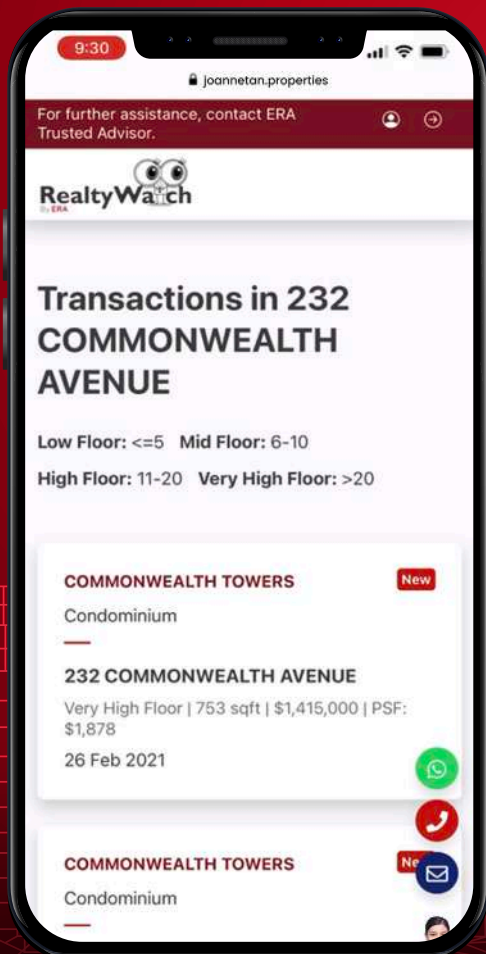


INTRODUCING THE ALL NEW



What's Happening >>>>>>
in your Neighbourhood?



User Manual
For Salespersons

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- 1** What is RealtyWatch + All New RealtyWatch 5-Star Staycation Contest
- 2** Quick Guide: Accessing RealtyWatch from iERA App
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1 What is RealtyWatch + All New RealtyWatch 5-Star Staycation Contest

ERA Singapore has recently launched a new tech initiative called RealtyWatch by ERA — a 24/7 property transactions monitoring platform where you can be aware of latest neighbourhood transaction prices and stay up-to-date with the latest property market info to make better informed decisions!

In celebration of our 39th Year Anniversary, we're giving away a 2DIN 5-Star hotel staycation package for 2, worth \$500! Winners are defined by participants who've registered as a "RealtyWatch VIP" ending with the "39th" position based on their registration status.






1 What is RealtyWatch + All New RealtyWatch 5-Star Staycation Contest

Objectives




The RealtyWatch by ERA is currently the first and only client-agent-enabling CRM tool in the real estate industry offering 24/7 updates on the latest neighbourhood property transactions.

1 To help ERA Teammates to:




-  Engage with your VIPs instantly
-  Connect continuously with prospects with an automated consumer relations management
-  Convert prospects to clients / leads to sales

Benefits

2 For VIPs:

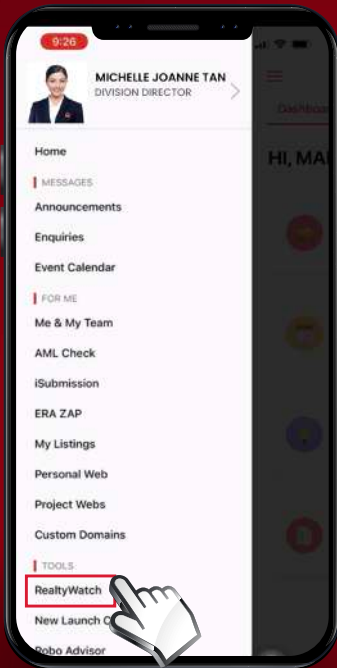
-  Be Aware of Data Transparency on the latest neighbourhood transaction prices and notifications
-  Be Connected as they can reach ERA Trusted Advisors anytime and anywhere
-  Be Educated on the latest property market info and updates

3 For ERA Teammates:

-  Free Leads Generation – As a Listing Tool
-  Efficient Lead Follow Up – Save time in communicating and show their presence
-  Effective Leads Conversion – Tracking the most potential leads with view statistics

