



**DIVISION
MEETING
19TH
NOV
2020**

WELCOME HOME

DFG
DYNAMIC FORCE GROUP



SCAN QR CODE
AND LIKE DFG
FB PAGE



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www.DynamicForce.sg

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#BreakThroughTogether

Meeting Agenda

1. Introduction of DFG
2. Welcome New teammates
3. Awards Presentation
4. ERA Top 100 achievers transaction trend
5. Company Updates
6. Project Updates
7. DFG Updates
8. Project Briefing



DFG Founding Leaders

Nick Poh

(DFG Head Of Projects,
Group Bonding)



Simon Lum

(DFG Head Of Recruitment,
Business Development)

Edmund Ee

(DFG Head Of Branding,
Social Media)

Neo Chee Seng (DFG Head Of Training)



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



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ANGELA OH



BARIK



DONNA WANG



KATTY GAO



JUNE JUMAIN



KAREEN LEONG



LOK KOK ENG



MARIA DSOUZA



ROY TAN



SENTHA



SHELU SHAND



TOP ACHIEVERS OF OCT 2020



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OCT TOP PRODUCER



MIKE SU
20TH POSITION



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OCT TOP PRODUCER



NICK KWAN
18TH POSITION



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OCT TOP PRODUCER



KEN KWAN
18TH POSITION



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OCT TOP PRODUCER



LINDA LEE
17TH POSITION



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OCT TOP PRODUCER



RICHARD WAN
16TH POSITION



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OCT TOP PRODUCER



RICHARD LEE
15TH POSITION



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OCT TOP PRODUCER



ALYSSA HUANG
14TH POSITION



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OCT TOP PRODUCER



JAMES LIM
13TH POSITION



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OCT TOP PRODUCER



SHAWN LIM
12TH POSITION



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OCT TOP PRODUCER

JASLYN SIM
11TH POSITION



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OCT TOP PRODUCER



DAN ONG
10TH POSITION



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OCT TOP PRODUCER

JOSEPHINE LIM
9TH POSITION



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OCT TOP PRODUCER



SOH YUNG LONG
8TH POSITION



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OCT TOP PRODUCER

CHRIS TAN
7TH POSITION



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OCT TOP PRODUCER



EDVAN LEE
6TH POSITION



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OCT TOP PRODUCER



EDWIN GOH
5TH POSITION



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OCT TOP PRODUCER



DENNIS CHNG
4TH POSITION



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OCT TOP PRODUCER



MARK SHAM
3RD POSITION



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OCT TOP PRODUCER



VINCENT CHEE
2ND POSITION



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OCT TOP PRODUCER



LUKE LEE
1ST POSITION



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TOP MANAGER OF OCT 2020



OCT TOP MANAGER

JESSIE TAN



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TOP ACHIEVERS OF 3rd QUARTER 2020



3rd QUARTER 2020 TOP PRODUCER



MELISSA LEONG
30TH POSITION



3rd QUARTER 2020 TOP PRODUCER



JAMESON TEO
29TH POSITION



3rd QUARTER 2020 TOP PRODUCER



JAMES LIM
28TH POSITION



3rd QUARTER 2020 TOP PRODUCER



GRACE LEE
27TH POSITION



3rd QUARTER 2020 TOP PRODUCER



MARK SHAM
26TH POSITION



3rd QUARTER 2020 TOP PRODUCER



SOH YUNG LONG
25TH POSITION



3rd QUARTER 2020 TOP PRODUCER



JENNY LUM
24TH POSITION



3rd QUARTER 2020 TOP PRODUCER



JOHNNY KEH
23TH POSITION



3rd QUARTER 2020 TOP PRODUCER



MAGGIE CHEANG
22TH POSITION



3rd QUARTER 2020 TOP PRODUCER



RICKY
21TH POSITION



3rd QUARTER 2020 TOP PRODUCER



ELAINE ANG
20TH POSITION



3rd QUARTER 2020 TOP PRODUCER



DENNIS CHNG
19TH POSITION



3rd QUARTER 2020 TOP PRODUCER



CAROL ONG
18TH POSITION



3rd QUARTER 2020 TOP PRODUCER



VINCENT CHEE
17TH POSITION



3rd QUARTER 2020 TOP PRODUCER



TRISTAN YEO
16TH POSITION



3rd QUARTER 2020 TOP PRODUCER



TAN PEI CHENG
15TH POSITION



3rd QUARTER 2020 TOP PRODUCER



YVONNE WONG
14TH POSITION



3rd QUARTER 2020 TOP PRODUCER



KELVIN KHOO
13TH POSITION



3rd QUARTER 2020 TOP PRODUCER



DAVID SHU
12TH POSITION



3rd QUARTER 2020 TOP PRODUCER



CHRIS TAN
11TH POSITION



3rd QUARTER 2020 TOP PRODUCER



SOFIA SEE
10TH POSITION



3rd QUARTER 2020 TOP PRODUCER



ANDY SENG
9TH POSITION



3rd QUARTER 2020 TOP PRODUCER



SHAWN LIM
8TH POSITION



3rd QUARTER 2020 TOP PRODUCER



WILLIAM CHEW
7TH POSITION



3rd QUARTER 2020 TOP PRODUCER



JEFFREY CHAN
6TH POSITION



3rd QUARTER 2020 TOP PRODUCER



MARCUS RAMSEY GOH
5TH POSITION



3rd QUARTER 2020 TOP PRODUCER



MIKE SU
4TH POSITION



3rd QUARTER 2020 TOP PRODUCER



CYNTHIA TAN
3RD POSITION



3rd QUARTER 2020 TOP PRODUCER



LAWRENCE YEOW
2ND POSITION



3rd QUARTER 2020 TOP PRODUCER



DANNY HO
1ST POSITION



TOP MANAGER OF 3rd QUARTER 2020



3rd QUARTER 2020 TOP MANAGER



DESMOND LEE
3RD POSITION



3rd QUARTER 2020 TOP MANAGER



CYNTHIA TAN
2ND POSITION



3rd QUARTER 2020 TOP MANAGER



WILLIAM CHEW
1ST POSITION



TOP RECRUITER OF 3rd QUARTER 2020



3rd QUARTER 2020 TOP RECRUITER



EDVAN LEE



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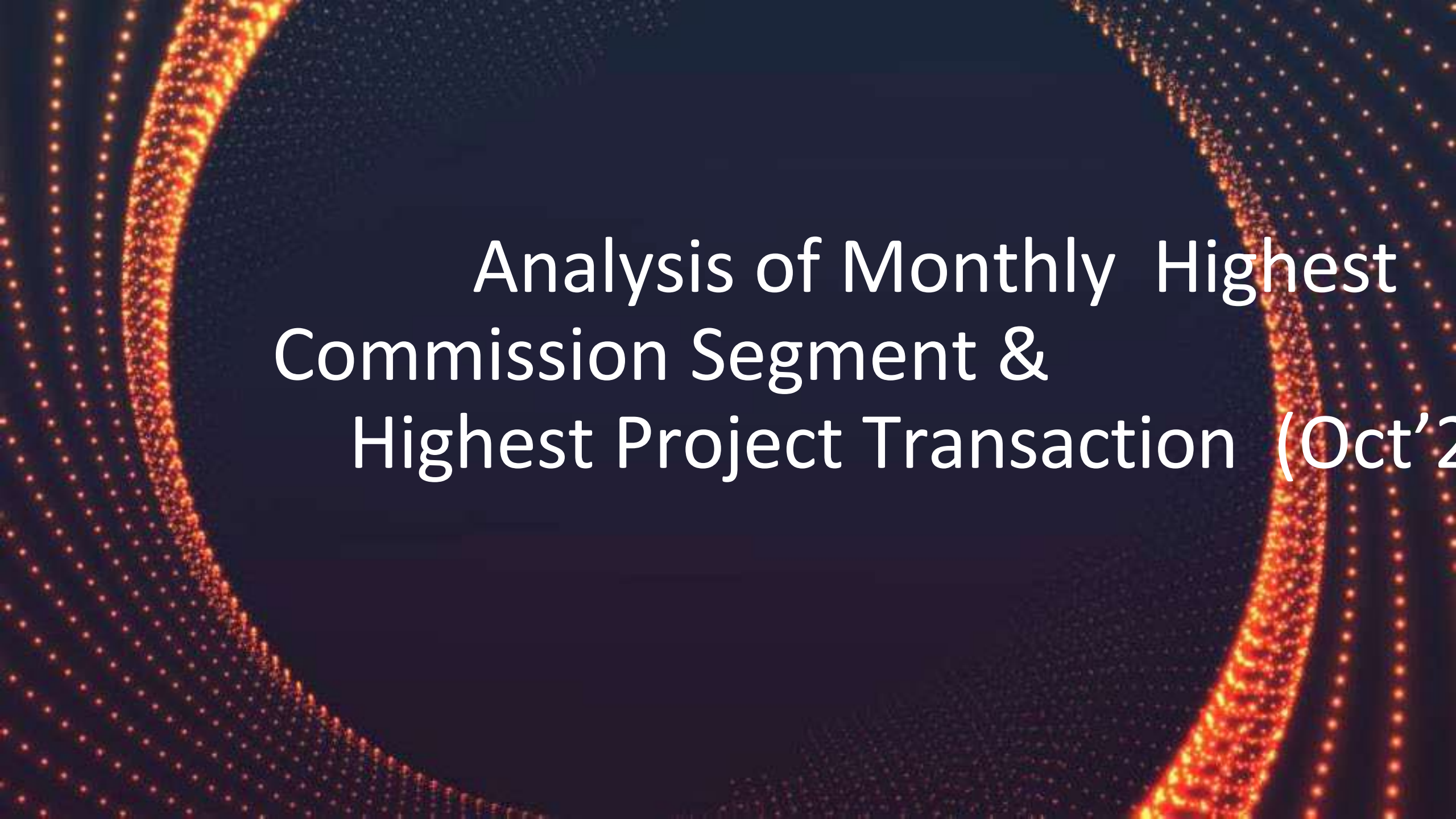


Company Updates

Highlights of Q4'20

Career Advancement Day - 11 Nov 2020



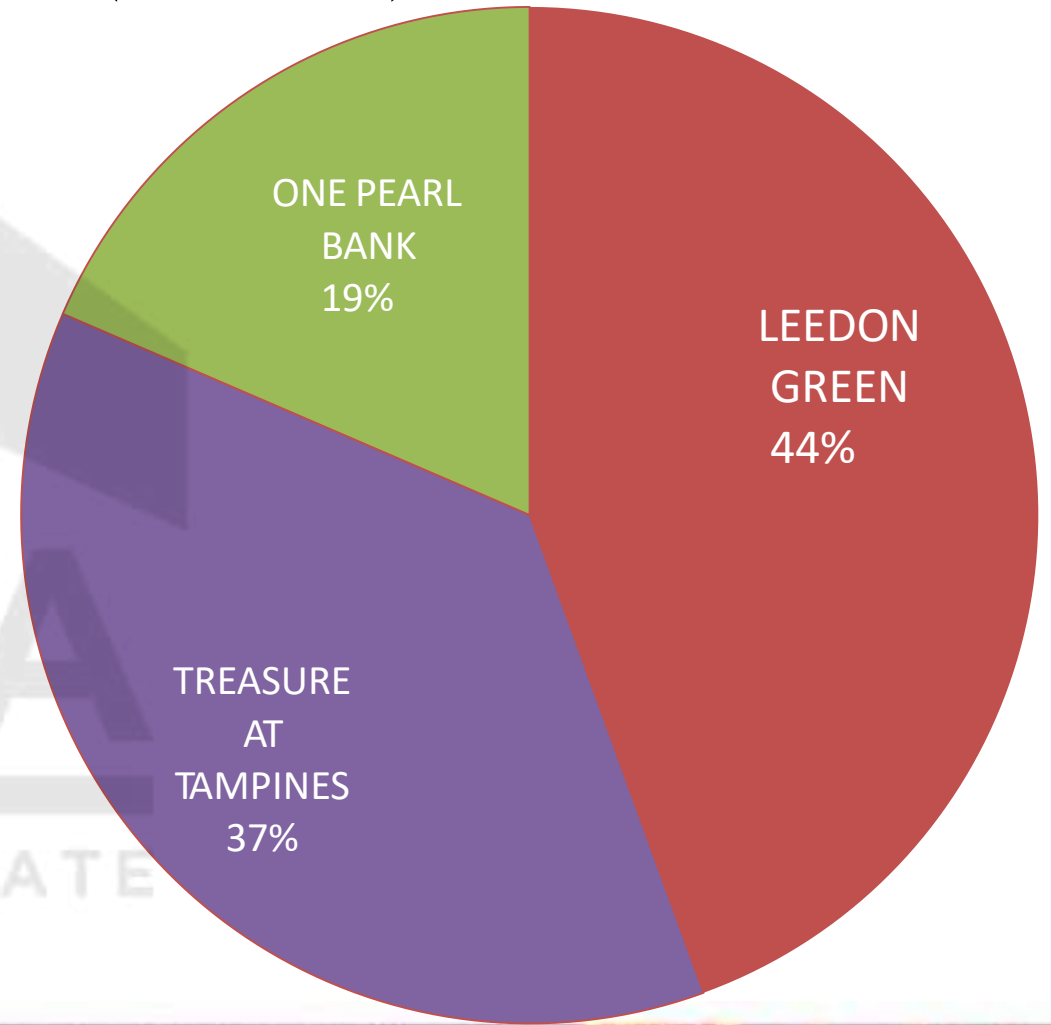


Analysis of Monthly Highest Commission Segment & Highest Project Transaction (Oct'2

Analysis of Monthly Top 100 Achievers Performance

Projects with the most transactions (Oct'20)

Projects	Commission
LEEDON GREEN	3.2%
TREASURE AT TAMPINES	Up to 4.5%
ONE PEARL BANK	3.2%



Top 20 Commission Per Transaction (Oct'20)

PRIVATE RESALE		\$ 266,000
PRIVATE RESALE		\$ 221,000
PROJECT	15 HOLLAND HILL	\$ 166,000
PRIVATE RESALE		\$ 125,000
PROJECT	PARC CLEMATIS	\$ 101,000
PRIVATE RESALE		\$ 100,000
PROJECT	THE CREST @ PRINCE CHARLES	\$ 98,000
PROJECT	AVENUE SOUTH RESIDENCE	\$ 97,000
PROJECT	MARTIN MODERN	\$ 93,000
PROJECT	PARKWOOD COLLECTION	\$ 90,000
PRIVATE RESALE		\$ 90,000
PROJECT	FORETT@BUKIT TIMAH	\$ 89,000
PROJECT	ROYALGREEN	\$ 86,000
PROJECT	TREASURE AT TAMPINES	\$ 83,000
PRIVATE RESALE		\$ 82,000
PRIVATE RESALE		\$ 80,000
PRIVATE RESALE		\$ 79,000
PRIVATE RESALE		\$ 79,000
COMMERCIAL		\$ 77,000
PROJECT	FOURTH AVENUE RESIDENCES	\$ 76,000



CEO's Updates 2021 Digital Transformation



THANK YOU FOR YOUR RENEWAL

WeAreERA | **Vision 2021**
Better in Every Way | Towards 20K Teammates in APAC



New Digital Initiatives For **YOU**

FIRST **REAL ESTATE AGENCY**

to adopt the newly launched

ENCRYPTED DIGITAL SIGNING FEATURE

by GovTech in partnership with Dedoco



ERA homes in on digital signatures for tenancy deals

Move will help agents save time with Sign with SingPass service

Lester Wong

Property firm ERA Realty Network is introducing digital signatures for tenancy agreements, becoming the first company in the private sector to pilot the recently launched Sign with SingPass service.

The move will help its agents save time, as they will no longer need to meet property owners in person for signatures, and also minimise physical contact amid the Covid-19 pandemic.

It will also benefit property owners who are based overseas.

ERA announced the initiative at its Q4 Career Advancement Day

yesterday to recognise its top performers.

"ERA is in full support of the Government's initiative to build a trusted digital ecosystem as we move towards an increasingly efficient and convenient Smart Nation," said ERA Singapore chief executive Jack Chua.

Sign with SingPass supports digital signatures on all major platforms such as DocuSign, iText, Netrust, Adobe, OneSpan, Dedoco, Tesseraact.io and Kofax.

ERA is using Dedoco's digital document solution.

The Sign with SingPass service, developed by the Government Technology Agency (GovTech), allows businesses to securely verify electronic signatures, which can be adopted for more legal and business documents that previously had to be signed physically.

By clicking on a document ready

The SingPass Mobile app will scan the user's face or fingerprint to authenticate and complete the digital signing process. Confidentiality is maintained as the documents cannot be transferred between these platforms and GovTech. Instead, only an encrypted, random code representing the signed document will be transferred.

for signing on a computer within the digital document platform, a unique QR code will be launched.

Users then call up the SingPass Mobile app on their phone and launch a function to scan the QR code to initiate a signing request.

The signature is encrypted and linked to the signer, whose identity is automatically validated against the Government's database at the point of signing.

At the same time, the SingPass Mobile app will scan the user's face or fingerprint to authenticate and complete the digital signing process.

Confidentiality is maintained as the documents cannot be transferred between these platforms and GovTech.

Instead, only an encrypted, random code representing the signed document will be transferred.

The Singapore Land Authority

(SLA) is also piloting the technology for the digital signing of property caveats.

Private-sector organisations keen to use Sign with SingPass can register their interest at <https://go.gov.sg/sign>. The service is free for now.

Speaking at yesterday's ERA event, Minister for National Development Desmond Lee urged the real estate sector to take charge of and push ahead with digitalisation efforts to better serve customers.

"To survive and do well in a digital era, (property agencies) will need to ensure that both your real estate professionals and your technical teams, who build and support your digital platforms, receive the necessary training," said Mr Lee, who is also Minister in-charge of social services integration.

"Likewise, individual property agents must take charge of your own learning, and be proactive in upskilling yourselves."

ERA is also launching a WhatsApp-based chatbot, which calls up project information such as the number of available units for agents who need to input only a few keywords.

Previously, the agents had to contact the salesmen in charge of a specific project, or search for the information themselves on ERA's mobile platforms.

lesterw@sph.com.sg

Property firm ERA rolls out digital signatures for tenancy agreements with new SingPass feature



Users call up the SingPass Mobile app on their phone and launch the scan function to scan the QR code to initiate a signing request. PHOTO: LIAH LIAH, ZACKAY



Lester Wong

PUBLISHED 55 MIN AGO



SINGAPORE - Property firm ERA Realty Network is introducing digital signatures for tenancy agreements, helping its agents save time that would have otherwise been spent meeting property owners in person for wet-ink signatures.

The move will also benefit property owners who are based overseas, and help agents to minimise physical contact when servicing clients as the Covid-19 pandemic drags on.

ERA, which announced the initiative at its Q4 Career Advancement Day on Wednesday (Nov 11), is the first company in the private sector to pilot the recently launched Sign with SingPass service.

