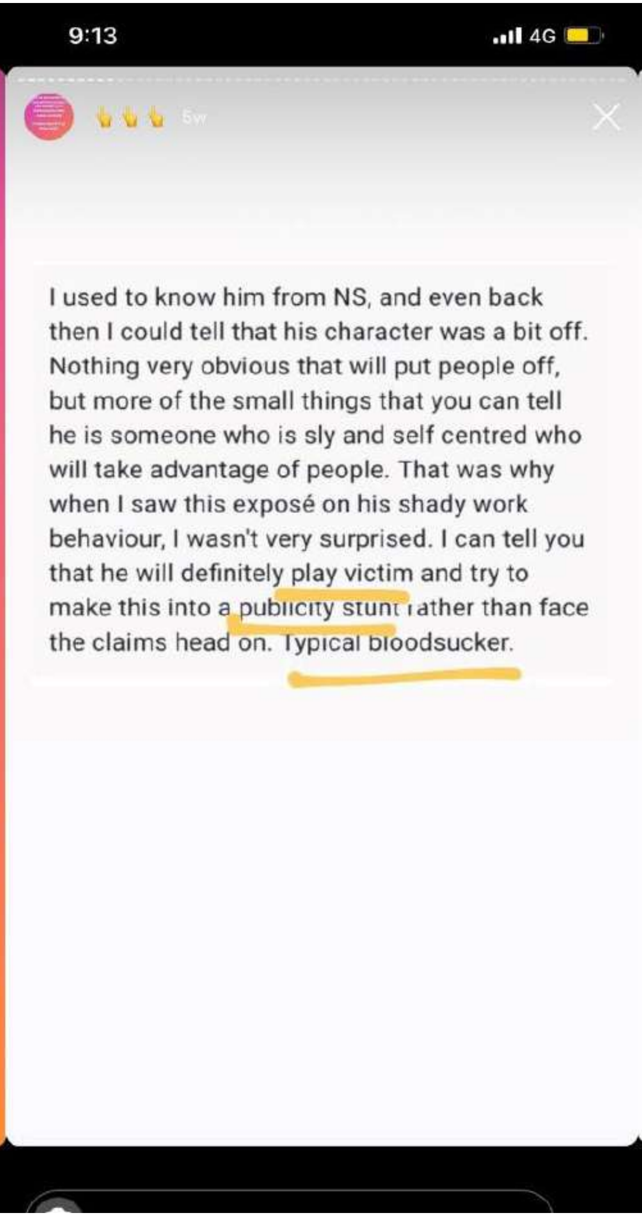
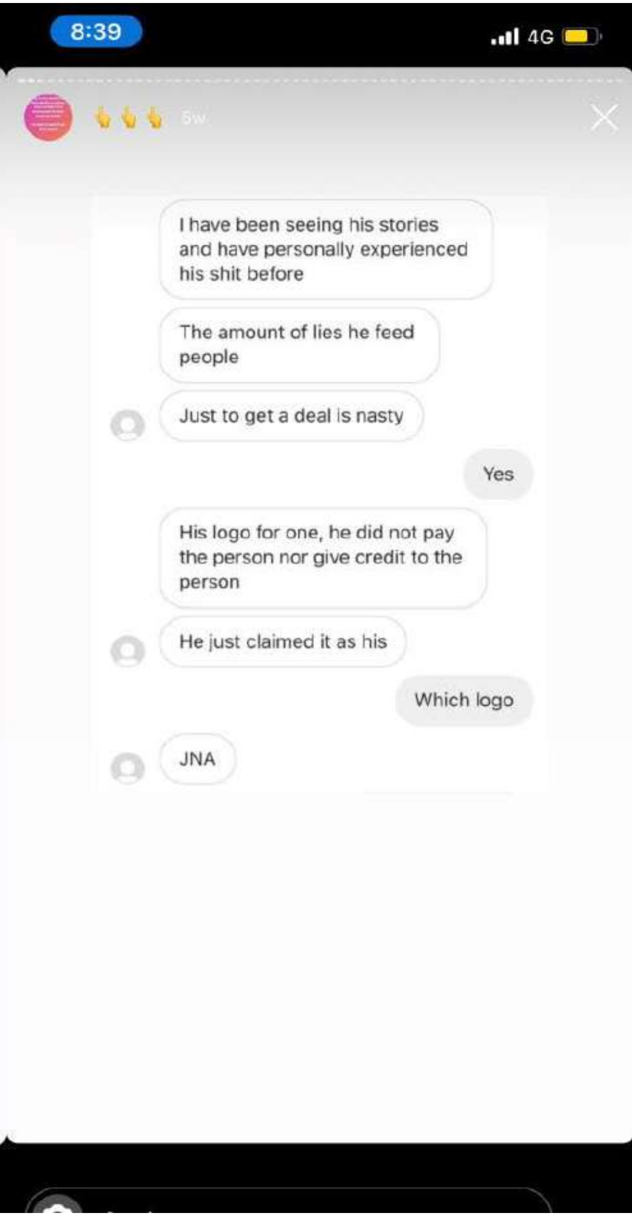