2 Quick Guide: Accessing RealtyWatch from iERA App

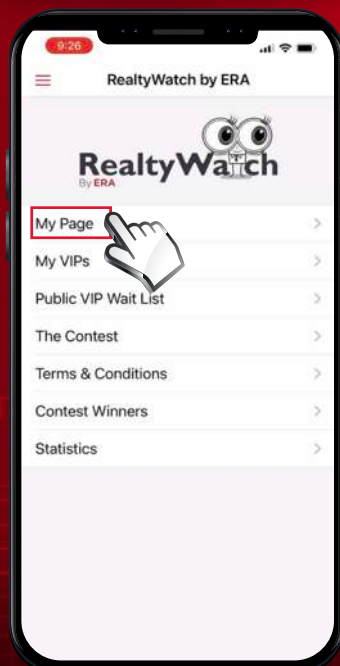
Here's how to get started!



1

Head over to
iERA > Tools > RealtyWatch

Ensure that your app is updated to the latest **iERA Version 7**



2

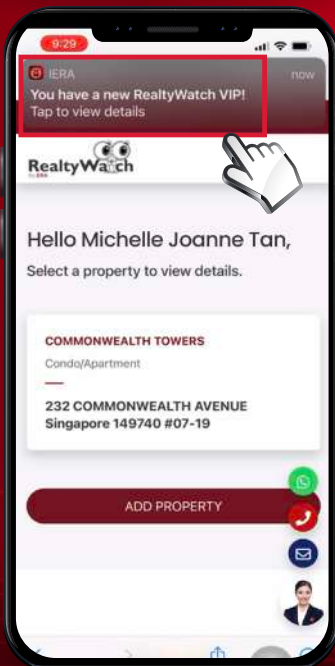
Click on "My Page"

2 Quick Guide: Accessing RealtyWatch from iERA App



3

Share your **UNIQUE Link**
or **QR Code** to grow your **VIP list**



4

You will be notified when
there is a successful sign-up
with your **UNIQUE Link** or
QR Code.

The lead details will appear
under **"My VIPs"**

2

Quick Guide: Accessing RealtyWatch from iERA App

Leads that come in without any Unique Link or QR Code will appear under **"Public VIP Wait List"**. This is a public database where all ERA Teammates are entitled to "grab" 1 VIP for themselves every 24 hours.

Summary of RealtyWatch Menu:



My Page

Find your UNIQUE Link & QR Code to grow your VIP list



My VIPs

The number of VIPs who have either
(1) signed up using your unique link / QR code
(2) been grabbed by you from the "Public VIP Wait List"



Public VIP Wait List

Shows you the available public leads up for grabs. These leads are consumers from the mass public that have signed up via the generic link (i.e. RealtyWatch.sg) and are NOT tagged to any ERA teammate yet.

- a. All ERA Teammates are entitled to 1 free grab every 24 hours.
- b. VIPs grabbed are added to your "My VIPs" list.



The Contest

Information about the All New RealtyWatch 5-Star Staycation



Terms & Conditions



Contest Winners

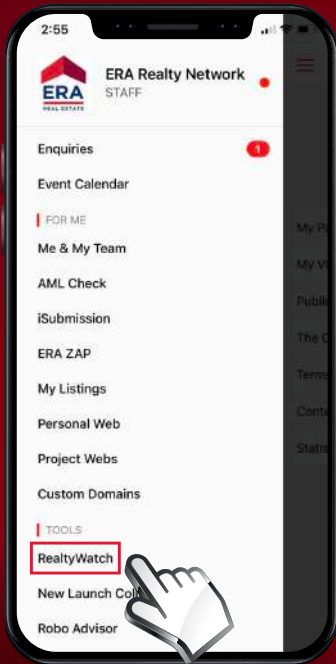
As the 39 winners are identified, they are announced on this tab.



Statistics

Shows the user activity of your VIPs in your list.