ERA homes in on digital signatures for tenancy deals

Move will help agents save time with Sign with SingPass service



Lester Wong

PUBLISHED 4 HOURS AGO



Property firm ERA Realty Network is introducing digital signatures for tenancy agreements, becoming the first company in the private sector to pilot the recently launched Sign with SingPass service.

The move will help its agents save time, as they will no longer need to meet property owners in person for signatures, and also minimise physical contact amid the Covid-19 pandemic.

It will also benefit property owners who are based overseas.

ERA推出AI对话机器人 方便经纪24小时查询楼市信息

姜泽良 报道

疫情之下，房地产公司加速数码化进程。本地最大的房地产公司之一ERA今年推出人工智能对话机器人，方便经纪24小时不间断查询楼市信息。

国家发展部长李智陞今午出席ERA房地产公司活动时说：“像许多房地产公司一样，ERA抓住机会，加速数码化进程，更好地适应不断变化的顾客需求。”

ERA房地产公司总裁蔡奇合介绍，ERA将推出人工智能对话机器人，方便公司的经纪们24小时全天候查询楼市的资料，增加他们的生产力。

李智陞：一直支持数码化

李智陞指出，疫情带来的不确定体现了数码化的重要性，政府也会支持房产公司和房产经纪进行数码化进程。这包括借助生产力提升计划和企业发展计划津贴，协助企业转型升级。技能创前程下提供的培训补助填补，也能让房产经纪学新技能。

ERA也将成为本地首个采用电子政府密码（SingPass）户头进行电子签名的房地产经纪公司，签署房地产交易文件，简化程序，迈向数码化。

蔡奇合说：“作为领先的科技房地产经纪公司，我们致力于创新并率先采用科技，让我们的经纪们在工作时受益于最新科技。这也让他们能为顾客随时随处提供最好的服务。”另外，蔡奇合也宣布，公司的总部ERA APAC Centre也将从今天开始进行翻新工程，以适应新时代房产产业的需求。



李智陞（视频截图）

ERA产业加速推行数码转型 客户可电子签名签署交易文件

黄贝盈 报道
npeiying@sph.com.sg

本地最大房地产代理公司之一ERA产业加速推行数码转型，包括让客户日后可使用电子签名签署房地产交易文件，省下递送文件的物流成本和时间之余，对身在国外的业主也更方便。

ERA此次将与电子签名应用供应商Dedoco合作，采用其电子文件与签名方案，借助数码转型优化交易流程，也减少旗下经纪与客户直接接触的风险。

根据ERA文告，新方案将允许客户使用电子政府密码（SingPass）进行电子签名，过程

会严格确保资料保密和安全。

ERA房地产公司总裁蔡奇合昨天在公司的第四季职业发展日上，也宣布推出人工智能聊天机器人，便于经纪随时查询房地产项目资料，提高工作效率。

李智陞：续支持产业转型

蔡奇合说，作为引领行业的房地产科技公司，ERA积极响应政府迈向智慧国的号召。“我们致力于创新并率先采用科技，让我们的经纪掌握最优秀先进的科技来辅助工作，能随时随地为顾客提供最卓越的服务。”

公司总部ERA APAC中心也

会进行翻新工程，为经纪提供一系列便于制作视频或开会等用途的新设施，同时装置LED显示屏让客户浏览虚拟房地产陈列室里的不同项目。

国家发展部长李智陞受邀致辞时指出，自冠病疫情来袭，本地房地产代理行业迅速调适应对防疫措施，情况令人鼓舞。他强调，政府将继续支持房地产产业转型的道路，包括提供津贴协助企业转型，也透过技能创前程培训补助鼓励经纪提升技能。

此外，建屋发展局正筹备推出新平台，让国人买卖组屋的过程更方便，也让房地产专业人士的工作更有效率，可利用从行政手续省下的时间为客户提供其他增值服务，如房地产相关建议和数码营销等。

ERA
REAL ESTATE

WITH A MONTHLY SUBSCRIPTION

DocuSign

\$3/Docket

\$15/Month

5 dockets/Month

Annual: \$120

>>< dedoco

\$1.50/Docket

\$15/Month

10 dockets/Month

Annual: \$120



\$2/Docket

No Subscription

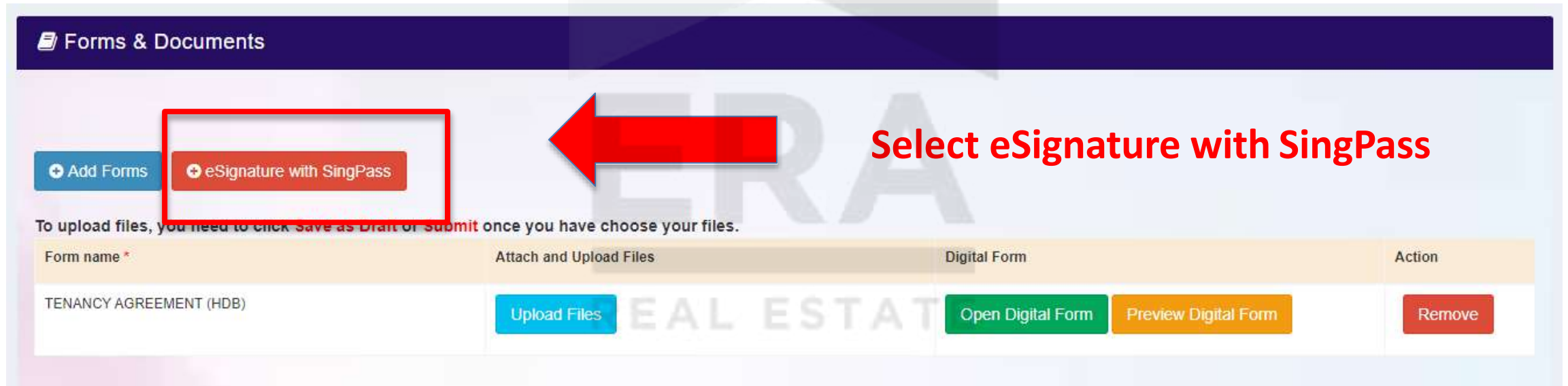
No limit of dockets/month



iSubmission Sign with SingPass Demo

iSubmission - Sign with SingPass

1. Login to iSubmission via myERA or iERA
2. Select and fill up the Tenancy Agreement forms
3. Select **eSignature with SingPass** to convert the forms for SingPass use.
(you may still submit/upload forms if not using SingPass to sign)



Forms & Documents

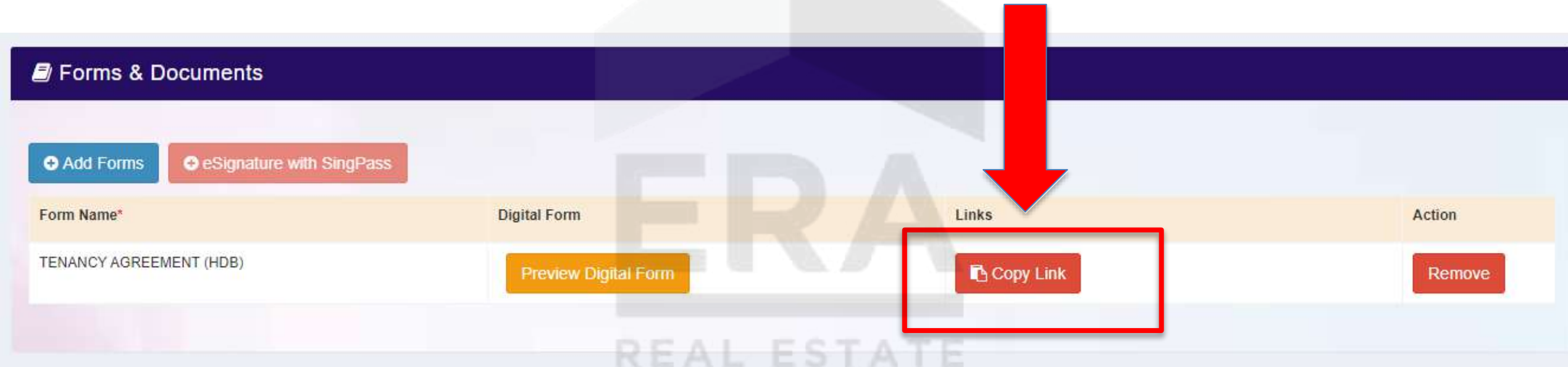
[+ Add Forms](#) [+ eSignature with SingPass](#)

To upload files, you need to click **Save as Draft** or **Submit** once you have choose your files.

Form name *	Attach and Upload Files	Digital Form	Action
TENANCY AGREEMENT (HDB)	Upload Files	Open Digital Form Preview Digital Form	Remove

iSubmission - Sign with SingPass

1. Click to copy the web form link for client to Sign with SingPass
2. Send the copied link form to your client via email / sms / whatsapp



The screenshot displays the 'Forms & Documents' section of the ERA Real Estate system. At the top, there are two buttons: 'Add Forms' and 'eSignature with SingPass'. Below these is a table with the following structure:

Form Name*	Digital Form	Links	Action
TENANCY AGREEMENT (HDB)	Preview Digital Form	Copy Link	Remove

A large red arrow points down to the 'Copy Link' button, which is also enclosed in a red rectangular box. The background of the interface features a faint 'ERA REAL ESTATE' watermark.

iSubmission - Sign with SingPass

Client open the web link form and click Sign Document

Client open the web link form a

Client sign on the digital form

era.dedoco.com/T201100007_COMM00010_1605246279/5fae1d4ae235bc001b2ee9e9/e20897d8971f880dc1b3bc2df8733a3590227a1525ee62223e84881201081ebe

ERA REALTY NETWORK PTE LTD
Co Registration No: 198193027M GST Registration No: M2-0044134-8
ERA@Mouthatten Square, 229 Mouthatten Road #03-01, Singapore 398007
Tel: 6726 2000 Fax: 6805 5220

FORM FIELDS(0)
SIGNATURE(1)

Date : 24
To : (1) 1
(ERA Salespers
(2) ERA REALTY N

Dear Sirs

CONSENT LETTER – PERSONAL

1. Tenancy Agreement

1.1 I refer to the agreeme
3
2

1.2 The landlord, _____
(Company Reg. No.: _____)
consent from me so as to
purposes relevant in
landlord to perform the
grant, administer or manage the lease or otherwise in connection with the lease in compliance
with the PDPA.

Electronic Signature

CLEAR

X 

Please draw your signature above this line

By clicking the "SIGN" button below, you agree with Dedoco's Terms of Use and Privacy Policy.

CANCEL SIGN

SIGN DOCUMENT

Click SIGN after to verify signer
with SingPass Mobile App

Sign with SingPass Mobile App

era.dedoco.com/T201100007_COMM00010_1605246279/5fae1d4ae235bc001b2ee9e9/e20897d8971f880dc1b3bc2df8733a3590227a1525ee62223e84881201081ebe

ERA REALTY NETWORK PTE LTD
Co Registration No: 19810327M GST Registration No: M1-0044134-8
ERA@Mountbatten Square, 229 Mountbatten Road #03-01, Singapore 398007
Tel: 6226 2000 Fax: 6805 5220

Date : 24 Nov

To : (1) _____ (NRIC No.: 2 _____)
("ERA Salesperson"); and
(2) ERA REALTY NETWORK PTE LTD

Dear Sirs

CONSENT LETTER – PERSONAL DATA

1. **Tenancy Agreement**

1.1 I refer to the agreement in connection with the following:
3 _____
2 _____

1.2 The landlord, _____
(Company Reg. No.: _____) requires the ERA salesperson to seek prior consent from me in order to allow the landlord to collect, use and disclose my personal data for all

Document Ready for Signing

Form Information Saved
Please click on the button below to begin signing with SingPass

Sign with SingPass Mobile

By clicking the "Sign Document" button below, I signify my acceptance to [Dedoco's Terms and Conditions](#) and I acknowledge that the document on which I am signing on may be legally binding on me under law.

CANCEL SIGN DOCUMENT

Click Sign with SingPass



Client scan the QR Code with SingPass Mobile App

era.dedoco.com/T201100007_COMM00010_1605246279/5fae1d4ae235bc001b2ee9e9/e20897d8971f880dc1b3bc2df8733a3590227a1525ee62223e84881201081ebe

ERA
82262000



ERA REALTY NETWORK PTE LTD
Co Registration No: 1981002734 GST Registration No: M2-08
ERA@Marina Bay Sands, 229 Marina Bay Sands
Tel: 6226 2000 Fax: 6805 3220

Date : 24 Nov

To : (1) 1
("ERA Salesperson"); and
(2) ERA REALTY NETWORK PTE LTD

Dear Sirs

CONSENT LETTER – PERSONAL DATA PROTECTION

1. Tenancy Agreement

1.1 I refer to the agreement in connection with the
3
2

1.2 The landlord, _____
(Company Reg. No.: _____)
consent from me so as to allow the landlord to perform their obligations, e

DATE(0)

FORM FIELDS(0)

SIGNATURE(1)

By clicking the "Sign Document" button below, I acknowledge my
acceptance to [Dedoco's Terms and Conditions](#) and I agree that the document on which I am signing is valid and binding on me under law.

CANCEL SIGN DOCUMENT

Digital Signature(NDI)

Check the document reference code before signing

0499



TAP TO SIGN THIS DOCUMENT WITH SINGPASS MOBILE APP

The QR code will expire in 1 minutes 39 seconds

CANCEL



iSubmission - Sign with SingPass

This Letter is signed on the day and year first above written.

SIGNED:   Digitally signed with SingPass
Digitally signed by: MAK COPPER
Date: Fri Nov 13 2020 16:44:41 GMT+0800

Name of Tenant: ANN LEE

NRIC No.: S1234567D

* "Personal Data" shall mean data, whether true or not, about an individual who can be identified from (a) that data; or (b) that data and other information which an organisation has or is likely to have access. Such Personal Data shall also refer to that which is already in the possession or that which shall be collected in the future.

The signed digital form will display the client signature with SingPass digital watermark

iSubmission - Sign with SingPass

You may view the signed forms via iSubmission



The screenshot shows the 'Forms & Documents' section of the ERA Real Estate system. A large red arrow points from the text above to the 'Preview Digital Form' button in the table below.

Forms & Documents

[+ Add Forms](#) [+ eSignature with SingPass](#)

Form Name*	Digital Form	Links	Action
TENANCY AGREEMENT (HDB)	Preview Digital Form	Copy Link	Remove



ROBO CHATBOT



ROBO CHATBOT

Powered By



Shanghai Listed Company

24/7 Concierge service for our associates

Powered by Yoozoo Games AI Technology

Industry first adoption

Phase 1: Project Information

Phase 2+: Trainings, HR, Accounts



How to start?



ONLY ERA REGISTERED NUMBERS

SCAN THE QR CODE or
SAVE THIS NUMBER

ERA ROBO CHATBOT
+1 (650) 215-6377

1.

**just say
Hi!”**

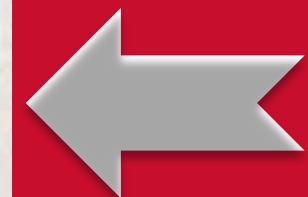
Initiate the bot
by saying “Hi”



1.

Initiate the bot by saying “Hi”

Only ERA registered numbers will be initiated.



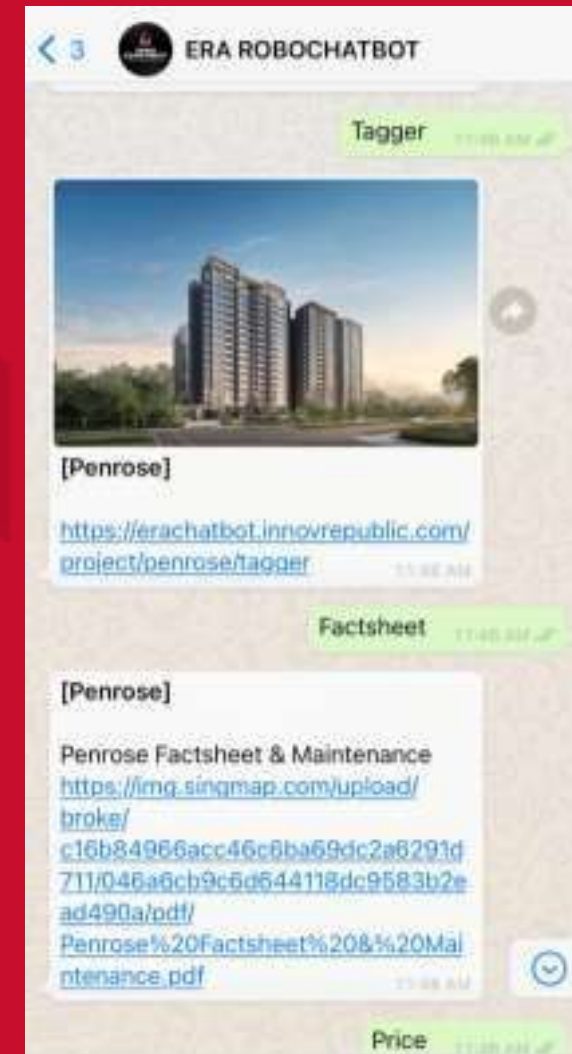
2.

Try out these keywords

- Penrose
- Penrose Factsheet
- Brochure
- Location
- Units
- Price
- Tagger
- Menu
- User guide

Try out these keywords

2.



3.

Menu, Help, Feedback

To return to menu, type “menu”

To get help, type “help”

To share your feedback, type “feedback”

What are the upcoming functions?

4.

All projects will be integrated by end of the year.

More corporate functions will be added in future
e.g. HR, IT, Admin, and etc.

ERA
REAL ESTATE

China Market Exposure



- Developers and Agents who have signed up
- 10 over live streaming sessions
- Over 200,000 viewers



带你玩转新加坡, 吃喝玩乐地产投资全攻略



如何在新加坡中心地区辨别高性价比楼盘



ERA 带你领略新加坡东海岸海景纯豪宅楼盘



新加坡高颜值的市区公寓!



新加坡滨海湾稀有高端住宅现房项目



抓住新加坡房产十年一遇的洗牌机会



房新加坡

117692

153710

+ 关注

主播简介: 新加坡狮城微网络科技



直播

如何挑选新加坡优质房产

资产增值 租金回报

10月16日 | 星期五 | 下午 1时

关闭直播

蔡奇合

00:00 / 34:42

如何挑选新加坡优质房产。

猜你喜欢

-  符合新加坡政府, 投资到500...
海外房产
直播: 蔡奇合
-  如何在新加坡中心地区辨别...
海外房产
直播: 蔡奇合
-  ERA带你领略新加坡东海岸...
海外房产
直播: 蔡奇合
-  新加坡高颜值的市区公寓...
海外房产
直播: 蔡奇合
-  新加坡滨海湾稀有高端住宅...
海外房产
直播: 蔡奇合

换一换

PARTNERSHIP

with **Anjuke**, a leading real estate portal in China in mobile traffic with over **100 million active users** monthly.