**Marketing communication reveals the true culture of a company.**

**Case studies on a recent Marketing communication of ERA & other EA.**


| | | | AMOUNT |
|---|---|---|---|
| 1 | 2021 Renewal Registration & Application Fees | ERA Pays | $283.50 |
| 2 | 2020 Professional Competency CPD Courses | ERA Pays | $76.00 |
| 3 | 2020 Conference Fees | ERA Waives | $180.00 |
| | Total Renewal Incentives Per Teammate | | $539.50 |

*T&Cs apply, please refer to the Memo for Additional COVID-19 Renewal Packages in **myERA** > **Human Resources** > **HR Documents**.

In light of the Covid-19 situation, we are glad to announce that $4 million has been invested to help you cover some of your business costs. Under this additional support, ERA Teammate can save up to $539.50 per person.

# Over $7.3M CAREER ENHANCEMENT PACKAGE (PCEP)

in Enhancing Salespersons Professionalism for Business Continuity in The Real Estate Industry

**$835.00** worth of financial assistance, digital tools support and training subsidies for each PropNex Salesperson

## DIGITAL TRANSFORMATION TOOLS

TOTALLING

**$3.05M**

- Subsidised digital solutions for all salespersons in adopting tecnology

PropNex Gives

**$350.00**

+

## 2021 TRAINING SUBSIDIES

TOTALLING

**$2.95M**

- **FREE** 2021 Continuing Professional Development (CPD) Training Fee
- **FREE** 2021 Training Roadmap Fee
- **FREE** 2021 Convention Fee cum Training

PropNex Gives

**$335.00**

+

## CASH SUPPORT & SAVINGS

TOTALLING

**$1.3M**

- **$100 cash** support for every salesperson by January 2021.
- Savings of $50 on the salespersons' 2021 Professional Indemnity Insurance (PII) premium

PropNex Gives

**$150.00**

**Terms & Conditions apply, to refer to Virtual Office, Career Enhancement Package.*

OTHER EA's CLAIM #1:

*Digital Transformation of $3.05M*

# Other EA's Claim #1

## *Digital Transformation Tools: $350 Per Agent | $3.05M*

The $350 is broken into two parts:

- $300 Subsidy – For Pre-Launch Landing Page
- $50 Subsidy – For Zoom

**FACT: Digital Transformation Tools is the basic support provided for all salespersons within the agency. Stating a dollar subsidy is a superficial claims to inflate headlines numbers to attract media coverage .**

# There is actually no subsidy for the Zoom account

| Zoom Product | Lic Qty | Per Lic | Annual Total | CSM support | Remark |
|---|---|---|---|---|---|
| 100 Enterprise Lic | 100 | $180.00 | $18,000.00 | No | Min. 1 Yr |
| 500 Enterprise Lic | 500 | $155.00 | $77,500.00 | Yes | Min. 1 Yr |
| 1000 Enterprise Lic | 1000 | $133.00 | $133,000.00 | Yes | Min. 1 Yr |
| 1000 Enterprise Lic | 1000 | $96.00 | $96,000.00 | Yes | Min. 2 Yrs |

| Breakdown of Prices | Other EA Charging | 100 Enterprise Lic | 1,000 Enterprise Lic (2-Yr) |
|---|---|---|---|
| Retail Price | S$299 (inflated) | US$ 180 x 1.3= S$234 | US$ 96 x 2 Yr x 1.3 = S$249 |
| Digital Transformation Subsidy | S$50 | NA | NA |
| Final Price Per Agent | S$249 | S$234 | S$249 |