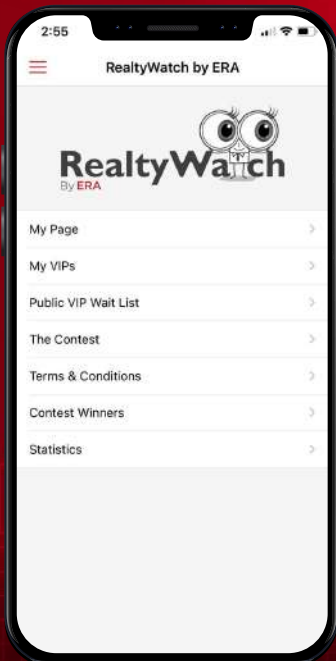
3 Step-By-Step Instructions



1

Activate the iERA App on your Smartphone or Tablet. Ensure that you have updated the app to the latest version 7.

In the menu bar, click on **"RealtyWatch"**



2

This opens the **RealtyWatch Main Menu.**

- | | |
|-------------------------|-----------------------|
| 1. My Page | 5. Terms & Conditions |
| 2. My VIPs | 6. Contest Winners |
| 3. Public VIP Wait List | 7. Statistics |
| 4. The Contest | |

3 Step-By-Step Instructions



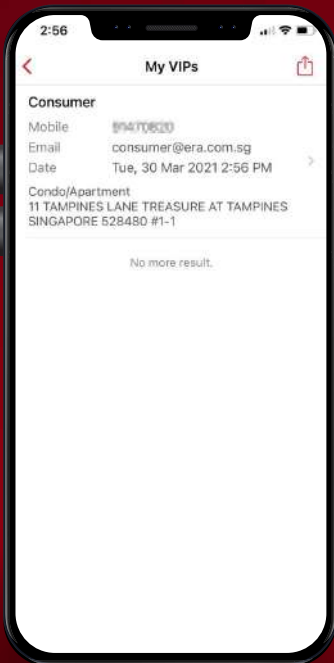
3

In **"My Page"**, you can find your Unique Link & QR Code tagged to your account.

Share this link or QR code to build your RealtyWatch VIP List.

Registrants that come in via this unique link or QR code are **automatically added** into your **"My VIPs" list**.

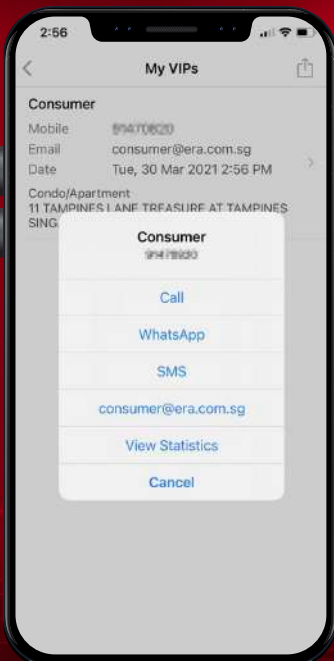
3 Step-By-Step Instructions



4

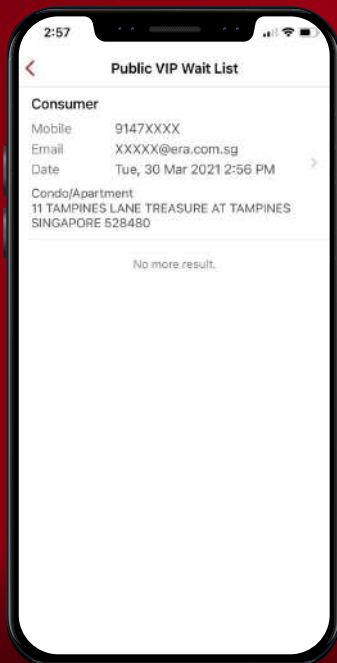
Under **"My VIPs"** you can see the details of your VIPs, as well as the properties that each VIP owns/is interested in. (This includes commercial, industrial and residential properties)

This list comprises of the VIPs who have **signed up using your unique link/QR Code**, or that **you have grabbed from the Public List**.



Clicking on your VIP's name will open up a pop-up screen with the option to **contact the client** (via Call, WhatsApp, SMS or Email) as well as a **"View Statistics"** option.