安居客
anjuke.com

China Market Exposure

Collaboration with



China's listing portal
Founded in 2007
Listed in NYSE

New partnership with



China market exposure for ERA associates

List your properties to China's consumers

Market yourself/properties via Live Streaming

Business Profile

Founded in 2007
Listed on NYSE (WUBA)

Presence in China

60 over offices in China
Business presence in over
640 cities in China



 anjuku.com vs. **propertyguru.com.sg**

+ COMPARE

October 2020

 Global Rank ⓘ
Worldwide

anjuku.com	▲3,560
propertyguru.com.sg	▲12,343

 Country Rank ⓘ
China

anjuku.com	▲197
propertyguru.com.sg	N/A

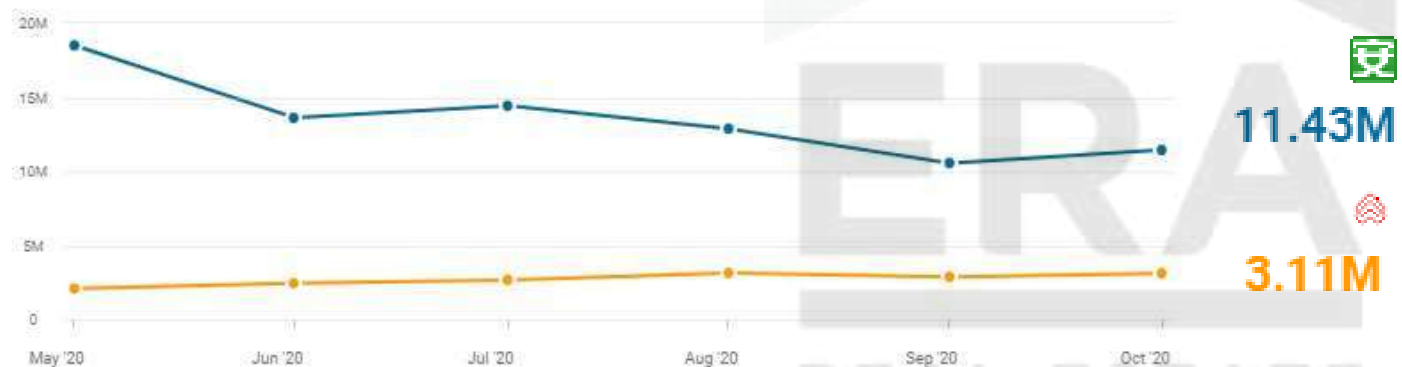
Category Rank ⓘ
Business and Consumer Services > ...

anjuku.com	▲41
propertyguru.com.sg	▲122

Traffic Overview ⓘ

Total Visits ⓘ

🖥️📱 On desktop & mobile web, in the last 6 months



Engagement

Total Visits

Your exposure on Anjuke

Property Listings

	28海城景苑 Marina One Residences 位置: 新加坡-新加坡 类型: 公寓 物业: 公寓 商业地产 工业/商业地产 其他 户型: 1室1厅1卫1厨1书房1客厅1餐厅1浴室1书房1 总价: 1,750万 约1,750万 860万元
	Apartments for sale on Singapore's tallest buildin 位置: 新加坡-新加坡 类型: 二一房 物业: 公寓 商业地产 工业/商业地产 其他 建筑面积: 1,000平米 总价: 3,000,000 约3,000,000 1863.85万元
	新加坡富人区荷兰村学区 公寓别墅 【Parkside】 位置: 新加坡-新加坡 类型: 别墅 物业: 公寓 商业地产 工业/商业地产 其他 户型: 1室1厅1卫1厨1书房1客厅1餐厅1浴室1书房1 总价: 1,200万 约1,200万 634万元

Live Streaming



Enquire today!



Dorin Tan
9237 8083



Lee Deming
9456 4226

China Market Exposure

				Total 1 Listing / Two portals/ Month	 Bundle Price
One Listing / Month*	\$200 Per listing/month	\$200 Per listing/month		\$400 1 Listing / Two portals/ Month	\$300 1 Listing / Two portals/ Month
Add on: Live Streaming / Session	\$150 Per session	\$150 Per session		\$300 2x 1 Sessions / portal	\$200 2x 1 Sessions / 1 portal With purchase of listing

*Minimum of 3 months commitment to enjoy preferential rates



Moving Forward



Moving Forward



Biggest thing in the industry

Generating Leads for ERA Associates



ERA's **FindPropertyAgent.sg**
has adopted
CEA's Guide on Best Practices
For Consumer Ratings of
Property Agents

Guide on Best Practices for Consumer Ratings of Property Agents

Jointly produced by the Council for Estate Agencies (CEA)
in collaboration with the Ratings of Property Agents Workgroup

- The Guide on Best Practices for Consumer Ratings of Property Agents is an initiative under the **Real Estate Industry Transformation Map**.
- The Guide seeks to introduce **consistent standards for the ratings of property agents** and to **build trust among users of such rating platforms**.

	Rating Categories		
	Service	Professionalism	Skills
Attributes	Communication: Refers to the agent's ability to convey information in a timely, clear and accurate manner.	Process Expertise: Refers to the agent's familiarity with the property transaction process such as the signing of the Option to Purchase, the payment schedule, the completion process and the stamp duties payable.	Marketing Skills: Refers to the agent's ability to reach out to interested parties to invite them to enter into the transaction.
	Client Dedication: Refers to the agent's commitment to complete the transaction process according to the client's instructions and agreed expectations, such as the effort and time spent on estate agency work.	Market Knowledge: Refers to the agent's ability to provide useful and relevant information about local amenities and facilities, and property market activities for the client's benefit.	Negotiation Skills: Refers to the agent's ability to negotiate favourable outcome(s) for the client such as a higher purchasing price for the seller client or a lower purchasing price for the buyer client.
	Value-added Services: Refers to the agent's ability to provide value to the client above and beyond that which is agreed and expected, such as through the use of digital tools (e.g. pricing calculators and virtual tours).	Reliability: Refers to the agent's ability to meet the client's expectations in an open, honest and reliable manner, and in the process, win the client's trust.	

ERA's FindPropertyAgent.sg

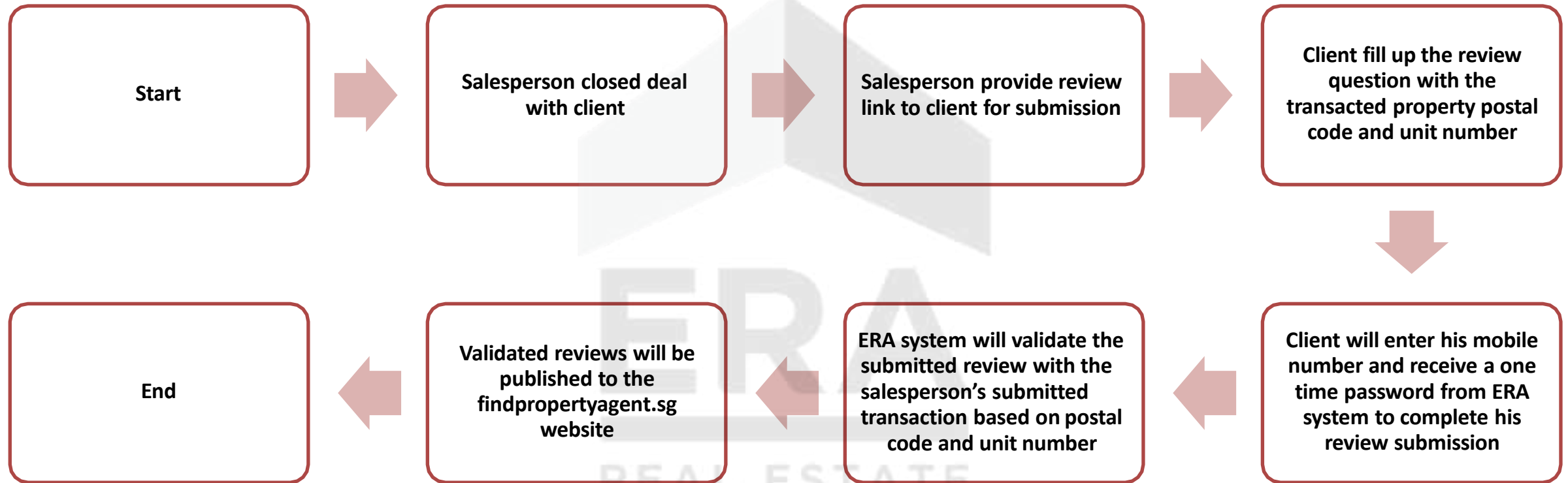
has implemented the

Attributes & Rating

Categories to align with

CEA's Best Practice Guide

ERA's FindPropertyAgent.sg has implemented **Client Validation Mechanism** to comply with the requirements of CEA's Best Practice Guide.





Jean Lim
Senior Marketing Director

“As a Plush member, I deal mostly with referrals from my existing clients and the FindPropertyAgent.sg is a really useful platform as it offers them a glimpse of my stellar track records and numerous positive customer reviews. This gives them an ***assurance of my credentials*** and I find that really helpful especially in building a strong rapport during our initial meetings.”

ERA
REAL ESTATE



Q4'20 **CAREER**
ADVANCEMENT DAY





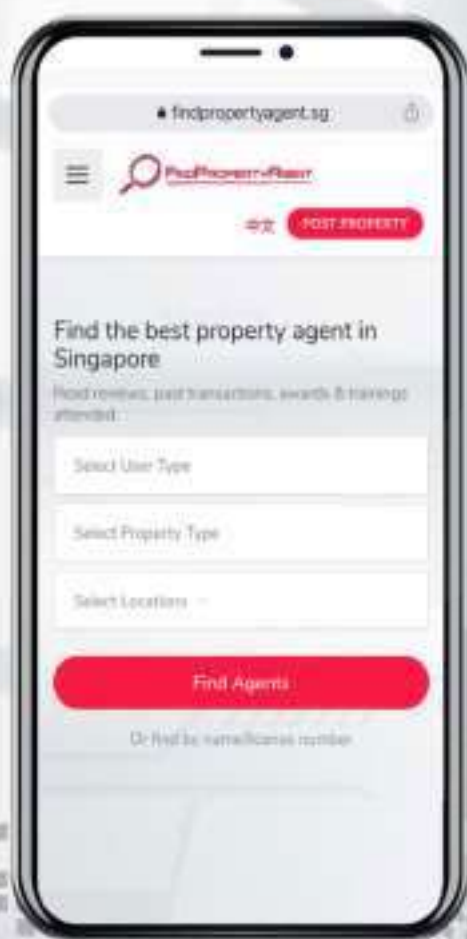
Eugene Chen
Senior Marketing Director

“I always made it a point to request client’s to leave their review on FindPropertyAgent.sg after each transaction. Over the years, I’ve gained more than 140+ positive customer’s reviews and have benefitted from it personally. This platform has helped me **to establish a trusted and professional image even before any potential customer contacts me**. Last month, I managed to **close a private resale condo worth more than \$10,000 commission through a sale lead from this platform**. There were two agents serving him but after seeing the numerous positive customer reviews at FindPropertyAgent.sg, he decided to give me a try!”



Roy Ong
Senior Division Director

“I am a firm believer of **word-of-mouth marketing and FPA.sg is one of the most useful platforms to showcase my professional service.** Most of my customers are kind enough to share good reviews on how I have added value to their home buying experience. **Just this year alone, I have managed to close 13 cases totaling more than \$100,000 commission, all through FindPropertyAgent.sg.** Thanks to ERA for this wonderful support that is available free for all ERA Teammates!”



FINDPROPERTYAGENT.SG

NEW INITIATIVES

**CONSUMER POST
LISTINGS FEATURE**

Find the best property agent in Singapore

Read reviews, past transactions, awards & trainings attended.



Select User Type

Select Property Type

Select Locations ▼

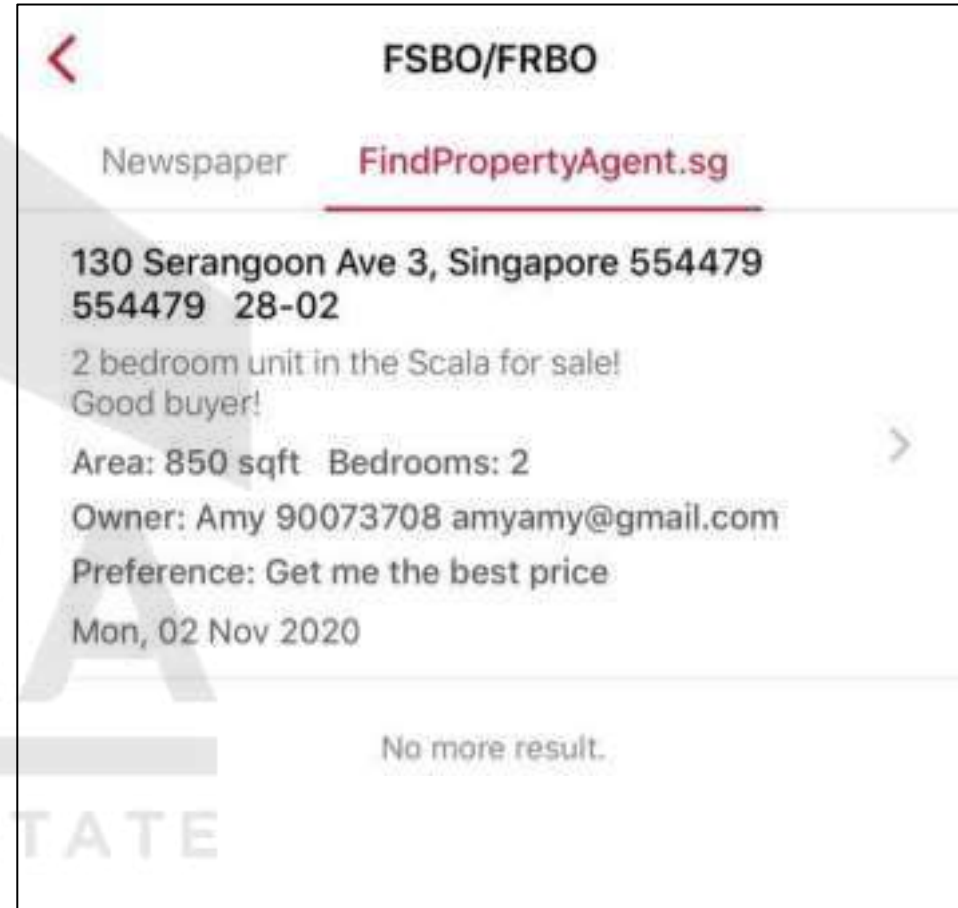
Find Agents

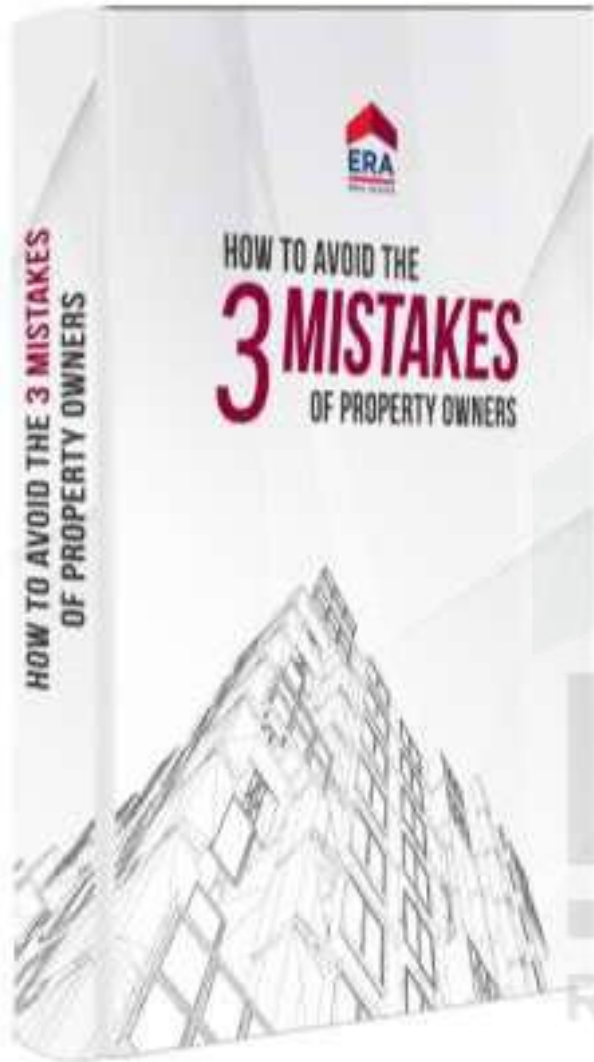
Or find by name/license number

**Post property by
FSBO / FRBO has
been added into
FPA. Preliminary
check on the listings
will be done by ERA.**

FSBO/FRBO from FindPropertyAgent.sg

Access these listings with
owner's contact info via
iERA -> FSBO / FRBO





New eBook for Your Consumers

-Download free copies from
myERA &iERA

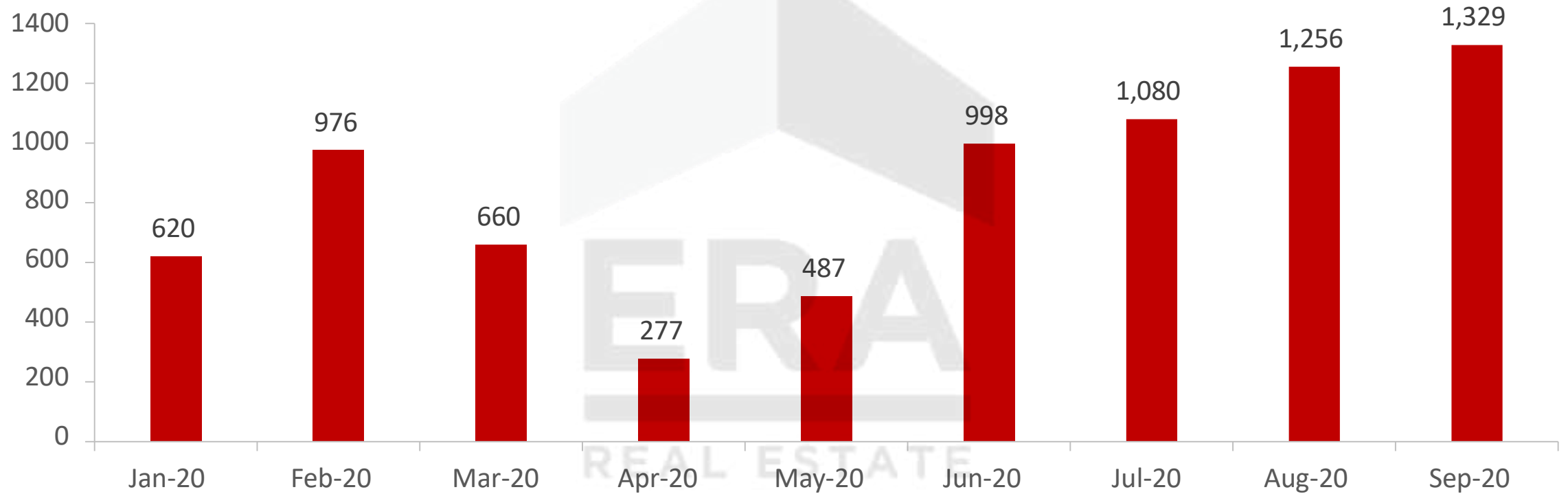
- Blog content for personal web



Project Updates

Buying Activity Still Strong

Private New Home Sales



Where are Buyers Buying (CCR)?