# ERA has released Not 1 BUT 7 Tech Tools in 2020

| Super Tech Tools | Released in 2020 |
|---|---|
| 1 iERA | Launched in Feb’18. V7.31 released during Q3’20 CAD on Aug’20 |
| 2 ERApro | Launched in Jan’20, updated in Sep’20 |
| 3 Personal Web | Launched in Feb’20, new template coming soon |
| 4 ERAprojects.sg | Launched in Apr’20, new project webs added every month |
| 5 Project Web | Launched in May’20, new template coming soon |
| 6 iERA Robo Advisor | Launched in Jun’20 |
| 7 New Launch Collection | Launched in Sep’20 |

**#ERALOVES | ERA AGENCY SUPPORT IS PRICELESS!!! | #ONEERA**

# Conclusion to Other EA Claim's #1

## *Digital Transformation Tools*

| Other EA Pays | ERA Provides for all ERA Teammates |
|---|---|
| • $300 Subsidy For Pre-Launch Landing Page<br>• *$50 Subsidy – For Zoom<br><br>*If the most expensive Zoom Enterprise Package is about S$234, why is Other EA charging its own agents S$299 and offer subsidy of S$50 to make it $249?<br><br>**Did Other EA really pay $3.05M?** | 1. iERA<br>2. ERApro<br>3. Personal Web<br>4. ERAprojects.sg<br>5. Project Web<br>6. iERA Robo Advisor<br>7. New Launch Collection<br><br>**ERA strives to provide digital transformation services to all ERA teammates without stating a cost or subsidy** |

OTHER EA's CLAIM #2:

*Digital Training Subsidies*

*$2.95M*

# Fact: All ERA Online Training Has Been **FULLY PAID by ERA**

| Breakdown of Items | Other EA Pays | ERA Pays | Remarks |
|---|---|---|---|
| CPD Training Fees | $107 | $76 | $76 is ERA Teammates Bundle Rate.<br>**(RIA training fees are 40% lower than other EA's training school)** |
| Company Online Training Fees | $100 Credits **(Only free for 4 classes, Agent pays $25 per course thereafter.)** | **EVERY COURSE (*$100)** | ERA pays for ALL Online Training Courses.<br><br>***For comparison, we can take the value of $25 for every course x 4 courses = $100** |
| 2020 Business Conference Fees | $128 | $180 | ERA Pays Your 2021 Work Kit of $180 if you paid for your 2020 Business Conference Fees |
| Online Mobile e-Learning Gnowbe | NA | $200 | Per Agent |
| Total | $335 per agent<br>$2.95 M | $556 per agent<br>$4.05 M | ERA pays $221 more per agent than other EA, $1.1M more or 65% more! |

# Conclusion to Other EA's Claim

## *Digital Training Subsidies*

| Other EA Pays | ERA Pays |
|---|---|
| • $107 - CPD Training Fees | • $76 - CPD Training Fees |
| • $128 - Business Conference Fees | • $180 – 2020 Business Conference via 2021 Work Kit*. |
| • $100 - Online Training Fees | • $100 - Online Training Fees |
| • Other EA collects **$25** per training per agent after 4 training. | • ERA collects **$0** from Teammates |
| | *ERA pays for your 2021 Work Kit if you've paid for your 2020 Business Conference Fees |

# OTHER EA's CLAIM #3:

## *Cash Support & Savings*

## *$1.3M*

# Fact: Business Cost for ERA Teammates is ZERO

## *ERA Pays for 2021 Renewal Package + 2021 Work Kit**

| Items | Other EA's Agent Pays | ERA Pays | Remarks |
|---|---|---|---|
| Free Renewal Packages | $100 Cash for those who renew **(Agent still pays $183.50)** | $283.50 | Other EA agents still pay **$183.50** for renewal. |
| 2021 Professional Indemnity Insurance Premium | **Collect less** $50 from agent **(Agent still pays $99 each to an insurance broker, which is owned by the EA directors)** | $180<br>(2021 Work Kit)* | ERA pays work kit S180 which include **FULL** Insurance Premium for teammates who paid 2020 conference. |
| | **Every Agent** Pays **$283.50** for renewal.<br>**Other EA Receives $2.46 M**, instead of gives $1.3M as claimed. Actual payment by EA is **$870k (8700 X $100)** | ERA Teammate Pays **$0** or **$180 for renewal**<br><br>ERA Pays **$463.50 or $283.50** Per Teammate or Total Value of **$2.07 M to $3.38M** | ERA pays $183.50 more per agents than other EA, minimum $1.2M more or 138% more! |

*Note: ERA pays for your 2021 Work Kit if you've paid for your 2020 Business Conference Fees.