3 Step-By-Step Instructions

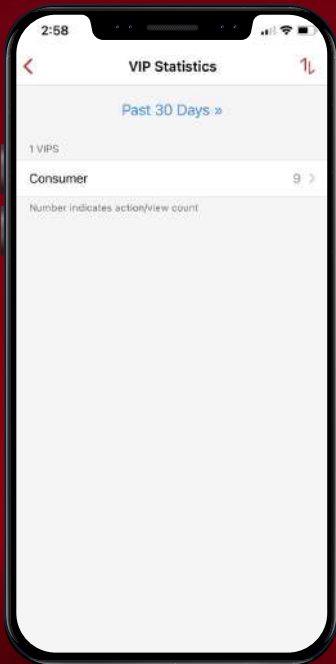


5

The “**Public VIP Wait List**” are where **mass-market prospects** are stored. These leads are those that come in **WITHOUT a unique link or QR code** (i.e. those who directly registered at RealtyWatch.sg)

Teammates are allowed to “grab” one public VIP every 24 hours to add into their VIP Lists.

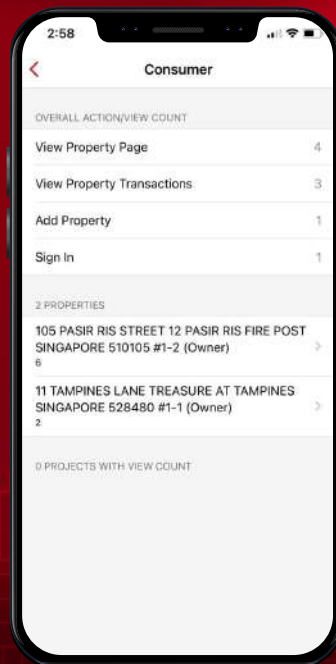
3 Step-By-Step Instructions



6

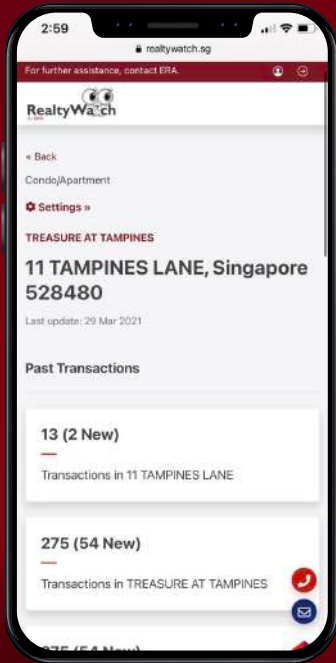
Click on **"VIP Statistics"** to see the details of the properties your VIPs are interested to monitor.

Click on the name of the VIP to gain a better understanding the properties they own or are interested in. This equips you with **overall data** on search frequency and other activity-based statistics for each listed property.



With this information, you can **better cater to your VIPs interests and needs.**

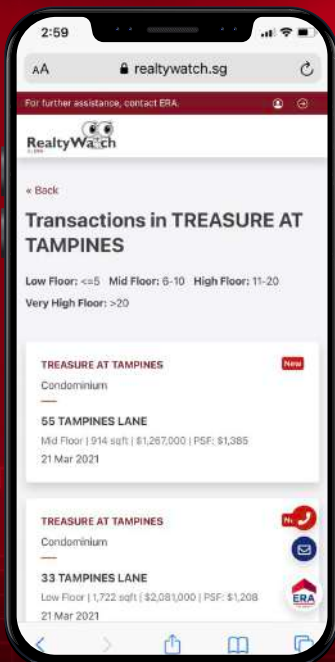
3 Step-By-Step Instructions



7

Upon clicking on the property that your VIPs have listed, you will be directed to the property details page on **RealtyWatch.sg**.