Project Name	Street Name	Total Units	Units Sold in 2020	% Sold	Starting Price	Commission
The M	Middle Road	522	403	77%	\$1,344,000	5.5%
Kopar At Newton	Makeway Avenue	378	168	44%	\$1,252,000	Up to 2.3%
Fourth Avenue Residences	Fourth Avenue	476	91	43%	\$1,078,000	Up to 2.7% + Incentive
Leedon Green	Leedon Heights	638	80	13%	\$1,231,100	3.2%
The Avenir	River Valley Close	376	55	15%	\$1,608,000	2.3%
Pullman Residences Newton	Dunearn Road	340	40	19%	\$1,391,000	4.2%
Martin Modern	Martin Place	450	30	91%	\$1,980,700	4.2% + Incentive
Royalgreen	Anamalai Avenue	285	29	28%	\$1,673,000	Up to 3.5%
Midtown Bay	Beach Road	219	18	31%	\$1,457,600	2.2% + Incentive
Van Holland	Holland Road	69	18	26%	\$1,455,000	2.2% + Incentive

Source: URA Realis. Information as at 14 November 2020

Where are Buyers Buying (RCR)?

Project Name	Street Name	Total Units	Units Sold In 2020	% Sold	Starting Price	Commission
Jadescape	Shunfu Road	1,206	480	87%	\$929,260	Up to 4% + Incentive
Parc Esta	Sims Avenue	1,399	386	99%	\$1,057,000	2.1%
Penrose	Sims Drive	566	405	72%	\$1,333,400	2.3%
Forett At Bukit Timah	Toh Tuck Road	633	286	45%	\$935,000	2.3%
Stirling Residences	Stirling Road	1,259	269	93%	\$967,000	Up to 3.45%
Daintree Residence	Toh Tuck Road	327	224	93%	\$971,270	Up to 3.7%
The Woodleigh Residences	Bidadari Park Drive	667	221	59%	\$1,507,000	Up to 4.1%
Avenue South Residence	Silat Avenue	1,074	170	54%	\$1,089,000	3.2%
Kent Ridge Hill Residences	South Buona Vista Road	548	142	74%	\$1,353,000	Up to 4% + Incentive
View At Kismis	Lorong Kismis	188	74	86%	\$1,225,000	3.9%

Source: URA Realis. Information as at 14 November 2020

Where are Buyers Buying (OCR)?

Project Name	Street Name	Total Units	Units Sold in 2020	% Sold	Starting Price	Commission
Treasure At Tampines	Tampines Lane	2,203	772	75%	\$895,000	Up to 4.5%
Parc Clematis	Jalan Lempeng	1,468	502	68%	\$1,153,000	2.1% + Incentive
The Florence Residences	Hougang Avenue 2	1,410	391	65%	\$807,000	Up to 3.95%
Whistler Grand	West Coast Vale	716	186	89%	\$776,800	2.2%
Affinity At Serangoon	Serangoon North Avenue 1	1,052	181	80%	\$770,000	4%
The Tapestry	Tampines Street 86	861	163	99%	\$935,550	3%
Riverfront Residences	Hougang Avenue 7	1,472	148	92%	\$770,000	3.2%
Sengkang Grand Residences	Compassvale Bow	680	88	45%	\$855,600	3.2% + incentive
The Jovell	Flora Drive	428	51	43%	\$704,000	3.1% + Incentive
Seaside Residences	Siglap Link	843	30	98%	\$1,006,800	3.1%

Source: URA Realis. Information as at 14 November 2020



Project New Norm

THE NEW NORM



Webinars



Virtual Tours



Zoom Presentations

STAY CONNECTED WITH ERA MARKETING TOOLS



STAY CONNECTED WITH ERA MARKETING TOOLS





Upcoming Projects

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
- 1 Bedroom units from \$9xxk
- 2 Bedroom units from \$1.2xx million
- 3 Bedroom units from \$2.3xx million



THE LANDMARK

CHIN SWEE ROAD (D3)

- Target Booking: 28 November 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





THE LANDMARK

**SUBMISSION OF DOCS FOR
THE LANDMARK BALLOTING**
@ MBSQ COUNTER 4
FROM 11AM – 7PM DAILY

KINDLY LOOK FOR PROJMKT STAFF

CICI SUN: 9106 3305

LIEW PEI WEN: 8222 2764

VICKY TOH: 9616 3919

SUBMISSION OF DOCS FOR THE LANDMARK BALLOTING

Items to submit to qualify for balloting:

1. Letter of Authorization (Original + 1 Photocopy Copy)
 2. The Landmark PP Form (Original)
 3. Photocopy of NRIC / Passport (Foreigner)
 4. Cheque (Original + Photocopy of the cheque)
 5. Developer Acknowledgement Form
 6. Proxy Form - (Only if buyer can't be present during Balloting. Buyer require to authorize someone (not agent) to book a unit for them)
- For all outstanding docs, kindly email to thelandmarkdocs@gmail.com and state your ref number as the subject title (eg. The Landmark ERA001168)



THE LANDMARK

REAL ESTATE

THE REEF AT KING'S DOCK

KING'S DOCK (D4)

- Developed by Keppel Land and MapleTree
- Prime waterfront living in Singapore
- 429 units of 1 to 3 bedroom units
- Situated at the heart of the Greater Southern Waterfront
- 4 minute walk to Harbourfront MRT station
- Target preview: Q1 2021



GREATER SOUTHERN WATERFRONT



1

The Landmark (396 units | 99 LH) Starting From \$9xx,000 (1 BR)

2

The Reef at King's Dock (429 units | 99 LH)

3

Corals At Keppel Bay (366 units | 99 LH) Starting From \$1,497,000 (1 BR) Comm: 3.3%

4

Wallich Residence (181 units | 99 LH) Starting From \$3,478,000 (2 BR) Comm: 4.7% + Incentive

5

Sky Everton (262 units | FH) Starting From \$2,426,000 (3 BR) Comm: 4%

6

One Pearl Bank (774 units | 99 LH) Starting From \$1,115,000 (Studio) Comm: 3.2%

7

Avenue South Residence (1,074 units | 99 LH) Starting From \$1,089,000 (1 BR) Comm: Up to 4%

8

Kent Ridge Hill Residences (548 units | 99 LH) Starting From \$1,353,000 (2 BR) Comm: Up to 4% + Incentive

KI RESIDENCES

BROOKVALE DRIVE (D21)

- Developed by Hoi Hup Realty and Sunway Developments
- Rare 999 year LH new launch at Sunset Way enclave
- 2 Bedroom: \$1,238,000 onwards
- 3 Bedroom: \$1,428,000 onwards
- 3 Bedroom + Utility: \$1,905,000 onwards
- 4 Bedroom: \$2,150,000 onwards



KI RESIDENCES

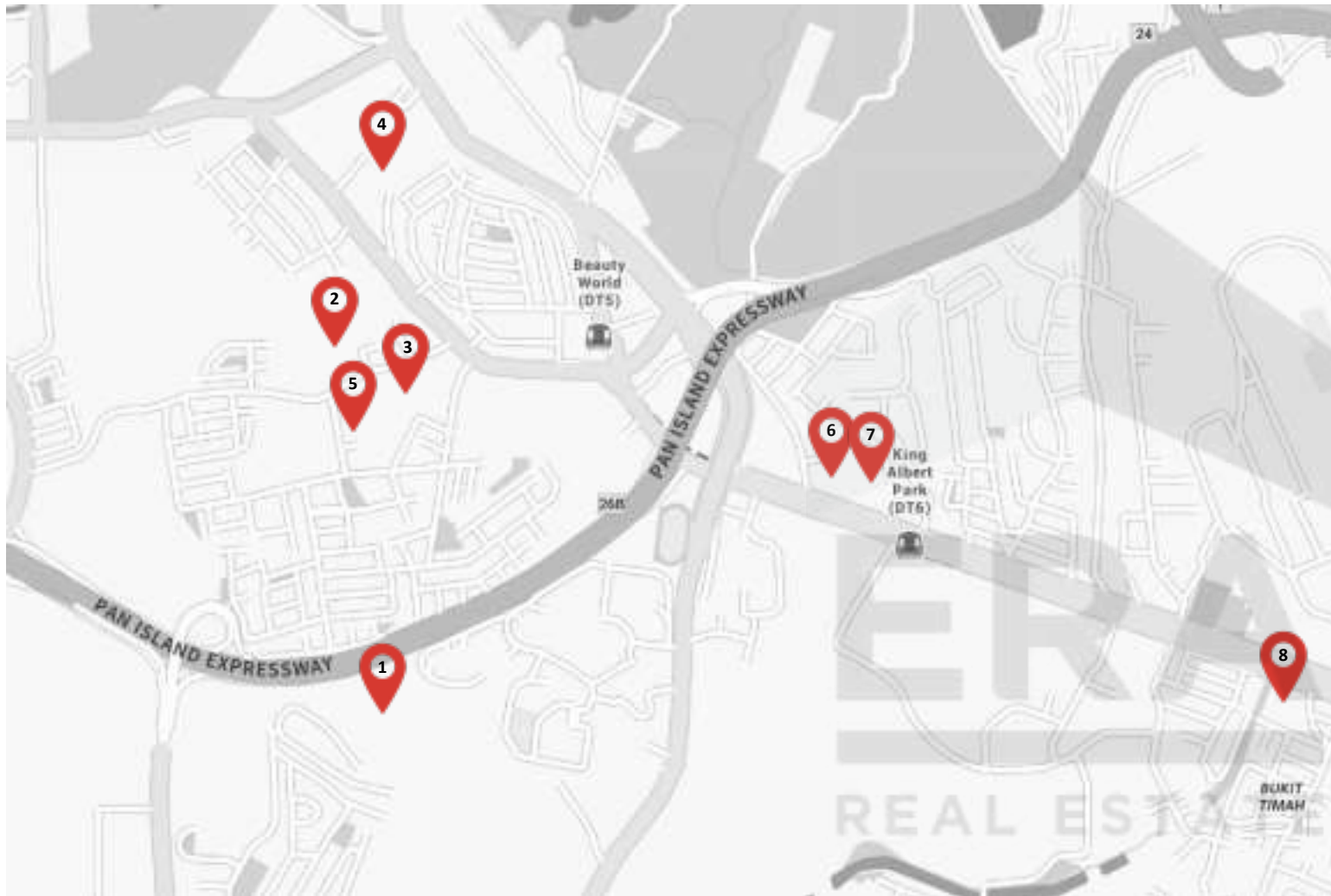
BROOKVALE DRIVE (D21)

- Preview: 20 November 2020
- Booking: 5 December 2020
- JMA: ERA / HTNS / PN

Unit Type	Size (sqft)	Number of Units
2 Bedroom	700	180
2 Bedroom + Study	743 - 883	
3 Bedroom	861 - 1,195	418
3 Bedroom + Utility	1,109 - 1,410	
4 Bedroom + Utility	1,249 - 1,711	58
5 Bedroom + Utility	1,819 - 2,077	4
5 Bedroom + Utility + Study	1,981 - 2,239	
TOTAL		660



BUKIT TIMAH



1	Ki Residences (660 units 99 LH) Starting From \$1,238,000 (2 BR)
2	Forett At Bukit Timah (633 units FH) Starting From \$935,000 (1 BR) Comm: 2.3%
3	Daintree Residence (327 units 99 LH) Starting From \$971,270 (1 BR) Comm: Up to 3.7%
4	Verdale (258 units 99 LH) Starting From \$818,600 (1 BR) Comm: Up to 3%
5	View at Kismis (188 units 99 LH) Starting From \$1,195,000 (2 BR) Comm: 3.9%
6	Mayfair Gardens (215 units 99 LH) Starting From \$999,000 (1 BR) Comm: 3.7%
7	Mayfair Modern (171 units 99 LH) Starting From \$1,054,600 (1 BR) Comm: 3.7%
8	Fourth Avenue Residences (476 units 99 LH) Starting From \$1,078,040 (1 BR) Comm: Up to 2.7% + Incentive

CLAVON

CLEMENTI AVENUE 1(D5)

- Developed by UOL and UIC
- Located in the mature estate of Clementi
- An abundance of amenities: Clementi Mall, 321 Clementi and Grandtral Mall
- Within close proximity to renowned educational institutions: Nan Hua High School, NUS High School and NUS
- 1 to 3 Bedroom units from \$1,5xx psf
- 4 to 5 Bedroom units from \$1,4xx psf



CLAVON

CLEMENTI AVENUE 1(D5)

- Target preview: 27 Nov 2020
- JMA: ERA / HTNS / PN

Unit Type	Size (sqft)	Number of units
1 Bedroom + Study	527	56%
2 Bedroom	678	
2 Bedroom Premium	764	
3 Bedroom	958	44%
3 Bedroom Premium	1,130	
4 Bedroom	1,281 - 1,356	
4 Bedroom Premium	1,582	
5 Bedroom Premium	1,690	
Total		640



ONE-NORTH EDEN

SLIM BARRACKS RISE (D5)

- Developed by TID
- First new launch in one-north since 2009
- 500m to Buona Vista MRT Station
- Ready pool of tenants: Biopolis, Fusionpolis, Metropolis, NUH, Science Park I & II, Mediapolis
- Surrounded by good schools: Fairfield Methodist Pri and Sec Sch, Anglo Chinese JC, Anglo- Chinese School (Independent) and United World College of South East-Asia (Dover Campus)



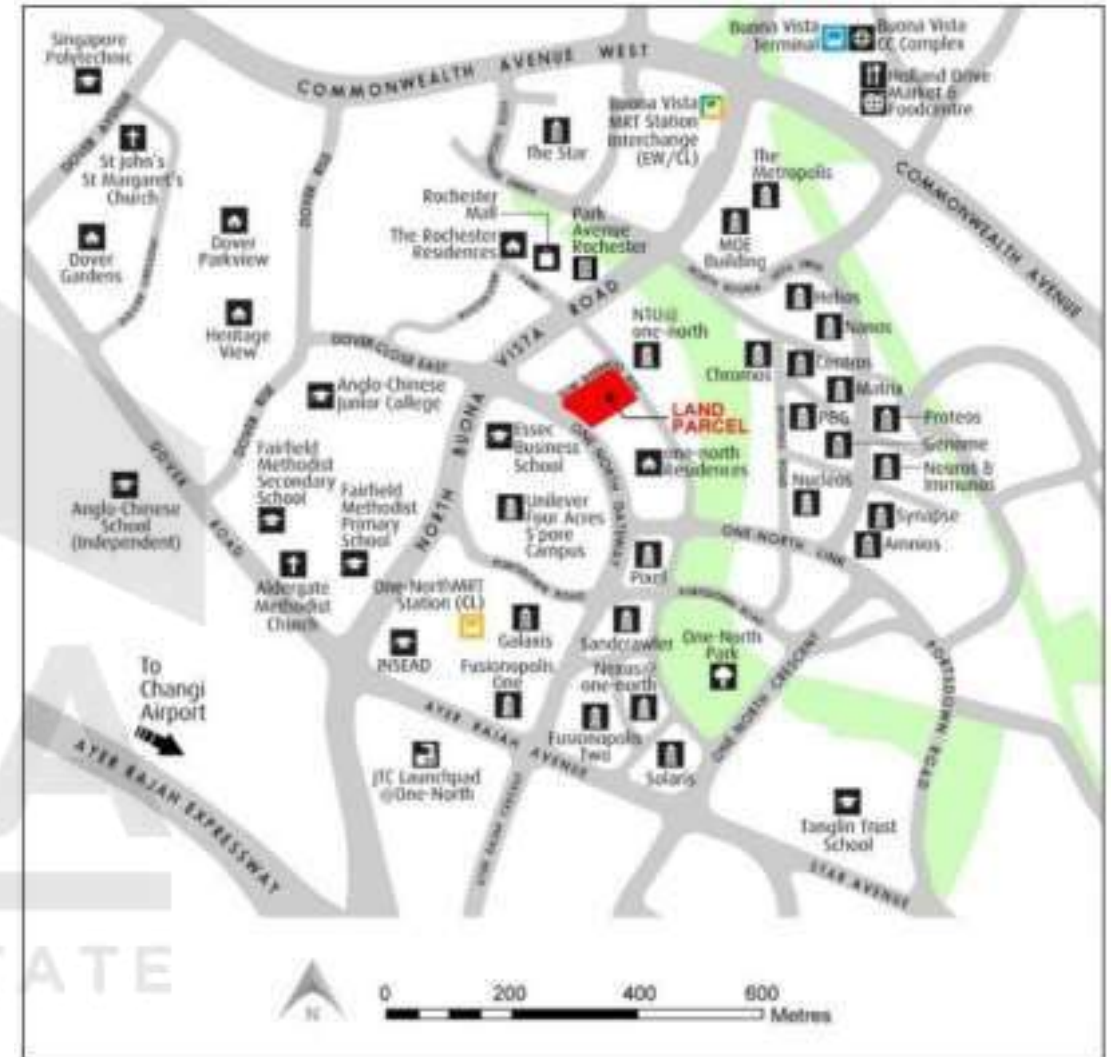
ONE-NORTH EDEN

SLIM BARRACKS RISE (D5)