ERA REAL ESTATE

REDESIGNING REAL ESTATE

# Summary of Packages:

# *Point-by-Point*

| ITEMS | AGENT PAYS | OTHER EA PAYS | ERA TEAMMATE PAYS | ERA PAYS | Remarks |
|---|---|---|---|---|---|
| CEA RENEWAL | $283.50 | $0 | **$0** | **$283.50** | **ERA Pays FULL $283.50 per agent** |
| CASH CREDITS | **$0** | $100* | **$0** | **$0** | *Other EA credit $100 for renewal |
| CPD | $0 | $107 | **$0** | **$76** | $76 is ERA Agent Bundle Rate. **(RIA training fees are 40% lower than other EA training fees)** |
| TRAINING CREDITS | **$25 Per Course after 4 Free Courses** | $100 | **$0** | **$100** **(same value for comparison)** | All ERA Online Training is **Has been FULLY Paid By ERA.** |
| GNOWBE ONLINE | NA | NA | **$0** | **$200** | ERA Pays for each Agent |
| BUSINESS CONFERENCES | $0 | $128 | **$180** | **$0** | Annual APBC incl. **GALA FULL COURSE DINNER** + 3 Quarterly CADs |
| WORK KIT (incl. PII) | **$99** | $50 | **$0** | **$180** | ERA pays 2021 Work Kit if teamate has paid 2020 Business Conference Fees. |
| DIGITAL PLATFORMS | $0 | $350 | **$0** | **$350** **(using same value for comparison)** | iERA, ERApro, Personal Web, Project Web, ERAprojects.sg. iERA Robo Advisor and New Launch Collection |
| **TOTAL VALUE** | **AGENT PAYS $382.50** | **WORTH $835** | **ERA Teammates PAYS $180** | **WORTH $1,189.50** | **ERA PAYS IN TOTAL = $8.68 M** **Other EA Pays $7.26M** **ERA Pays 20% more** |

Other EA increasing sub-limit to $300k:

# *Professional Indemnity Insurance For RES*

# FACT: Professional Indemnity Insurance:
# CEA Requirements = $100,000

The table below sets out the CEA's requirements:

## Policy Wording: Negligence-based, Cost inclusive

| Category | Minimum Indemnity Limit* | Minimum Sub-limit for each | Maximum Deductible (in | Maximum Deductible (in |
|---|---|---|---|---|
| Estate agent with >500 salespersons | $1 million | $100,000 | $20,000 | $5,000 |