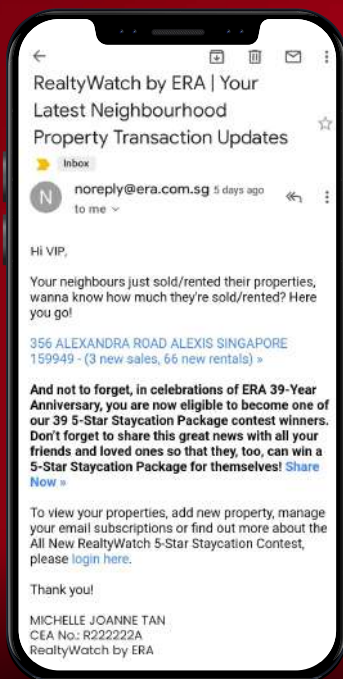
This page shows the details **of the specific property the VIP has selected** to monitor.



It provides latest updates on both **Resale & Rental transactions** of the neighborhood, as well as latest **new project launches** across Singapore.

4

Email Notifications



VIP's view Sample Email Notification

When a transaction takes place at any of the listed properties specified by the VIP, an email will be automatically generated and sent to the VIP.

The source of updates include HDB for HDB Properties or URA for Private Properties. In addition, VIPs will be informed of any Ultimate Consumer Seminars organised by ERA.

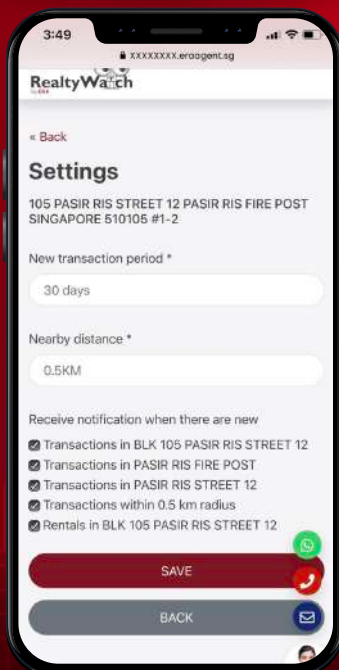
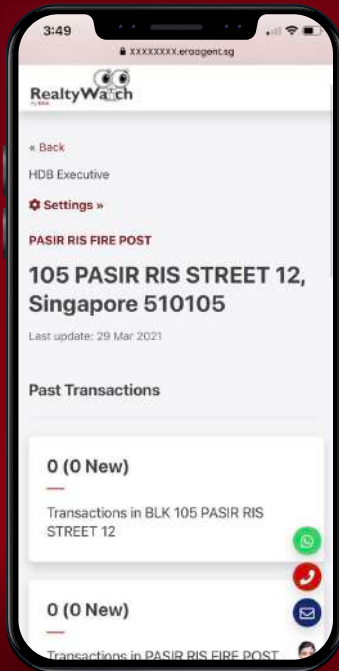
4

Email Notifications

To Edit Email Preferences

If your VIP would like to **edit their email notification preferences**, they can click on the desired listing, then click on “settings”.

This opens the list of **notification options**, and they may select or unselect as desired. Click on “Save” to apply changes.



Please note that this setting applies to **individual property listings**. If you would like to change the email notification on multiple properties listed, please edit the project settings individually.

5

FAQs

Q: Can I join RealtyWatch if I do not have a referral link/QR code?

A: Yes you can! You may sign up at RealtyWatch.sg

Q: Can I choose to unsubscribe from the emailing list for one of the properties I have listed in my account?

A: Yes, you may edit your email preferences in your dashboard at any time. Please note that email settings are unique to each property that you have added into your dashboard.

Q: I am receiving too many emails. Can I reduce the frequency of the email notifications?

A: Yes, you may do so by selecting the property from your RealtyWatch dashboard, then clicking on “settings” in your email preferences.

5

FAQs

Q: Is there a limit to the number of properties that I can add into my RealtyWatch dashboard?

A: No. You can add as many properties into your watch list as you'd like!

Q: Will my account be closed automatically if I am inactive?

A: No, your account will be accessible to you any time unless you close it yourself.