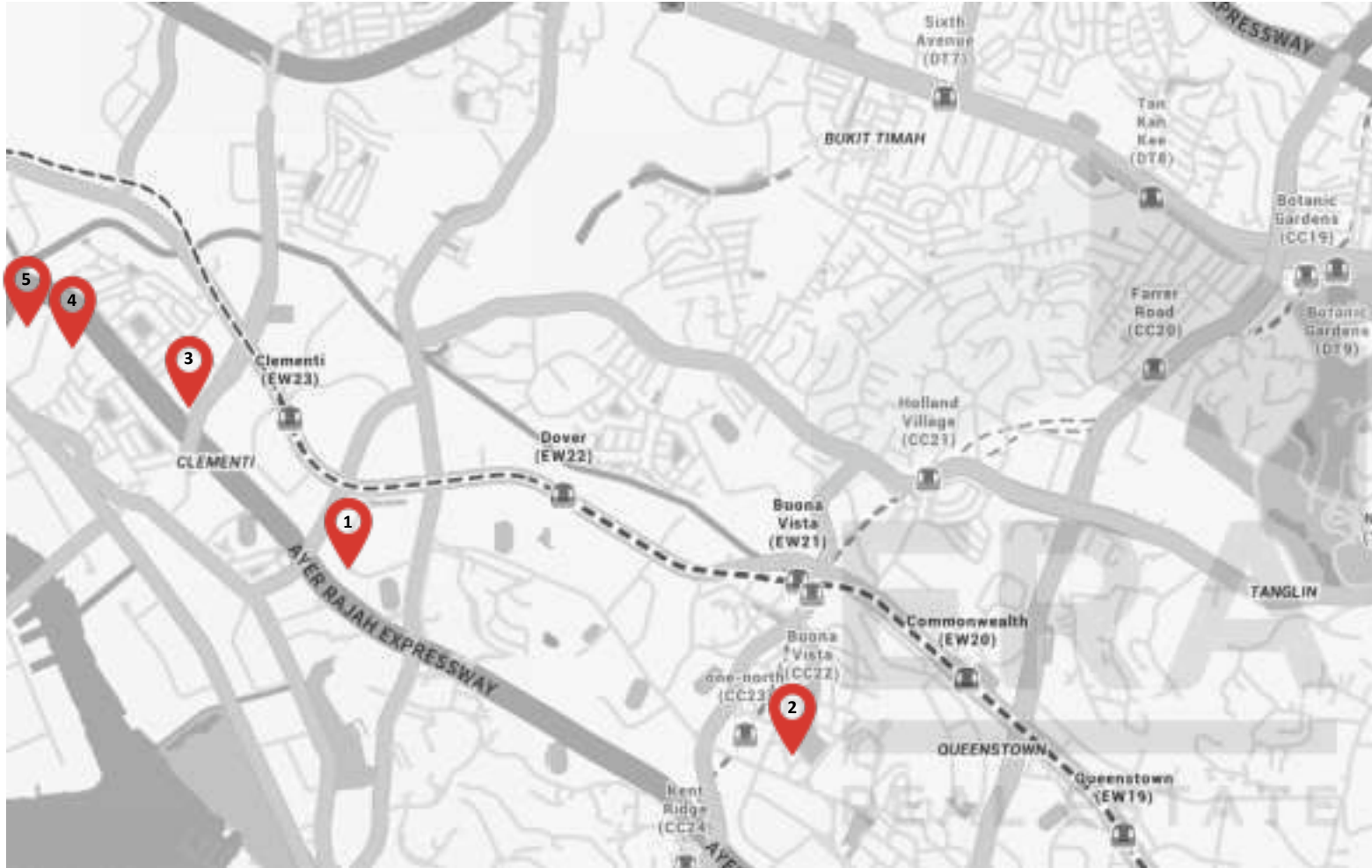
- Target preview: Q1 2021
- JMA: ERA / PN

Unit Type	Size (sqft)	Number of Units
1 Bedroom + Study	517	24
2 Bedroom	689	22
2 Bedroom + Study	764 - 797	48
3 Bedroom Compact	947	13
3 Bedroom Premium	1,119	26
4 Bedroom Compact	1,259	8
4 Bedroom Premium	1,399 - 1,410	24
TOTAL		165

**Information subject to changes*



CLEMENTI / ONE-NORTH



1	<u>Clavon (640 units 99 LH)</u>
2	<u>One –North Eden (165 units 99 LH)</u>
3	<u>Parc Clematis (1,468 units 99 LH)</u> Starting From \$1,153,000 (2 BR) Comm: 2.3% + Incentive
4	<u>Whistler Grand (716 units 99 LH)</u> Starting From \$770,400 (1 BR) Comm: 2.2%
5	<u>Twin Vew (520 units 99 LH)</u> Starting From \$1,703,000 (3 BR) Comm: 4.1%

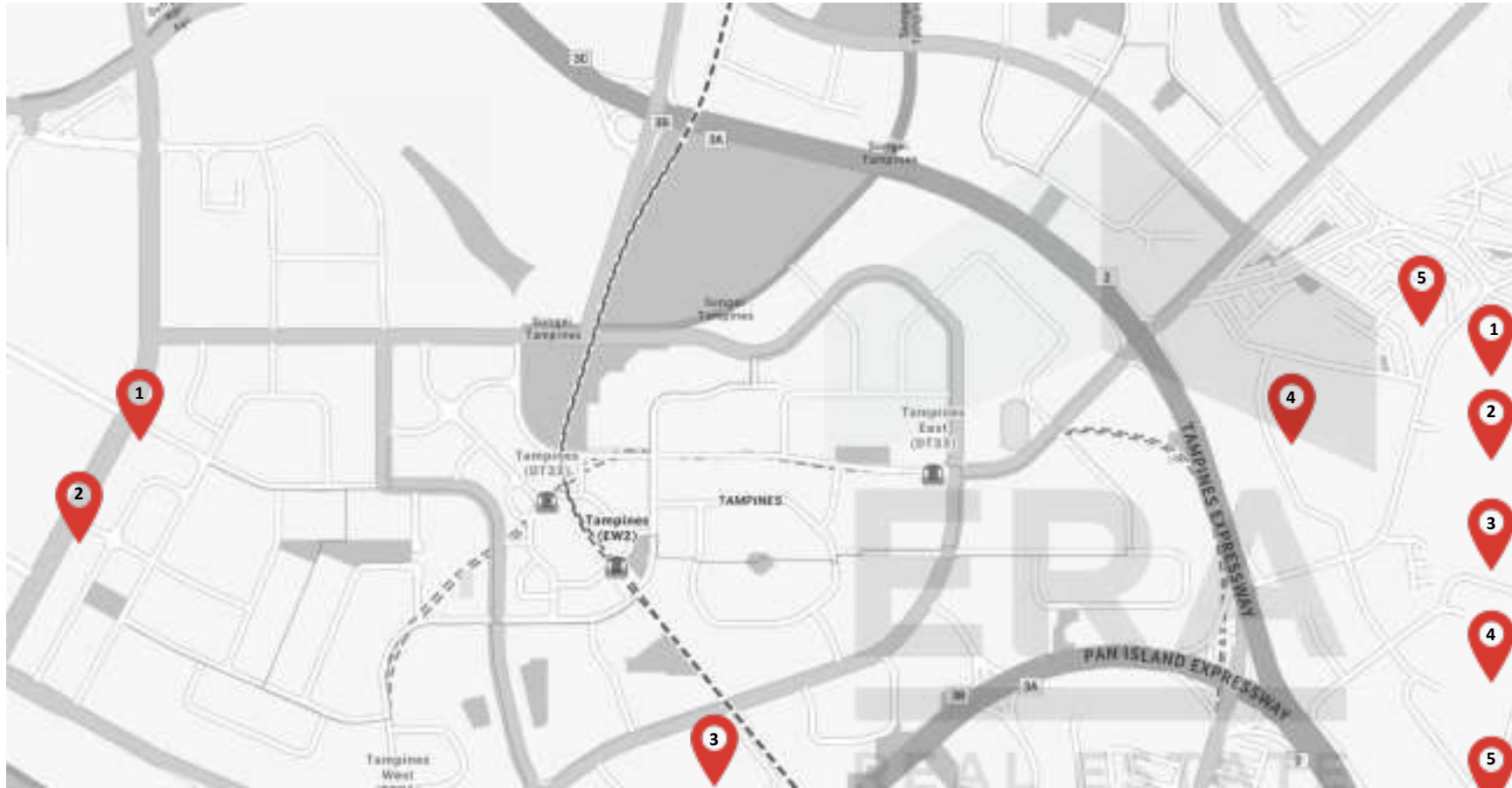
PARC CENTRAL RESIDENCES

TAMPINES AVENUE 10 (D18)

- Developed by Hoi Hup Realty and Sunway Developments
- Rare EC in the East in recent years
- Short distance from Tampines and Tampines West MRT Station
- Near Our Tampines Hub, an integrated community and lifestyle centre
- Target preview: Jan 2021
- JMA: ERA / HTNS / PN



TAMPINES / CHANGI



Parc Central Residences (700 units | 99 LH)

The Tapestry (861 units | 99 FH) Starting From \$935,550 (2 BR) Comm: 3%

Treasure at Tampines (2,203 units | 99 LH) Starting From \$740,000 (1 BR) Comm: Up to 4.5%

The Jovell (428 units | 99 LH) Starting From \$704,000 (1 BR) Comm: Up to 3.1% + Incentive

Parc Komo (276 units | 99 LH) Starting From \$890,000 (2 BR) Comm: 3%

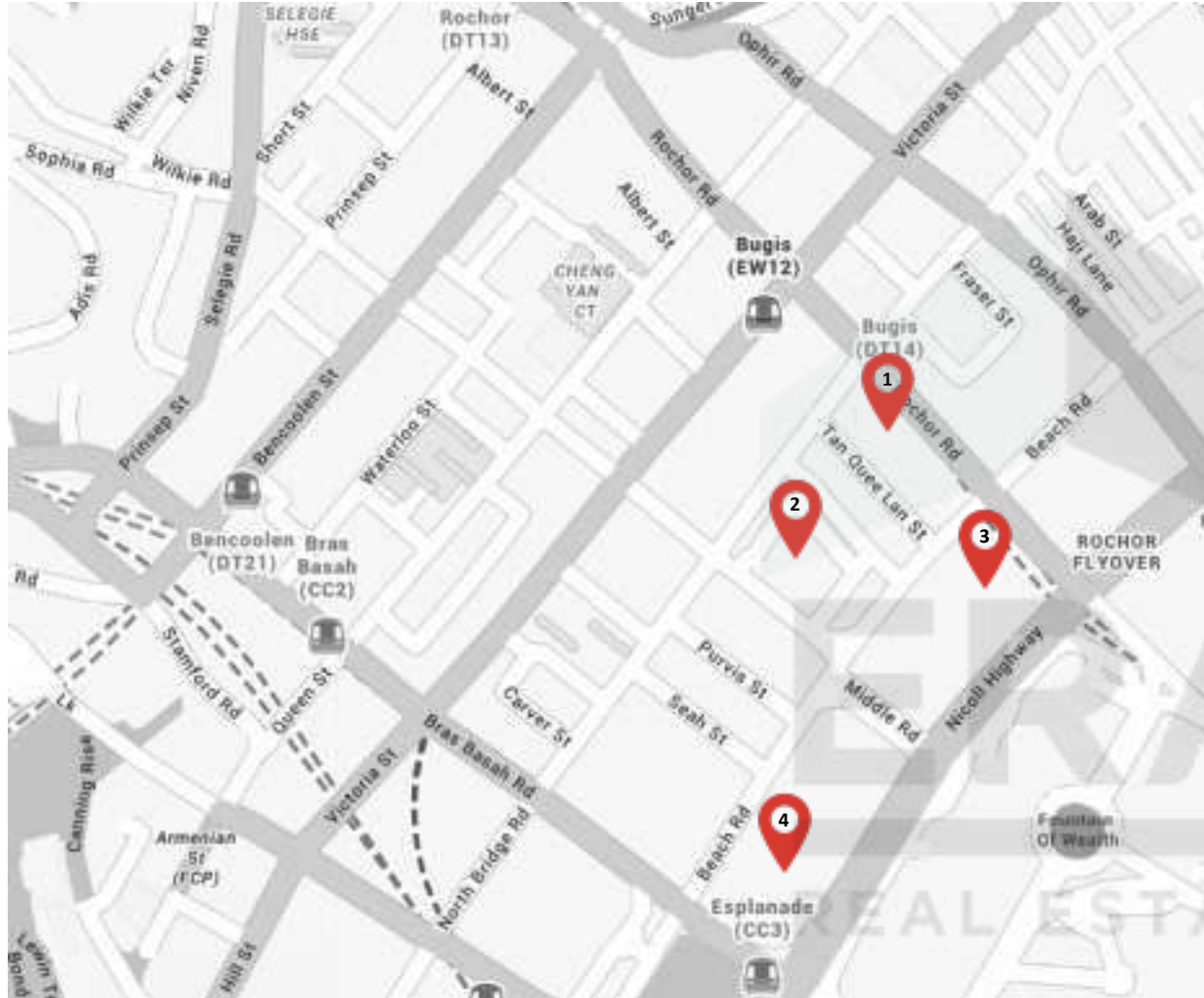
MIDTOWN MODERN

TAN QUEE LAN STREET (D7)

- Developed by GuocoLand, Hong Leong Holdings and Hong Realty
- Located above Bugis MRT station
- Two 30-storey residential towers with one to four bedroom 558 apartments
- Wellness focussed, with large green spaces and a wide range of recreational facilities
- Target preview: Q1 2021



BUGIS



Midtown Modern (558 units | 99 LH)

The M (522 units | 99 LH) Starting From \$1,344,000 (1 BR) Comm: 3.5%

Midtown Bay (219 units | 99 LH) Starting From \$1,457,600 (1 BR) Comm: 2.2% + Incentive

South Beach Residences (190 units | 99 LH) Starting From \$3,424,000 (2 BR) Comm: Up to 3.7%

23 More Upcoming Projects

	Target Launch	Project	Location	Developer	Tenure	Estimated Number of Units
1	Nov 2020	The Landmark (Former Landmark Tower)	Chin Swee Road	ZACD, MCC, SSLE Development	99 LH	396
2	Dec 2020	Ki Residences (Former Brookvale Park)	Sunset Way	Hoi Hup Realty and Sunway Developments	999 LH	660
3	Dec 2020	Clavon	Clementi Avenue 1	UOL / UIC	99 LH	640
4	Q1 2020	Parc Central Residences (EC)	Tampines Avenue 10	Hoi Hup Realty and Sunway Developments	99 LH	700
5	Q1 2021	Midtown Modern	Tan Quee Lan Street	GuocoLand / Hong Leong Holdings / Hong Realty	99 LH	558
6	Q1 2021	One-North Eden	Slim Barracks Rise	TID Residential	99 LH	165
7	Q1 2021	The Reef at King's Dock	King's Dock	Keppel Land	99 LH	429
8	H1 2021	Grange 1866 (Former iLiv)	Grange Road	Heeton Holdings Limited	FH	60
9	H1 2021	KLIMT Cairnhill (Former Cairnhill Mansions)	Cairnhill Road	Low Keng Huat	FH	138
10	H1 2021	Perfect Ten (Former City Towers)	Bukit Timah Road	Japura Development	FH	230
11	H1 2021	The Atelier (Former Makeway View)	Makeway Avenue	Bukit Sembawang	FH	154

23 More Upcoming Projects

	Target Launch	Project	Location	Developer	Tenure	Estimated Number of Units
12	H1 2021	Liv @ MB (Former Katong Park Towers)	Arthur Road / Mountbatten Road	Bukit Sembawang	99 LH	388
13	H1 2021	One Bernam	Bernam Street	Hao Yuan Realty	99 LH	341
14	H1 2021	TBC	Jalan Bunga Rampai	Wee Hur Holdings	99 LH	115
15	H1 2021	TBC	Irwell Bank Road	CDL	99 LH	445
16	H1 2021	TBC	Pasir Ris Central	Allgreen Properties / Kerry Properties	99 LH	480
17	H1 2021	TBC	Canberra Drive	JBE	99 LH	220
18	H1 2021	TBC	Canberra Drive	UOL / Kheng Leong	99 LH	455
19	H1 2021	Provence Residence (EC)	Canberra Link	MCC Land	99 LH	385
20	H1 2021	TBC	Fernvale Lane	Frasers Property	99 LH	480
21	H1 2021	TBC	Belgravia Drive	Tong Eng	FH	TBC
22	H1 2021	Luxus Hills (New Phase)	Luxus Hills	Bukit Sembawang	999 LH	TBC
23	H2 2021	TBC	Tanah Merah Kechil Link	MCC Land	99 LH	265

MON 16 NOV	TUE 17 NOV	WED 18 NOV	THU 19 NOV	FRI 20 NOV	SAT 21 NOV	SUN 22 NOV
10am-12pm	10am-12pm	2pm-3.30pm	2pm-3pm	2pm-3.30pm	★ 2pm-3pm	★ 11am-12pm
Monthly Award Ceremony and DD Meeting By: Marcus Che (COO)	"Remote Control" Closings With 360 Virtual Tours (Online Free Session) By: Keith Tan (SMO)	5 Things Your Buyer Want To Know Before Buying Clavon By: Mark Ho (DO) *RSVP #3	Matterport Training By: Bruce Ho & David Zhou (Matterport)	How to Use Facebook Live to Get Free Leads By: Anne Ng (DO)	Asia Virtual Property Expo Malaysian Market Expectations and Opportunities in 2021 By: Gary Tan & Lee Wei (CEO, AVPE Malaysia)	Asia Virtual Property Expo Tips for Landlords When Leasing Out Residential Property By: Abade Lim (CEO, AVPE Singapore)
★ 6pm-9.30pm	2pm-3.30pm	4pm-5.30pm	4pm-5.30pm	★ 3pm-4pm		
The Conception and Architectural Inspirations of Clavon: Why Clavon is an Award Winning Masterpiece at Irresistible 1st Mover Advantage Price By: Gary Tan (SMO)	Midtown Modern: All the Essential Facts You Need to Fall in Love With the Neighbourhood By: Jason Chan (DO)	The Real Estate Legal Toolkit: Beating the Covid-19 Travel Restrictions & Cooling Measures By: Allen Lim & Debbie Briscoe-Lim (Corporate Law Chambers LLP) Moderated By: Clavon Pro (ERA AGO)	Dynamic Dialogue with Diamond Achievers By: Cheryl Tan (DO) Moderated By: Gary Tan (SMO) By: Anne Ng (DO)	Asia Virtual Property Expo Year of Positive Returns - Thailand Property Market By: Mark Thompson (Thailand Property Market)		
*RSVP #1	*RSVP #2		★ 7.30pm-9pm KI Empowerment Series: 5 Growth Opportunity Trends in the West By: Alex Lim (AGOE)			

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*RSVP

#1: bit.ly/ClavonUCS_16Nov

#2: bit.ly/MidtownModernUAT_17Nov

#3: bit.ly/ClavonTraining_18Nov | #4: bit.ly/Dialogue-19Nov

#5: bit.ly/KIEmpowermentUCS_19Nov

Asia Virtual Property Expo #6: avpe.propertyguru.com.my

Attitude determines the altitude of life

- Dennis Chee
Executive Group Division Director



State Agent License No. L30025819



14 NOV

SAT | 12.30PM

3-Key Formula to Select The Right Investment Property

Executive Group Division Director
ERA Singapore



15 NOV

SUN | 2PM

Globalise Your Property Portfolio

Advisory Group Division Director
ERA Singapore



20 NOV

FRI | 3PM

Year of Positive Returns - Thailand Property Market

International Affairs and Project
Coordinator, ERA Thailand



21 NOV

SAT | 2PM

Malaysian Market Expectations and Opportunities in 2021

Chief Executive Officer
ERA Malaysia



22 NOV

SUN | 11AM

Tips for Landlords When Leasing Out Residential Property

Group Division Director
ERA Singapore



26 NOV

THU | 2PM

The Best Time to Invest Property in Indonesia (In Bahasa Indonesia)

President Director
ERA Indonesia



28 NOV

SAT | 11AM

Selling and Buying Tips for HDB Home Seekers

Group Division Director
ERA Singapore



4 DEC

FRI | 3PM

Vietnam Real Estate Market - Rise Up into the New Normal

Chief Executive Officer
ERA Vietnam



5 DEC

SAT | 2PM

Luxury Property Beyond Global Pandemic Crisis

Advisory Group Division Director
ERA Singapore

INTRODUCING

Our Brand New

ERA APAC CENTRE

UNVEILING IN 2021



ERA APAC Centre Transformation





VICINITY MAP

**ERA is the
First and Only
Real Estate
Agency that
owns own
building.**

● DESIGN APPLICATION

Spaces designed for interconnectivity diversify work culture and spaces of aggregation encourages collaboration.