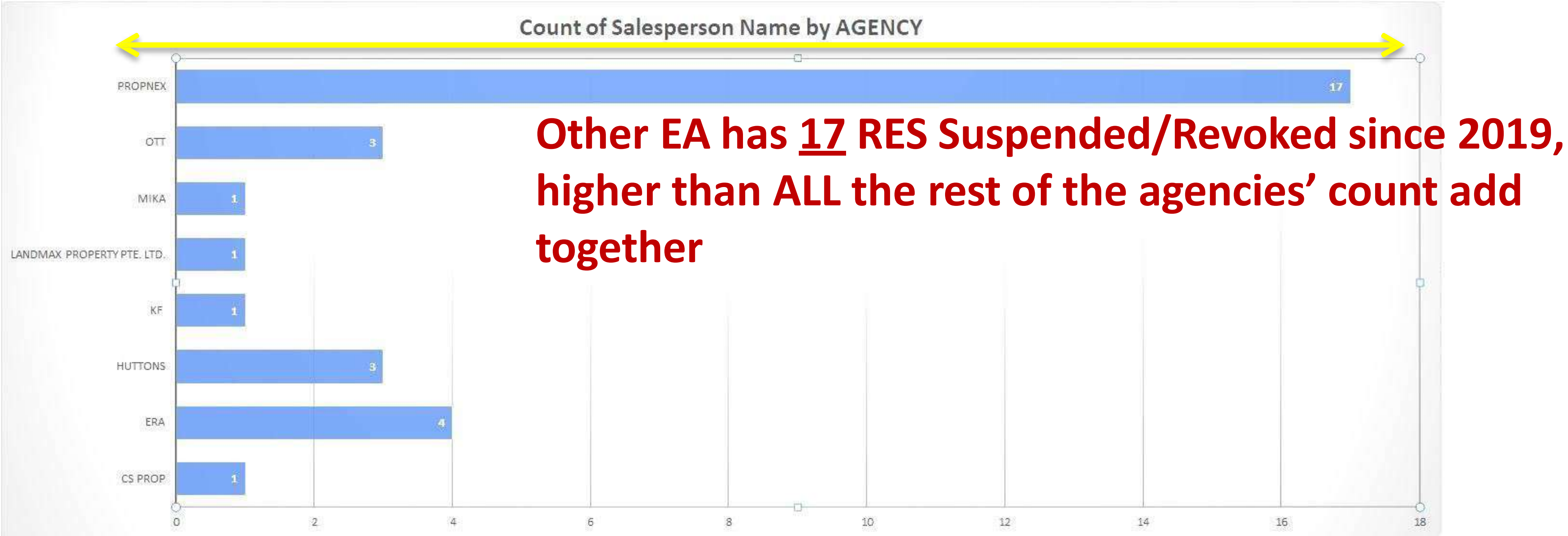
**Reference from CEA Website:**
https://www.cea.gov.sg/professionals/estate-agents-licensing-matters/professional-indemnity-insurance

ERA REAL ESTATE

REDESIGNING REAL ESTATE

# Why other EA Increase Sub-limit (Sum Assured) to $300,000 ???

# Why Increase Sub-limit (Sum Assured) to $300,000?
# Reason#1: Highest number of complaints, license suspension & revoked since 2019




**Reference from CEA Website:**
https://www.cea.gov.sg/consumers/revoked-estate-agent-suspended-salesperson

# Why do agents from other EA have to compulsory buy higher sum assured of $300k?

IS IT FAIR FOR AGENTS WITH

**GOOD CONDUCT**

TO INCURE HIGHER PREMIUM DUE TO

**OTHERS' MISCONDUCT**???

# A Closer Look At Other EA PII

- Underwritten – Sompo Insurance Singapore
- Marketed by – SingCapital (earns commission from PII sold to other EA agents)
- Existing Premium is $99
- New Increased Premium is now $149
- $50 subsidy **ONLY** applies to those who has made payment for their individual PII. If not, agent has to pay an **INCREASED PREMIUM** of $149 moving forward.
- **Next question: Who is SingCapital?**

# A Closer Look At SingCapital

## DETAILS OF COMPANY

| | |
|---|---|
| **Entity Name:** | SINGCAPITAL PTE. LTD. |
| **Entity Number:** | 200508135N |
| **Date Of Registration (dd/mm/yyyy):** | 14/06/2005 |
| **Country/Region Of Incorporation/Registration:** | SINGAPORE |
| **Date Of Change Of Name:** | - |
| **Former Name:** | - |
| **Type Of Company:** | PRIVATE COMPANY LIMITED BY SHARES |
| **Registered Office Address:** | 60 PAYA LEBAR ROAD<br>#09-01 PAYA LEBAR SQUARE<br>SINGAPORE 409051 |
| **Date Of Change Of Address:** | 11/08/2015 |
| **Principal Activity / Activities:** | 1)CORPORATE FINANCE ADVISORY SERVICES (66192)<br>2)MANAGEMENT CONSULTANCY SERVICES (GENERAL) (70201) |
| **Status:** | LIVE COMPANY |
| **Status Date:** | 14/06/2005 |

## CAPITAL STRUCTURE

| Capital Structure: | No. Of Shares | Currency | Amount |
|---|---|---|---|
| ISSUED ORDINARY | 300,000.00 | SINGAPORE, DOLLARS | 300,000.00 |
| PAID-UP ORDINARY | - | SINGAPORE, DOLLARS | 300,000.00 |

Note: The number of shares is displayed up to two decimal points.