6

Terms & Conditions: All New RealtyWatch 5-Star Staycation Contest

- 1** The Contest period is from 10 March 2021, 10am (hereby known as “Start Date”) till 9 March 2022, 10am (hereby known as “End Date”).
- 2** To be eligible for the Contest, clients of ERA and members of public have to register from the Start Date to become “RealtyWatch VIP” or “Public VIP” (hereby known as “Participants”) and a chance to participate in the Contest.
- 3** Participants must be above 18 years old and a Singapore Citizen or Singapore Permanent Resident or have a Singapore residential address.
- 4** By participating in the Contest, the Participants hereby agree to the terms and conditions herein.
- 5** Every corresponding ERA Trusted Advisor will automatically get a chance in the Contest.
- 6** A total of 78 5-Star Staycations Packages – each consisting of a 2 Day 1 Night Hotel Stay for 2 persons and inclusive of breakfast at a 5-Star hotel – will be given away.
- 7** There will be two sets of winners in this Contest: 39 Packages to the Participants and 39 Packages to the corresponding ERA Trusted Advisors.
- 8** The value for each Staycation Package is up to S\$500 in value; or not more than S\$39,000 in total value.
- 9** The winners are defined by the 39 participants who have registered as RealtyWatch VIP ending with the “39th” position according to their registration status; for example the number 39th participant will be the first winner, followed by 139th, 239th, 339th and all the way to 3839th participant who will be the 39th winner. Please refer to the Contest Winners for the winning list.

6

Terms & Conditions: All New RealtyWatch 5-Star Staycation Contest

- 10** The Winners of the Contest may be announced during ERA Monthly Division Directors' Meetings, from April 2021 to March 2022, organised by ERA at the new ERA Media Hub and the results published on the official ERA Facebook page.
- 11** Winners acknowledge that prizes are not transferrable.
- 12** Winners will be informed by email, normal mail or any other methods of communication and the ERA's decision in respect of all matters related to the Contest will be final.
- 13** Winners of the Contest will be announced on ERA Facebook page within 7 days after the announcement of the Contest.
- 14** The winners will be notified by email or any other methods of communication on the collection of the prizes within 30 days from the date of announcement of the winners. If the winners cannot be contacted or fails to claim the prize within 60 days of notification, ERA reserves the right to withdraw the prize from the winner and contribute to Community Chest.
- 15** The allocation of room and the actual redemption of the staycation are subject to availability and comply with the terms of conditions of the Hotel Partner throughout their stay. Any other charges whatsoever that are accumulated by the Winners during their stay will be the sole responsibility of the Winners.
- 16** The Contest is solely organised and conducted by ERA and the Hotel Partner is not responsible for the Contest. The Hotel Partner's involvement in the Contest is only to provide the Staycation Package to the "Winners" of the Contest.
- 17** ERA reserves the right to vary these terms and conditions or postpone the draw without prior notice at its sole and absolute discretion.

6

Terms & Conditions: All New RealtyWatch 5-Star Staycation Contest

- 18** ERA shall not be responsible for any consequences that any participant may suffer (including but not limited to any injury, loss, damage or disappointment, any error in computing chances, any breakdown or malfunction in any computer system or equipment, any notice which is misdirected and/or lost in the post, or that results in an infringement of any law or regulation as a result of, or in connection with the Contest and/or redemption or use of the Prizes.
- 19** By participating in this Contest, Participants acknowledge that they are consenting to ERA in announcing their names as the prize-winners in the winner's announcement. Contest prize may be forfeited and awarded to the next winner if any winners are unable to comply with this condition
- 20** As part of the agreement to participate in the Contest, all Winners will have to post staycation photos and promote about the Contest on theirs or another family member's social media platforms. A sample script will be prepared for them for the purpose of promoting and advertising the Contest and/or the services of RealtyWatch.
- 21** By participating in the Contest, Participants are deemed to have consented to the collection, use and disclosure of his/her name, image, voice or anything similar whatsoever by ERA to be used in marketing materials. They also agree and consent to the collection, use and disclosure of their personal data by ERA and its business partners for marketing communication purposes on the products or services available from ERA whether related to the Contest or otherwise. Notwithstanding that the Participants may have registered their contact numbers with the National DNC Registry, the Participants are deemed to have consented to be contacted by ERA and its business partners whether related to the Contest or otherwise. Finally, Participants agree and acknowledge that ERA is authorised to process their personal data provided pursuant to this Contest in accordance with its data privacy policy.

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