Each of ERA's core values are colour-coded and translated as an invigorating element that that is found throughout the space, giving importance to its foundation.

To keep this development fresh and evergreen, sustainability is its friend. To preserve an era, timelessness is its beauty

GRATITUDE

INNOVATION

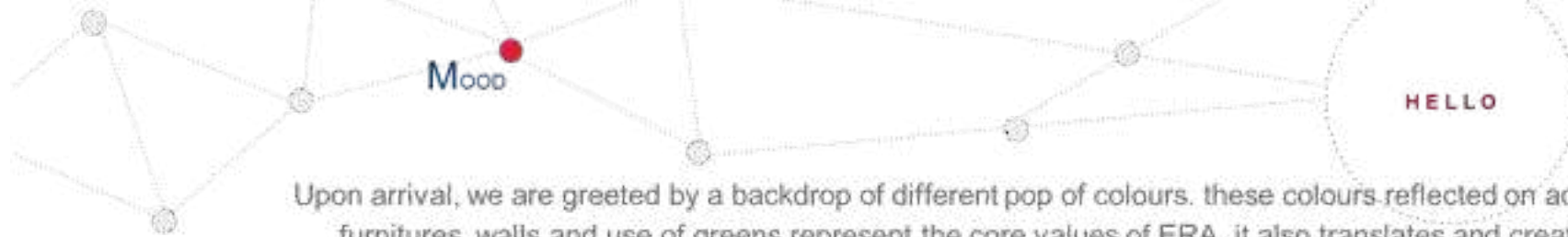
UNITY

INTEGRITY

PASSION



ERA
REAL ESTATE



Upon arrival, we are greeted by a backdrop of different pop of colours. these colours reflected on accent furnitures, walls and use of greens represent the core values of ERA. it also translates and create an element of fun experience throughout the space, a balance between work and play.





The awards and achievements are displayed in various forms across the entire floor, not just the entrance. It allows users at any point to be informed of era's integrity.



Mood

INNOVATION

COLLABORATION
DISCUSSIONS

The innovation spaces encourage collaboration and discussion with different settings to best suit an individual's need. the natural wood palette serves as a neutral ground for fun elements to be incorporated.





Spaces of passion are meeting rooms. each meeting room is different; levelled meeting rooms, informal ones and flexible ones. users can use them for more private discussions.





Spaces of unity encourage users to come together in the common area and interact with one another in a more casual setting compared to the meeting rooms. a table tennis and interactive walls encourage a work-play lifestyle.





After a long work day, both clients and users can unwind and relax at the pantry area to rejuvenate.



Mood

OUTDOOR

Huge planters and featured bench seating demarcates the boundaries of the space. enough transparency is allowed for passer-bys to be curious of the internal space and still allow visual connection for users from the inside-out.



A large vertical garden wall with a red cube mounted on top. A black sign with white text is attached to the wall.

PROPERTY WEEKEND
ERA REAL ESTATE

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Download the app on the App Store or Google Play Store.



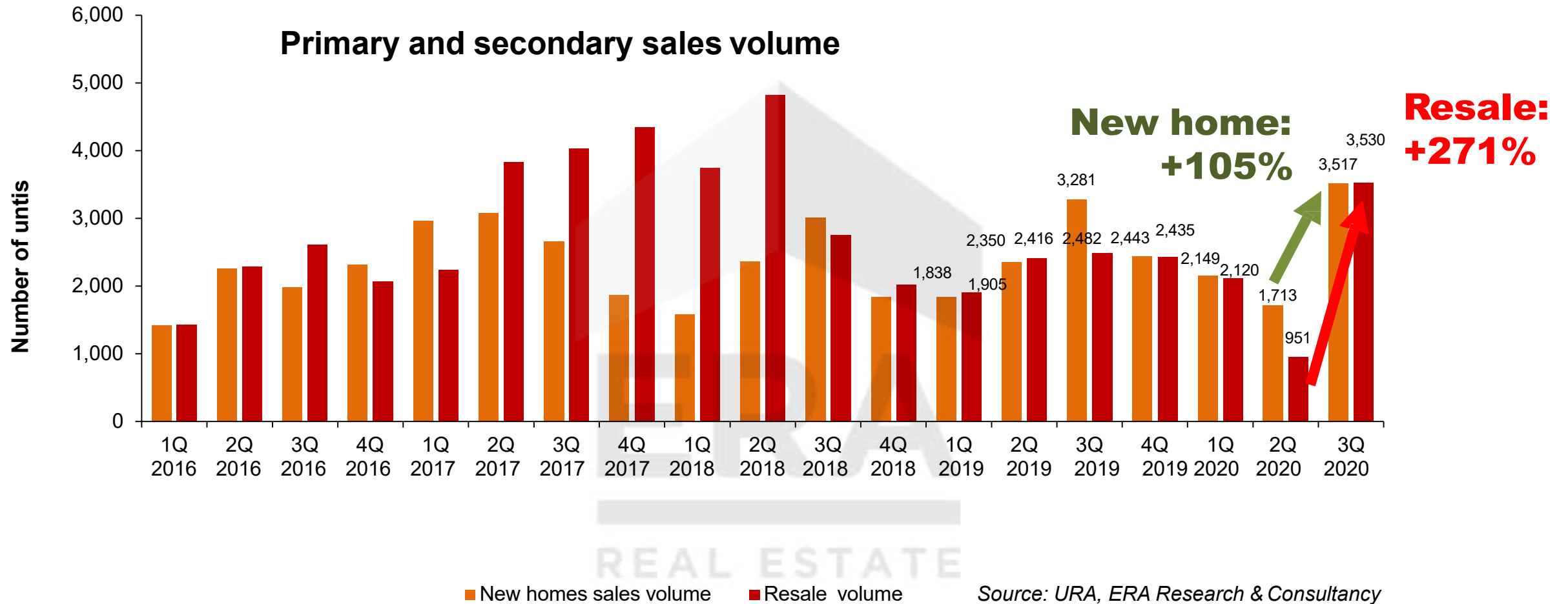






Q3 2020 Updates

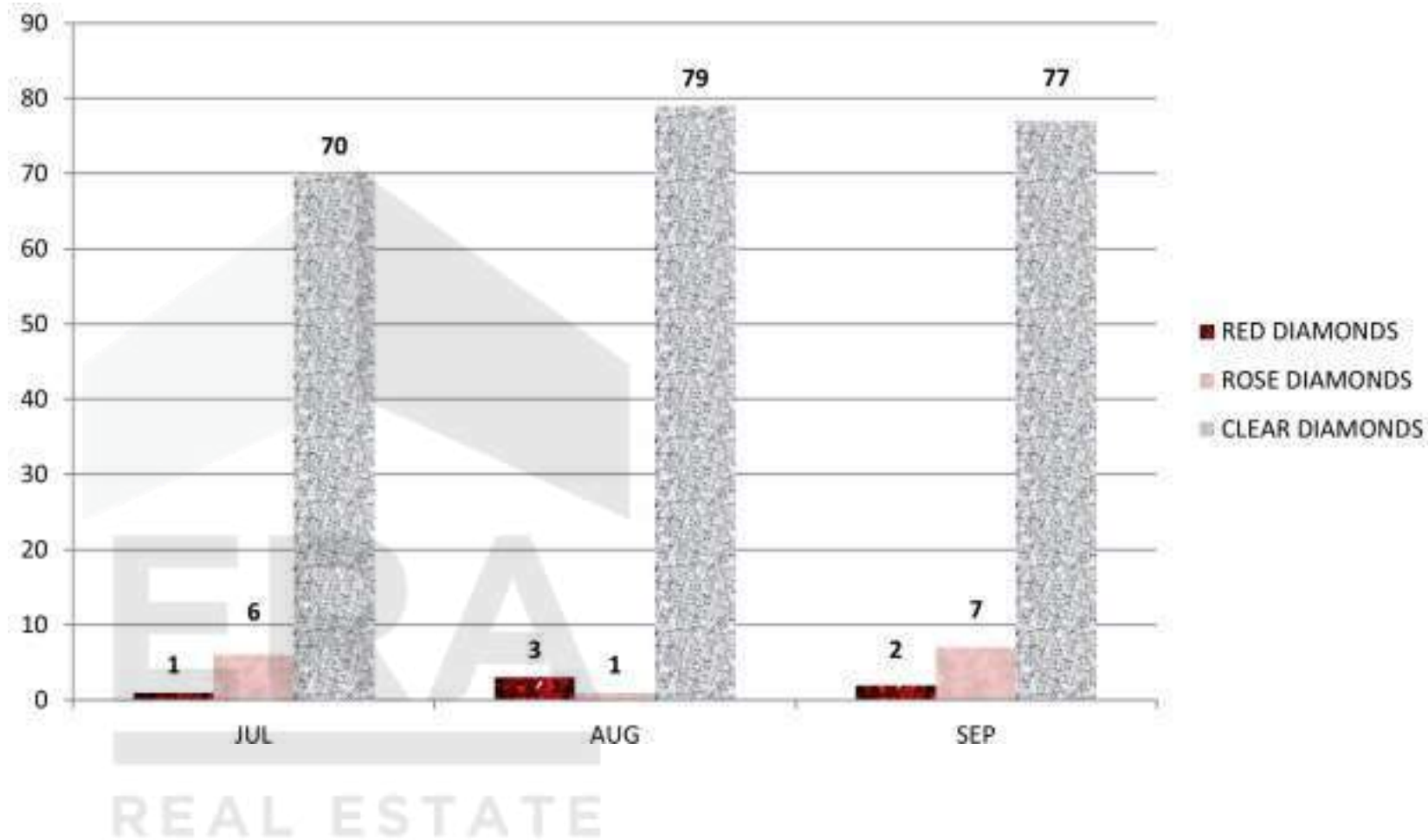
Strong rebounded in Transaction volume (3Q 2020)



Q3'2020 Top 350 Performance

CATEGORY	2020
	Q3
TOP 10	533,084.92
TOP 50	239,362.22
TOP 100	173,457.79
TOP 200	126,417.89
TOP 300	103,701.57
TOP 350	95,818.98

Q3'2020

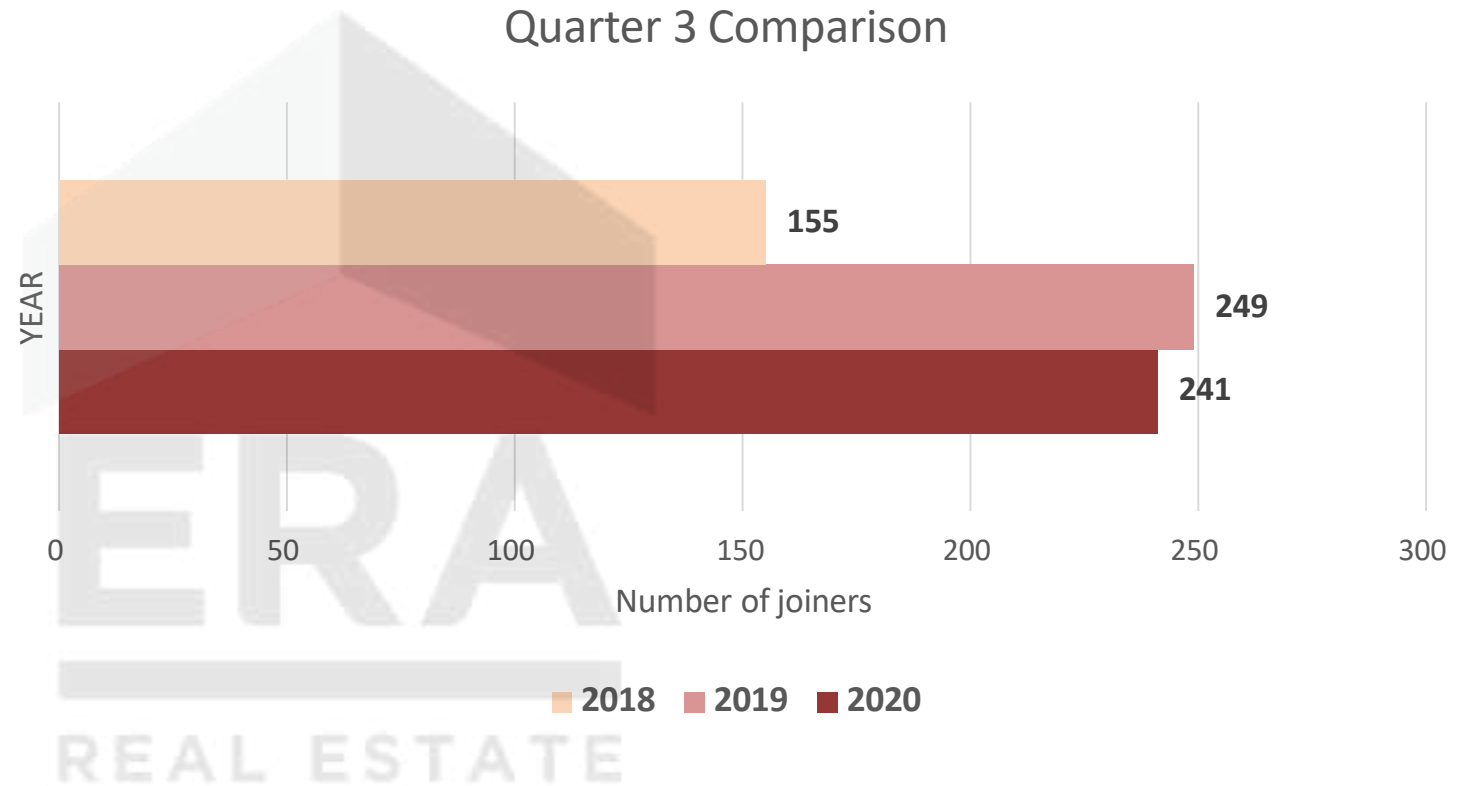


Average Income YTD 2020 vs 2019

CATEGORY	2019 Q1-Q3	2020 Q1-Q3	2019 vs 2020 Q1-Q3
TOP 10	1,548,205.99	1,512,649.65	-2.30%
TOP 50	737,823.57	736,130.40	-0.23%
TOP 100	541,357.18	543,515.75	0.40%
TOP 200	388,381.30	395,286.52	1.78%
TOP 300	316,876.22	323,371.23	2.05%
TOP 350	292,631.41	298,838.82	2.12%

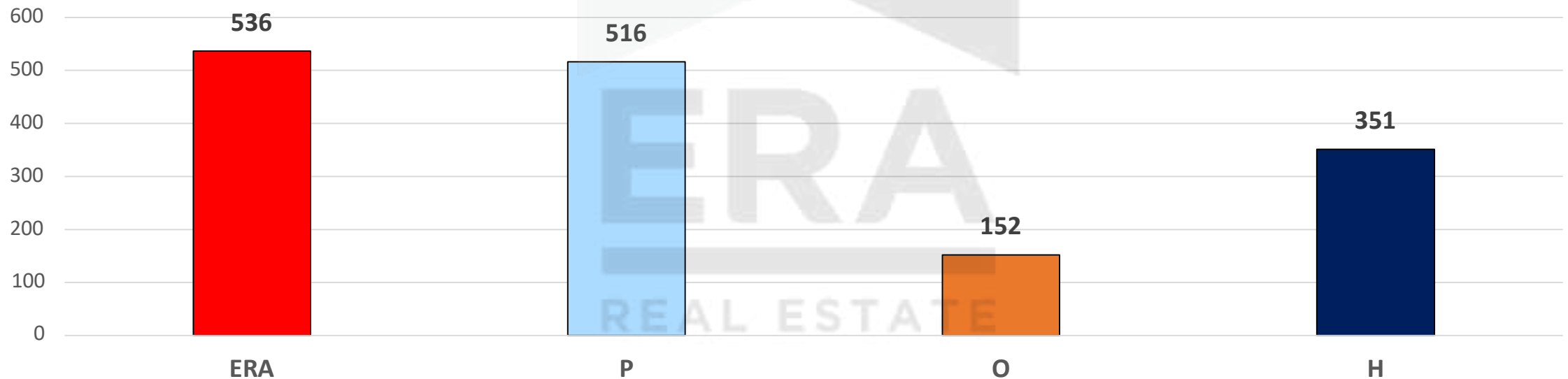
Recruitment Q3 Update

	Recruitment
Year	Q3 (Jul-Sep)
2020	241
2019	249
2018	155



ERA 2020 YTD

	1Jan-9Nov 2020 Growth
ERA	536
P	516
O	152
H	351





2020>2021 Market Direction

URA clampdown on option re-issue may have some cooling effect on property market

By Rachel Muir
rachelmuir@sph.com.sg
@RachelMuirBT

Singapore

THE Urban Redevelopment Authority (URA) has curbed private housing developers from re-issuing the option to purchase (OTP) to the same buyers of the same unit with immediate effect, amid worries that financial dis-

Asia, said the new measures would have a slight cooling effect on market activities in Q4 2020 as the authorities "close this loophole".