## CHARGE(S)

-

## AUDITOR(S)

## OFFICER(S) / AUTHORISED REPRESENTATIVE(S)

| Name<br>ID | Address<br>Date Of Change Of Address | Nationality/Citizenship | Date Of Appointment/<br>Position Held |
|---|---|---|---|
| BAKER EDMUND MAURY<br>[redacted] | [redacted] | SINGAPORE CITIZEN | 11/05/2007<br>DIRECTOR |
| CHIA CHIOW KUAN<br>[redacted] | [redacted] | SINGAPORE CITIZEN | 14/06/2005<br>DIRECTOR |
| GURMIT SINGH S/O SADHU SINGH<br>[redacted] | [redacted] | SINGAPORE CITIZEN | 10/09/2012<br>SECRETARY |
| MOHAMED ISMAIL S/O ABDUL GAFOORE<br>[redacted] | [redacted] | SINGAPORE CITIZEN | 14/06/2005<br>DIRECTOR |

## SHAREHOLDER(S)

(Entity Numbers Prefixed with UF Or ACRA are Numbers allotted by ACRA for Purposed of Identification.)

| Name<br>ID | Nationality/Citizenship | Address<br>Date Of Change Of Address |
|---|---|---|
| SINGCAPITAL HOLDINGS PTE. LTD.<br>**201835385H** | SINGAPORE | 60 PAYA LEBAR ROAD<br>#09-01 PAYA LEBAR SQUARE<br>SINGAPORE 409051<br>17/10/2018 |
| **Type** | **No Of Shares** | **Currency** |
| ORDINARY | 300,000.00 | SINGAPORE, DOLLARS |

Note: The number of shares is displayed up to two decimal points.

# A Closer Look At SingCapital Holdings

## DETAILS OF COMPANY

| | |
|---|---|
| Entity Name: | SINGCAPITAL HOLDINGS PTE. LTD. |
| Entity Number: | 201835385H |
| Date Of Registration (dd/mm/yyyy): | 17/10/2018 |
| Country/Region Of Incorporation/Registration: | SINGAPORE |
| Date Of Change Of Name: | - |
| Former Name: | - |
| Type Of Company: | PRIVATE COMPANY LIMITED BY SHARES |
| Registered Office Address: | 60 PAYA LEBAR ROAD<br>#09-01 PAYA LEBAR SQUARE<br>SINGAPORE 409051 |
| Date Of Change Of Address: | 17/10/2018 |
| Principal Activity / Activities: | 1)OTHER HOLDING COMPANIES (64202) |
| Status: | LIVE COMPANY |
| Status Date: | 17/10/2018 |

## CAPITAL STRUCTURE

| Capital Structure: | No. Of Shares | Currency | Amount |
|---|---|---|---|
| ISSUED ORDINARY | 200.00 | SINGAPORE, DOLLARS | 200.00 |
| PAID-UP ORDINARY | - | SINGAPORE, DOLLARS | 200.00 |

Note: The number of shares is displayed up to two decimal points.

## CHARGE(S)

-

## AUDITOR(S)

## OFFICER(S) / AUTHORISED REPRESENTATIVE(S)

| Name<br>ID | Address<br>Date Of Change Of Address | Nationality/Citizenship | Date Of Appointment/<br>Position Held |
|---|---|---|---|
| CHIA CHIOW KUAN<br>[redacted] | [redacted] | SINGAPORE CITIZEN | 17/10/2018<br>DIRECTOR |
| LEE YOE KONG<br>[redacted] | | SINGAPORE CITIZEN | 17/10/2018<br>SECRETARY |
| MOHAMED ISMAIL S/O ABDUL GAFOORE<br>[redacted] | | SINGAPORE CITIZEN | 17/10/2018<br>DIRECTOR |

## SHAREHOLDER(S)

(Entity Numbers Prefixed with UF Or ACRA are Numbers allotted by ACRA for Purposed of Identification.)

| Name<br>ID | Nationality/Citizenship | Address<br>Date Of Change Of Address |
|---|---|---|
| P & N HOLDINGS PTE. LTD.<br>200308871R | SINGAPORE | 480 LORONG 6 TOA PAYOH<br>#10-01 HDB HUB<br>SINGAPORE 310480<br>20/09/2004 |
| **Type** | **No Of Shares** | **Currency** |
| ORDINARY | 102.00 | SINGAPORE, DOLLARS |
| **Name<br>ID** | **Nationality/Citizenship** | **Address<br>Date Of Change Of Address** |
| CHIA CHIOW KUAN<br>[redacted] | SINGAPORE CITIZEN | [redacted] |
| **Type** | **No Of Shares** | **Currency** |
| ORDINARY | 98.00 | SINGAPORE, DOLLARS |

Note: The number of shares is displayed up to two decimal points.

# A Closer Look At P & N Holdings

**Business Profile (Company) of P & N HOLDINGS PTE. LTD. (200308871R)** **Date: 21/09/2020**

**The Following Are The Brief Particulars of :**

| | | |
|---|---|---|
| Registration No. | : | 200308871R |
| Company Name. | : | P & N HOLDINGS PTE. LTD. (w.e.f.31/10/2007) |
| Former Name if any | : | PROPNEX CORPORATION PTE. LTD. |
| Incorporation Date. | : | 09/09/2003 |
| Company Type | : | EXEMPT PRIVATE COMPANY LIMITED BY SHARES |
| Status | : | Live Company |
| Status Date | : | 09/09/2003 |

**Principal Activities**

| | | |
|---|---|---|
| Activities (I) | : | OTHER HOLDING COMPANIES (64202) |
| Description | : | |
| Activities (II) | : | MANAGEMENT CONSULTANCY SERVICES (GENERAL) (70201) |
| Description | : | |

**Capital**

| Issued Share Capital (AMOUNT) | Number of Shares * | Currency | Share Type |
|---|---|---|---|
| 587517 | 587517 | SINGAPORE, DOLLARS | ORDINARY |

* Number of Shares includes number of Treasury Shares

| Paid-Up Capital (AMOUNT) | Number of Shares | Currency | Share Type |
|---|---|---|---|
| 587517 | | SINGAPORE, DOLLARS | ORDINARY |

**Officers/Authorised Representative(s)**

| Name / Address | ID | Nationality/Citizenship / Position Held | Source of Address | Date of Appointment |
|---|---|---|---|---|
| LIM TOW HUAT | [redacted] | SINGAPORE CITIZEN | OSCARS | 16/04/2004 |
| [redacted] | | Director | | |
| MOHAMED ISMAIL S/O ABDUL GAFOORE | | SINGAPORE CITIZEN | OSCARS | 09/09/2003 |
| [redacted] | | Director | | |
| GURMIT SINGH S/O SADHU SINGH | | SINGAPORE CITIZEN | ACRA | 10/09/2012 |
| [redacted] | | | | |

**Business Profile (Company) of P & N HOLDINGS PTE. LTD. (200308871R)** **Date: 21/09/2020**

**Shareholder(s)**

| | Name / Address | ID | Nationality/Citizenship Place of incorporation/ Origin/Registration | Source of Address | Address Changed |
|---|---|---|---|---|---|
| 1 | MOHAMED ISMAIL S/O ABDUL GAFOORE | [redacted] | SINGAPORE CITIZEN | OSCARS | 29/11/2018 |
| | [redacted] | | | | |
| | Ordinary(Number) | Currency | | | |
| | 364261 | SINGAPORE, DOLLARS | | | |
| 2 | LIM TOW HUAT | [redacted] | SINGAPORE CITIZEN | OSCARS | 06/04/2011 |
| | [redacted] | | | | |
| | Ordinary(Number) | Currency | | | |
| | 223256 | SINGAPORE, DOLLARS | | | |

*Integrity*

is choosing your thoughts and actions based on values rather than personal gain

# DFG UPDATES


# DFG Collar Pins

Have you collected yours?

# 2021
# DFG T-SHIRT COMMITTEE


**DFG Tee 2021 committee**

WhatsApp group

Interested to add your views?

www.fb.com/DynamicForceGroup
www.DynamicForce.sg

CONNECTING YOU TO A
NETWORK OF TRUSTED PROPERTY AGENTS

Exclusive Listing Portal for
All DFG agents (FREE)

Daily repost on all FB Groups
by our dedicated PAs

DFG
Charity
Kindness
Movement

# DFG Recruitment Focus Group

# DFG EXCLUSIVE SEGMENT

# Breakthrough and Winning Strategies for 2021

# Stay Safe, Stay Positive,
# Stay Connected
# #OneERA
# #SGUnited