Buyers, she said, could adopt a more cautious stance as they now face a non-extendable deadline to make a purchase. Meanwhile, the affordability of homes could be affected due to salary reductions or retrenchments amid the Covid-19 nan-



URA clampdown on option re-issue may have some cooling effect on property market

Continued from Page 1

Typically, a developer of a private residential project issues an OTP after a buyer has paid a booking fee of 5 per cent of the purchase price of a unit.

buyer's stamp duty and, if applicable, the additional buyer's stamp duty (ABSD) within 14 days of exercising the option. The remainder of the downpayment to the developer – 15 per cent of the purchase price – has to

In its circular on Monday, URA said the three-week validity period for the OTP is put in place to "encourage purchasers to exercise financial prudence and commit to purchasing a property only when they have the

Source: ST & BT 28 Sep 2020

The Positive Effects of Non-Reissue Option

Genuine
First Timer

Resale
Property
Market



Before

Buy New
Home

Sell Resale
Home

Now

Sell Resale
Home

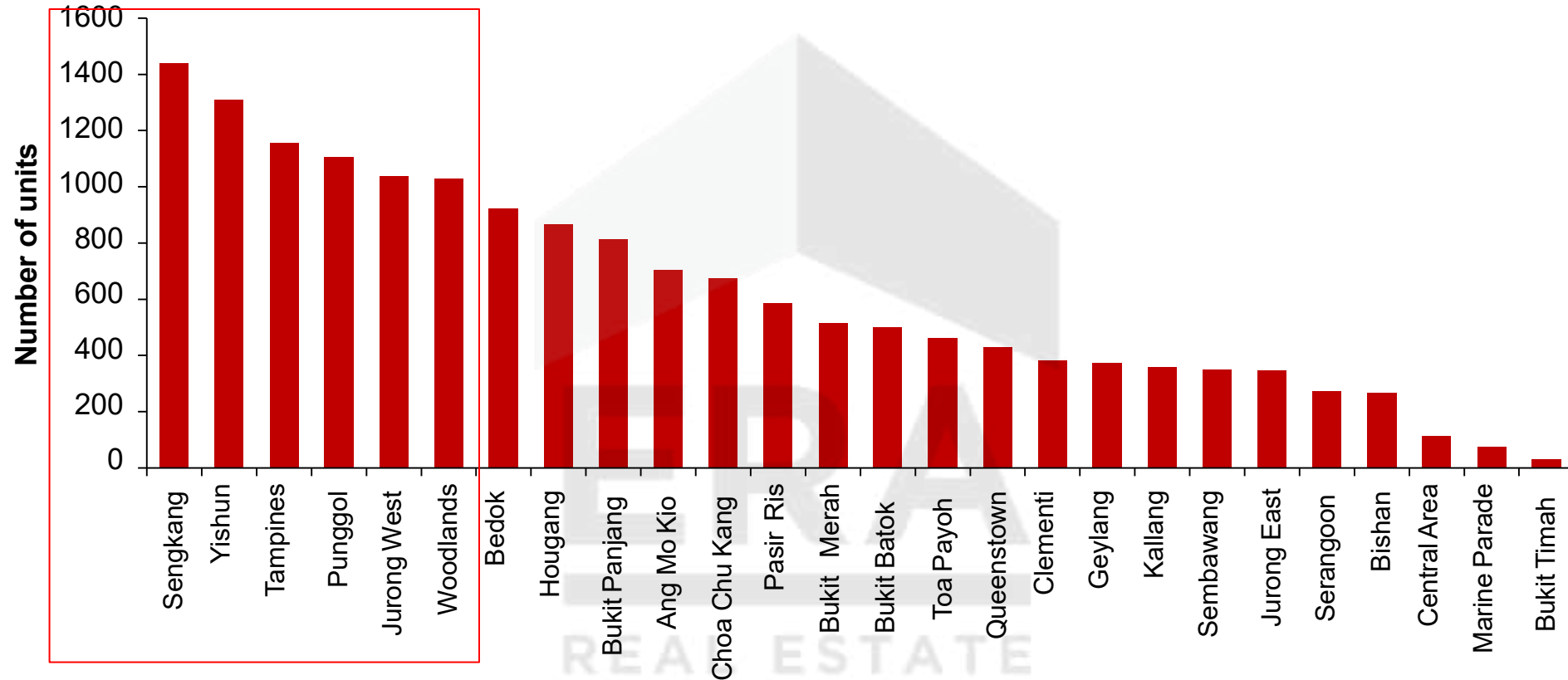
Buy New
Home

REAL ESTATE

HDB Resale Market

Top 6 estates with more than 1000 transactions

Number of HDB transactions from Jan – Sep 2020



Source: HDB, ERA Research & Consultancy

Top 6 estates with more than 1000 transactions

HDB Estate	Number of transactions in 2020	Nos. of flats 5 to 10 year-old sold	Nos. of flats 11 to 20 year-old Sold	Nos. of flats 21 year-old & above sold
Sengkang	1438	824	503	111
Yishun	1308	549	13	746
Tampines	1155	208	12	935
Punggol	1106	853	253	
Jurong West	1039	152	314	573
Woodlands	1031	160	129	742

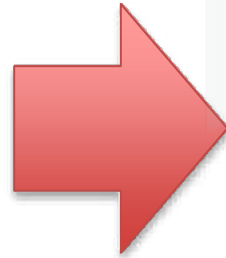
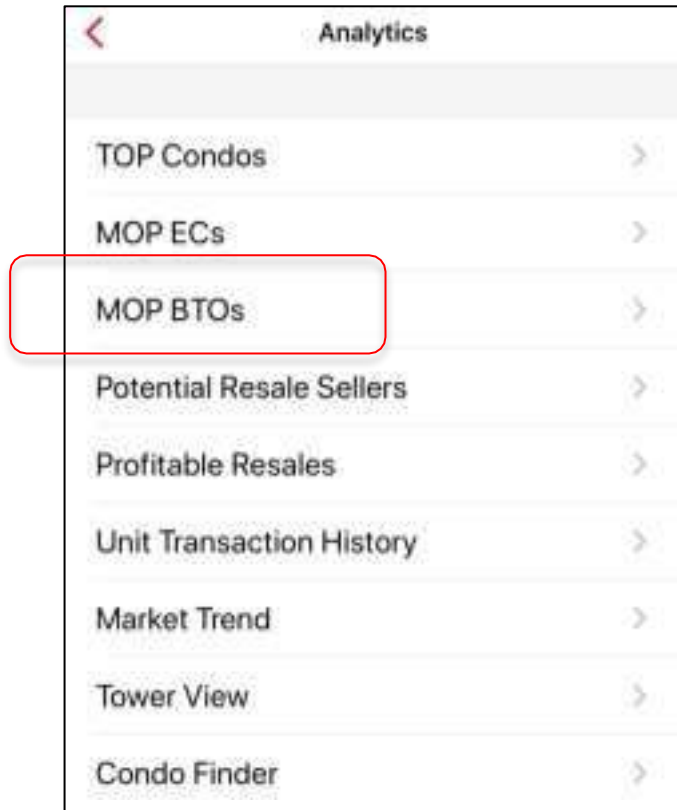
Source: HDB, ERA Research & Consultancy

Target The Current
5-10 years

MOP HDB Flats

ERA
REAL ESTATE

MOP BTOs Source from iERA Analytics



Address	Estate	Year Completed	Unit
BK 121A EDGEDALE PLAINS	Punggol	2015	44
BK 121B EDGEDALE PLAINS	Punggol	2015	11
BK 162A RIVERVALE CRES	Sengkang	2015	10
BK 162B RIVERVALE CRES	Sengkang	2015	10
BK 162C RIVERVALE CRES	Sengkang	2015	10
BK 163A RIVERVALE CRES	Sengkang	2015	10
BK 163B RIVERVALE CRES	Sengkang	2015	6
BK 163C RIVERVALE CRES	Sengkang	2015	10
BK 164A RIVERVALE CRES	Sengkang	2015	10
BK 164B RIVERVALE CRES	Sengkang	2015	10
BK 164C RIVERVALE CRES	Sengkang	2015	10
BK 17A CIRCUIT RD	Geylang	2015	7
BK 17B CIRCUIT RD	Geylang	2015	10

Address	Estate	Year Completed	Unit
BK 121A EDGEDALE PLAINS	Punggol	2015	44
BK 121B EDGEDALE PLAINS	Punggol	2015	11
BK 162A RIVERVALE CRES	Sengkang	2015	10
BK 162B RIVERVALE CRES	Sengkang	2015	10
BK 162C RIVERVALE CRES	Sengkang	2015	10
BK 163A RIVERVALE CRES	Sengkang	2015	10
BK 163B RIVERVALE CRES	Sengkang	2015	6
BK 163C RIVERVALE CRES	Sengkang	2015	10
BK 164A RIVERVALE CRES	Sengkang	2015	10
BK 164B RIVERVALE CRES	Sengkang	2015	10
BK 164C RIVERVALE CRES	Sengkang	2015	10
BK 17A CIRCUIT RD	Geylang	2015	7
BK 17B CIRCUIT RD	Geylang	2015	10

Export to Excel

Once exported, you can open the file in Excel or any spreadsheet software, use comma (,) as the delimiter if needed.

Close

Export

A	B	C	D	E	F	G	H
156	809B CHO A CHU KANG AVE 1	Choa Chu Kang	2015	112	15		0 Singapore
157	815A CHO A CHU KANG AVE 7	Choa Chu Kang	2015	144	19		0 Singapore
158	86 DAWSON RD	Queenstown	2015	320	47		0 Singapore
159	87 DAWSON RD	Queenstown	2015	320	47		0 Singapore
160	870A TAMPINES ST 86	Tampines	2015	135	16		0 Singapore
161	871B TAMPINES ST 86	Tampines	2015	135	16		0 Singapore
162	871C TAMPINES ST 86	Tampines	2015	110	16		0 Singapore
163	88 DAWSON RD	Queenstown	2015	320	47		0 Singapore
164	889A WOODLANDS DR 50	Woodlands	2015	120	16		0 Singapore
165	889B WOODLANDS DR 50	Woodlands	2015	90	16		0 Singapore
166	889C WOODLANDS DR 50	Woodlands	2015	88	16		0 Singapore
167	889D WOODLANDS DR 50	Woodlands	2015	118	16		0 Singapore
168	89 DAWSON RD	Queenstown	2015	154	43		0 Singapore
169	9 JOO SENG RD	Toa Payoh	2015	146	18		0 Singapore
170	90 DAWSON RD	Queenstown	2015	150	43		0 Singapore
171	91 DAWSON RD	Queenstown	2015	150	43		0 Singapore
172	92 DAWSON RD	Queenstown	2015	154	43		0 Singapore
173	93 DAWSON RD	Queenstown	2015	150	43		0 Singapore
174				24,513			
175							

HDB flats reaching 5-year MOP in 2020 and 2021

Estates	Number of flats reaching MOP in 2020
Punggol	6839
Sengkang	4430
Choa Chu Kang	2797
Queenstown	1718
Bedok	1398
Geylang	975
Clementi	888
Bukit Panjang	862
Hougang	781
Woodlands	766
Yishun	690
Jurong East	518
Sembawang	456
Toa Payoh	436
Pasir Ris	447
Tampines	380
Bukit Timah	132

Estates	Number of flats reaching MOP in 2021
Choa Chu Kang	4527
Yishun	3356
Kallang	3048
Punggol	3003
Sengkang	2732
Hougang	1780
Sembawang	1590
Jurong West	979
Clementi	962
Tampines	934
Bukit Merah	910
Bukit Batok	712
Geylang	584
Woodlands	430
Ang Mo Kio	283
Serangoon	195

Source: iERA

MOP 2020: 24,513 units

MOP 2021: 26,025 units

Total : 50,538 units



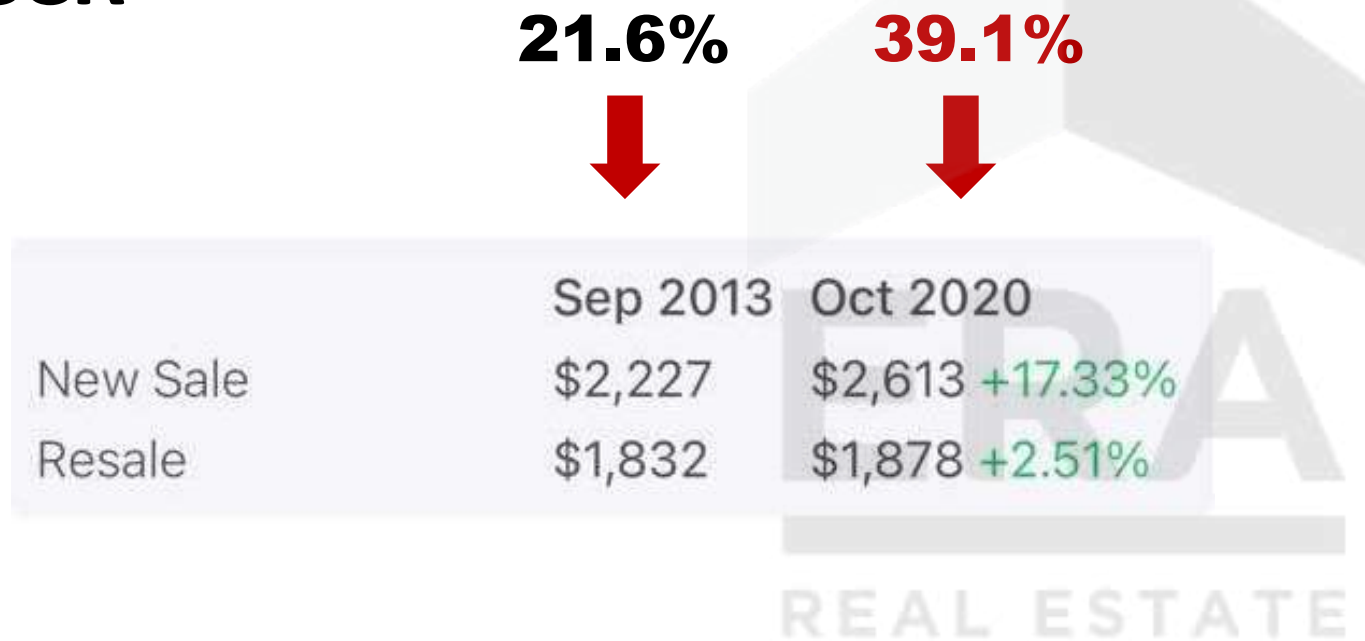
Private Resale Market

The Allure Of Private Resale Home

1. Widening price gap between Resale & New Home.
2. Resale more price adjustment than developers.
3. Resale to take profits, cut losses or switch property.

ERA
REAL ESTATE

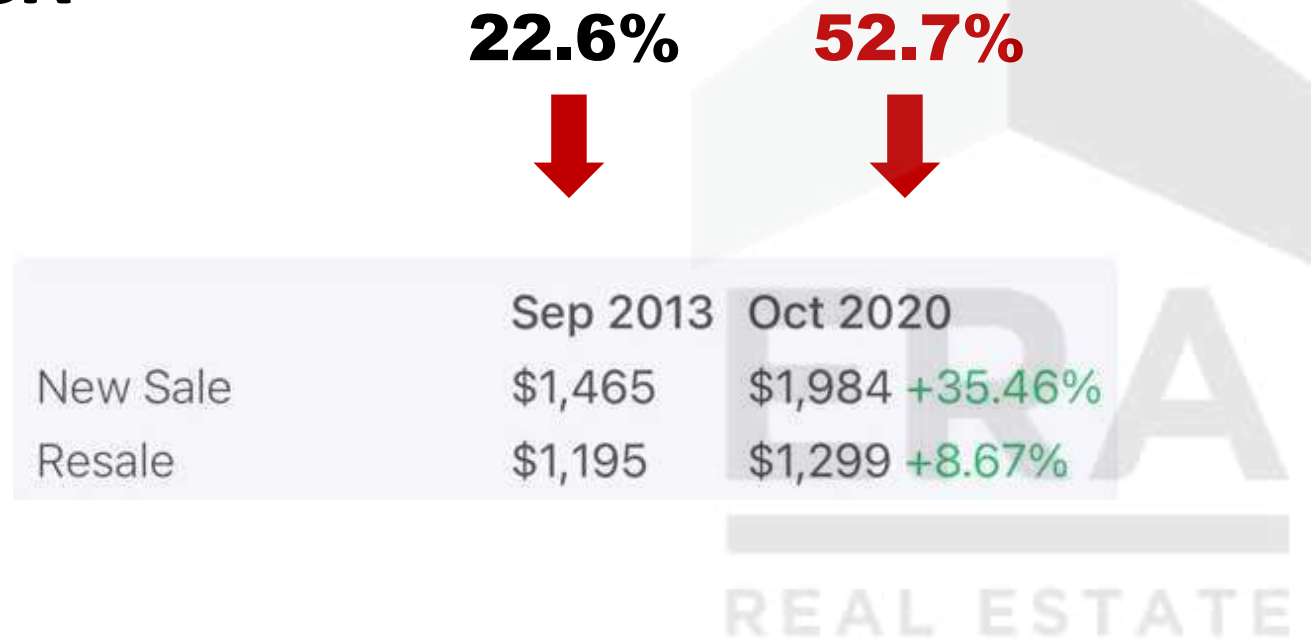
Disparity between new homes and resales widened in the CCR



Source: iERA



Disparity between new homes and resales widened in the RCR



Source: iERA



Disparity between new homes and resales widened in the OCR

20.9%



48.1%



New Sale
Resale

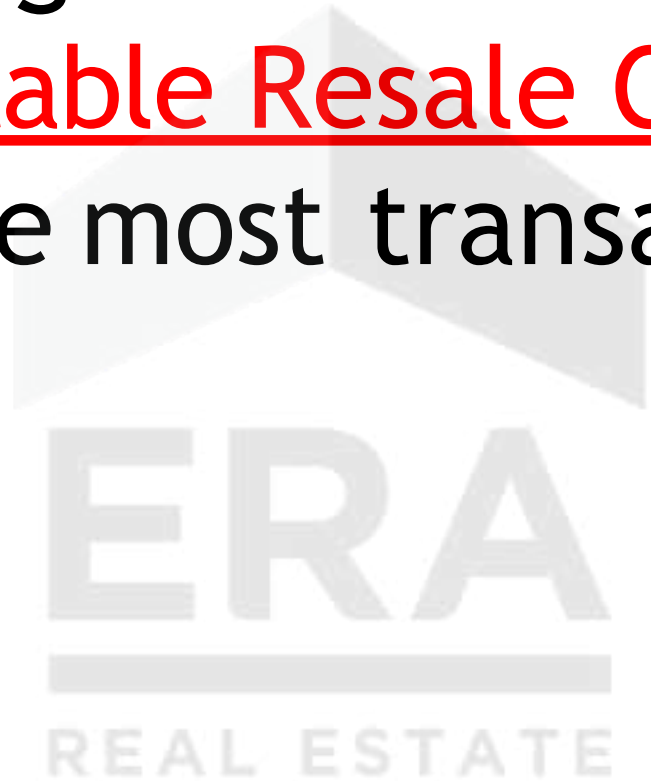
	Sep 2013	Oct 2020	
New Sale	\$1,103	\$1,505	+36.44%
Resale	\$912	\$1,016	+11.42%

Source: iERA

2.3X wider apart for
the last 7 years



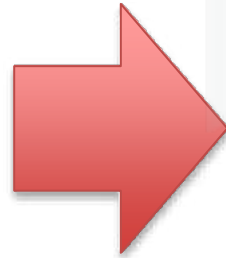
Target The Current
Profitable Resale Condo
with the most transactions



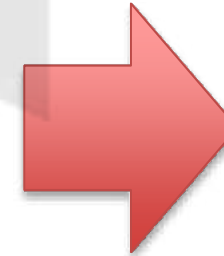
Profitable Resale Condo

Source from iERA Analytics

Analytics	
TOP Condos	>
MOP ECs	>
MOP BTOs	>
Potential Resale Sellers	>
Profitable Resales	>
Unit Transaction History	>
Market Trend	>
Tower View	>
Condo Finder	>



Search Profitable Resales	
Year of Transaction	2020 >
Year of Purchase	>
Type of Purchase	>
Project Name	>
Property Type	Condo/Apartment >
Tenure	>
District	>
Profitable Transaction Count	>
Gross Profit Percent	>
Min Area	>
Max Area	>
Find projects with most number of (gross) profitable resale transactions	
Reset	Search



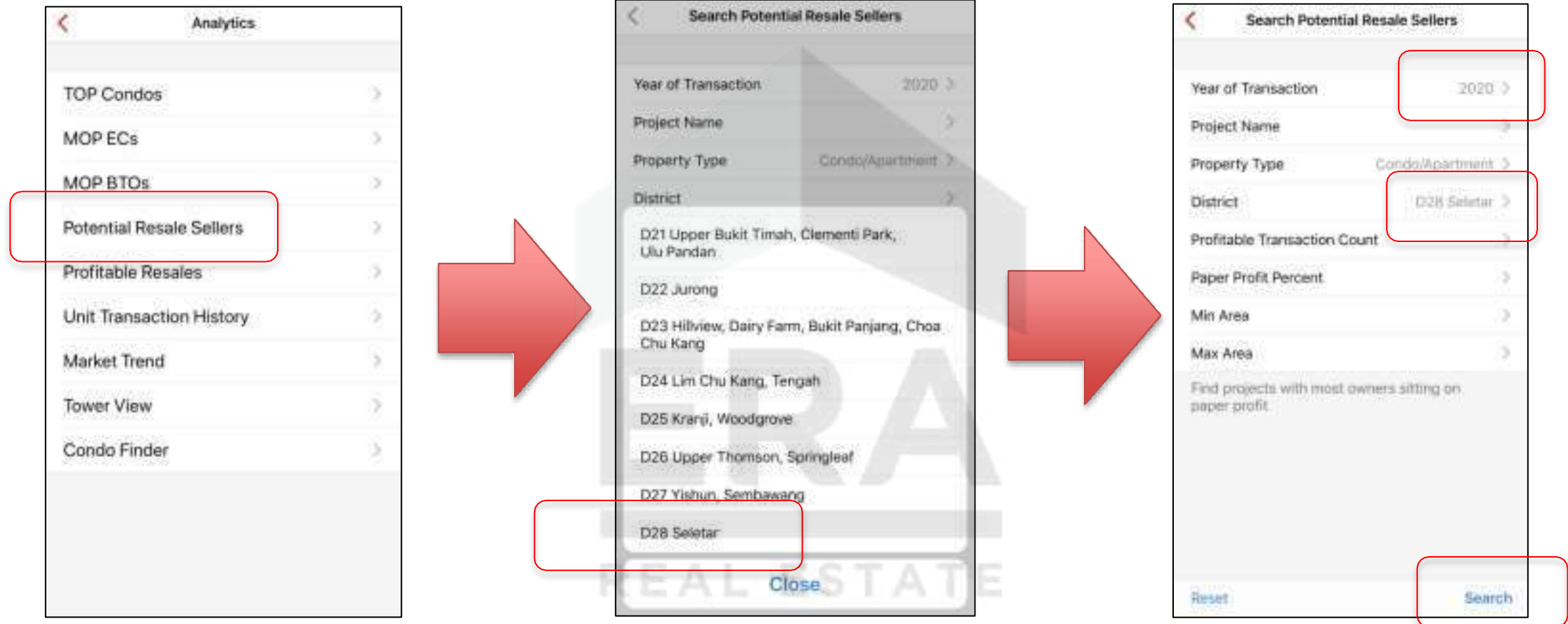
Profitable Resales				
Project/Street	Count	District	Min Profit (gross)	Max Profit (gross)
HIGH PARK RESIDENCES	73	28	\$55,000	\$110,000
THE MINTON	42	19	\$10,000	\$40,000
BOTANIQUE AT BARTLEY	31	10	\$17,000	\$34,000
SMS URBAN OASIS	26	14	\$23,014	\$46,028
O'NEST	25	18	\$24,900	\$49,800
O'LEEDON	24	10	\$2,440	\$4,880
COSTA DEL SOL	21	16	\$39,000	\$78,000
THE PANORAMA	21	20	\$8,928	\$17,856
BARTLEY RIDGE	21	13	\$40,200	\$80,400
COCO PALMS	20	18	\$59,000	\$118,000
PARC CENTROS	20	19	\$21,750	\$43,500
BARTLEY RESIDENCES	20	10	\$3,000	\$6,000
DIAMOND ISLAND	20	10	\$12,000	\$24,000

Profitable
Resale Condo
with the most
transactions
in 2020

Project/Street	Count	District	Min Profit (gross)	Max Profit (gross)	Avg Profit (gross)	Min Profit % (gross)	Max Profit % (gross)	Avg Profit % (gross)
HIGH PARK RESIDENCES	73	28	\$55,000	\$535,000	\$183,167.31	9.65%	45.15%	23.69%
THE MINTON	42	19	\$10,000	\$409,000	\$188,597.05	1.01%	35.85%	18.04%
BOTANIQUE AT BARTLEY	31	19	\$17,000	\$304,000	\$151,924.39	1.73%	23.28%	15.41%
SIMS URBAN OASIS	26	14	\$33,014	\$202,568	\$103,533.62	4.94%	19.30%	12.80%
D'NEST	25	18	\$24,960	\$275,720	\$123,554.80	2.96%	28.95%	12.80%
D'LEEDON	24	10	\$2,440	\$484,960	\$170,372.92	0.15%	21.05%	9.30%
COSTA DEL SOL	21	16	\$39,000	\$805,000	\$406,515.62	2.33%	89.19%	32.48%
THE PANORAMA	21	20	\$9,928	\$311,325	\$127,906.05	1.01%	25.38%	13.83%
BARTLEY RIDGE	21	13	\$40,200	\$257,500	\$120,728	2.98%	20.59%	10.82%
COCO PALMS	20	18	\$59,000	\$290,488	\$143,570.91	7.96%	28.16%	17.47%
PARC CENTROS	20	19	\$21,750	\$426,300	\$154,256.41	3.76%	36.32%	15.95%
BARTLEY RESIDENCES	20	19	\$3,000	\$203,000	\$69,253.30	0.18%	14.13%	5.69%

High Park Residences Potential Resale Sellers

Source from iERA Analytics



Potential Resale Sellers			
Project/Street	District	Total	<=500 sqft
HIGH PARK RESIDENCES	28	1,060	162
RIVERBANK @ FERNVALE	28	407	32
RIVERTREES RESIDENCES	28	405	0
H2O RESIDENCES	28	321	0
SELETAR SPRINGS CONDOMINIUM	28	232	0
SUNRISE GARDENS	28	100	0
SELETAR PARK RESIDENCE	28	93	0
GRANDE VISTA	28	42	0
THE GREENWICH	28	29	0
NIM GARDENS	28	22	0
No more result.			

HIGH PARK RESIDENCES		
Address	Date	Area (sqft)
31 FERNVALE ROAD #06-43	16 Jul 2015	387
31 FERNVALE ROAD #11-52	16 Jul 2015	452
31 FERNVALE ROAD #08-52	16 Jul 2015	452
31 FERNVALE ROAD #07-52	16 Jul 2015	452
31 FERNVALE ROAD #06-52	16 Jul 2015	452
31 FERNVALE ROAD #10-53	16 Jul 2015	452
31 FERNVALE ROAD #07-43	16 Jul 2015	387
31 FERNVALE ROAD #03-45	16 Jul 2015	441
31 FERNVALE ROAD #08-53	16 Jul 2015	452
31 FERNVALE ROAD #09-52	16 Jul 2015	452
31 FERNVALE ROAD #06-53	16 Jul 2015	452
31 FERNVALE ROAD #03-43	16 Jul 2015	387
31 FERNVALE ROAD	17 Jul 2015	387

HIGH PARK RESIDENCES		
Address	Date	Area (sqft)
31 FERNVALE ROAD #06-43	16 Jul 2015	387
31 FERNVALE ROAD #11-52	16 Jul 2015	452
31 FERNVALE ROAD #08-52	16 Jul 2015	452
31 FERNVALE ROAD #07-52	16 Jul 2015	452
31 FERNVALE ROAD #06-52	16 Jul 2015	452
31 FERNVALE ROAD #10-53	16 Jul 2015	452
31 FERNVALE ROAD #07-43	16 Jul 2015	387
31 FERNVALE ROAD	16 Jul 2015	441
Actions		
Export to Excel		
How to print mailers?		
Close		
31 FERNVALE ROAD	17 Jul 2015	387



DFG Updates



DFG WEBSITE





Dynamic Force Group – Charity Event



DFG Leaders Behind The Scene



Search This Site

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ERA - Dynamic Force Group

DFG Members Updates

DFG Virtual Training (Members only)

DFG Training Slides (Members only)

DFG Elite Project Taggers (BETA)



Home » DFG Members Updates

DFG Members Updates

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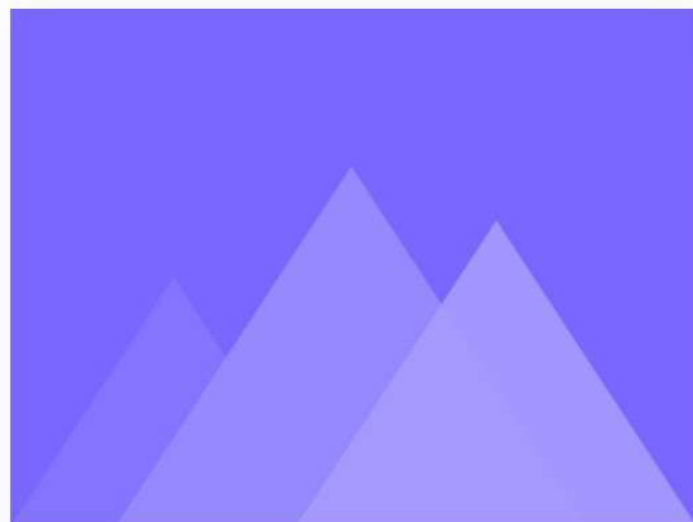


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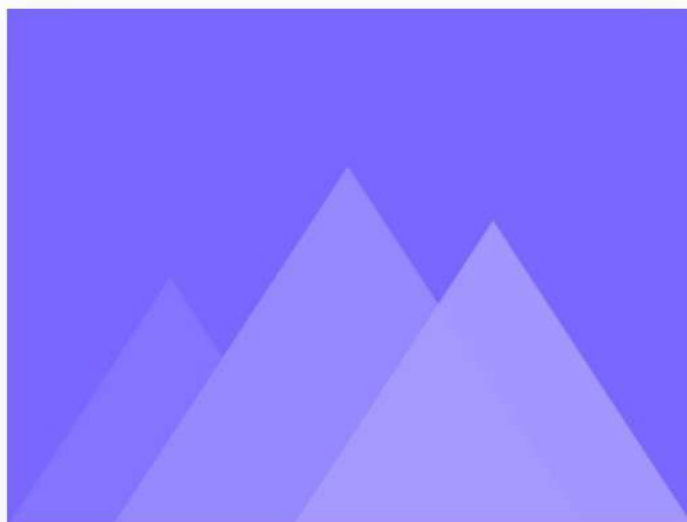
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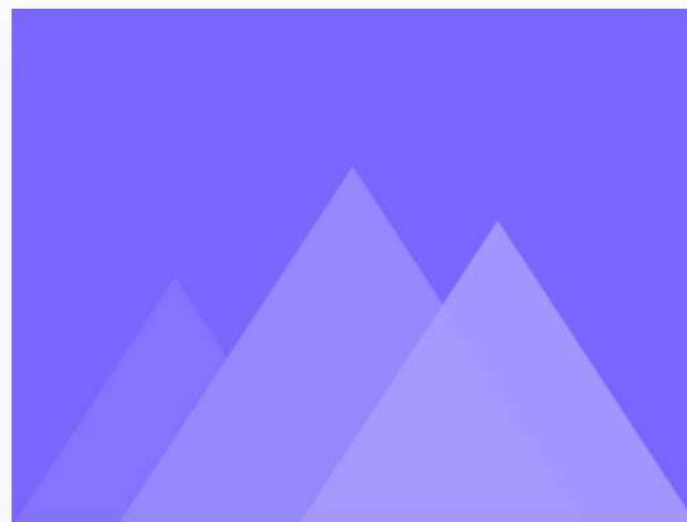
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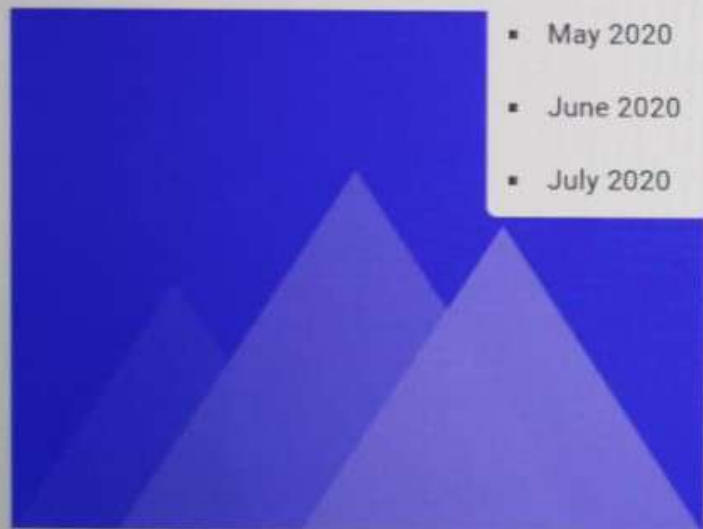
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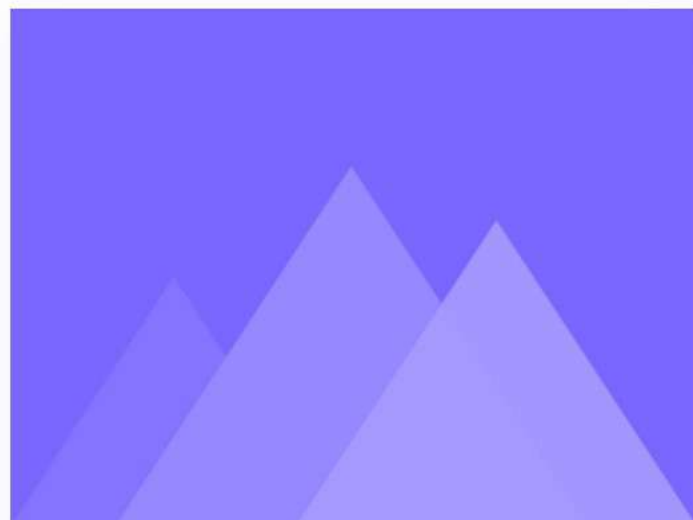


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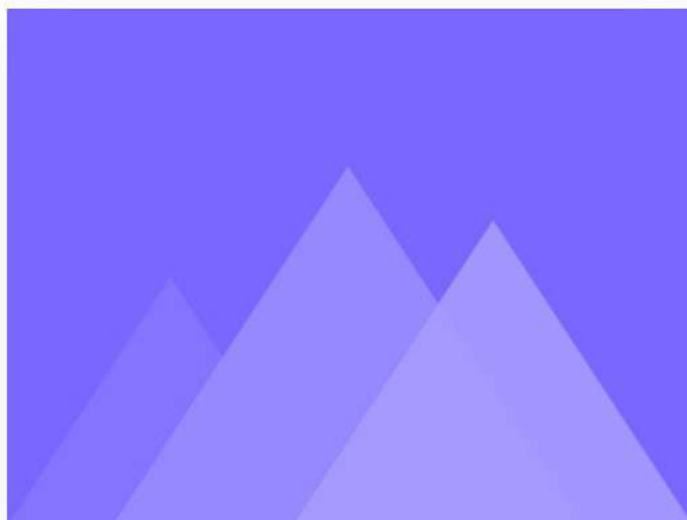
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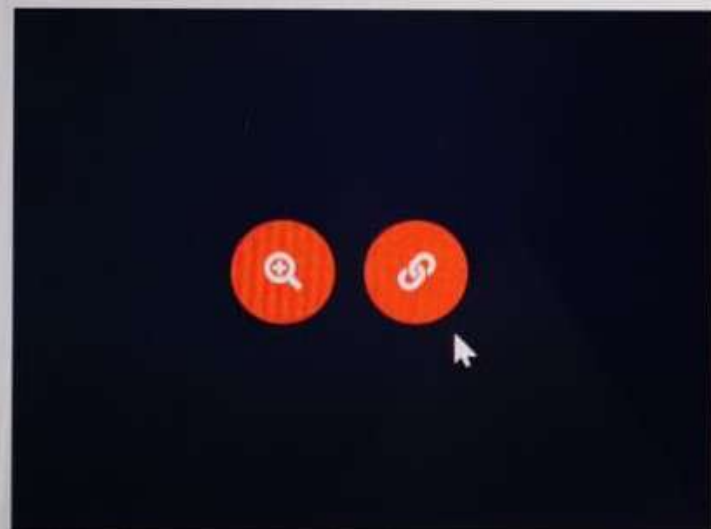
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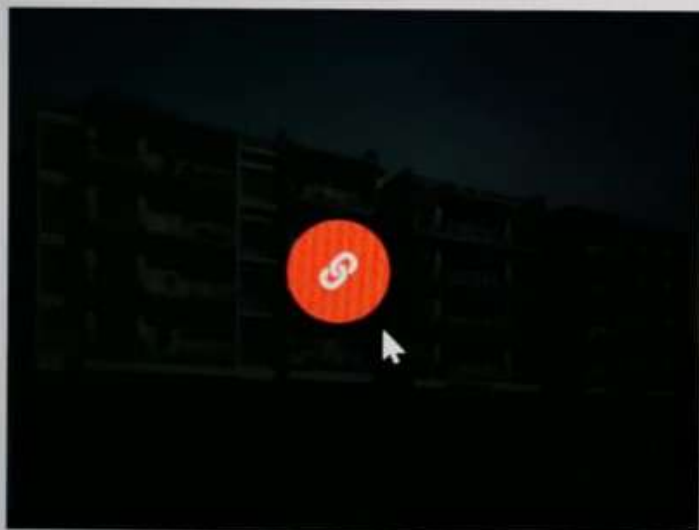


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DSA - M3

Dynamic FB Marketing

23 - 24 NOVEMBER 2020

10am - 5pm

APAC Centre

**REGISTRATION CLOSED
CLASS FULL**



Edmund Ee

Senior Division Director

Co-Founder of Dynamic Force Group



DSA - M2

Dynamic Internet Marketing

9 - 10 DECEMBER 2020

10am - 5pm

APAC Centre



Nick Poh

Senior Division Director

Co-Founder of Dynamic Force Group

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