

Enhancements to Continuing Professional Development Ecosystem for the Real Estate Agency Industry

19 May 2023



The operating environment has evolved since the launch of Real Estate Industry Transformation Map (REITM version 1.0) in 2018.

CEA introduced the revised CPD framework under REITM 1.0 in Oct 2019.

- 6 CPD credits (or 6 to 9 training hours)
- 4 credits on professional competency courses
- 2 credits on generic competency courses

The real estate agency industry has seen an **acceleration in its digital transformation...**



Consumers expect higher levels of diligence, higher professional standard and better service delivery from their property agents to help them make informed decisions on property transactions.

Vision of REITM 2025

REITM 2025 was launched in September 2022.

Transforming the Real Estate Agency Industry to be Professional, Productive and Resilient



Digitalise
property
transaction
processes



Promote technology
adoption by property
agencies



Enhance value add of
property agents through
emphasis on
skills development

Project ADEPT is a key REITM 2025 initiative under Jobs & Skills pillar and Resilience pillar.



Project ADEPT* study

To enhance the entire CPD ecosystem in collaboration with industry stakeholders.

1

Enhance value add of property agents through emphasis on skills development



3

Enhance value add of property agents in consumer education



2

Enhance the digital skills of property agent



* ADEPT stands for Advancing and Enhancing Professionalism and Training

Project ADEPT's 3 key thrusts to enhance the entire CPD ecosystem.

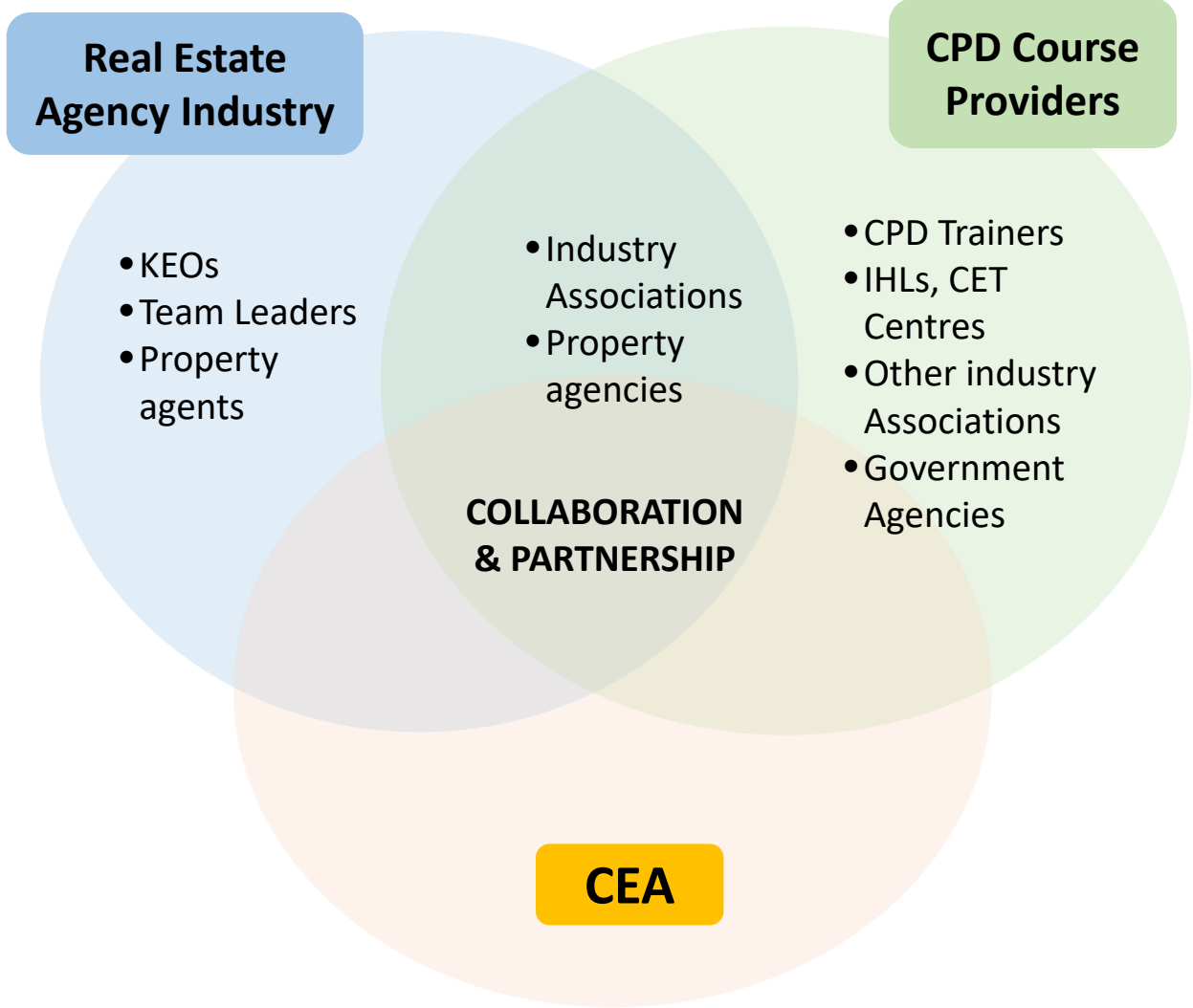
3 Key Thrusts

Raising Professionalism

Enhancing Training Quality

Promoting Mindset Change towards CPD Training

CPD Ecosystem for Real Estate Agency Industry



3 Key Thrusts and 8 Measures

Raising the Professionalism of property agents and Preparing the Industry for the Future

1 Higher CPD requirement for registration renewal

2 Reconfigure CPD requirement to recognise more forms of CPD activities for both structured and self-directed learning

3 Training requirement in Prescribed Essential topics for property agents

4 Differentiated learning paths to better support the industry's diverse learning needs

Enhancing the Quality of CPD Training for property agents


5 New and tighter accreditation criteria and course instructional design requirements for CPD courses


6 New audit framework for CPD courses


7 Greater transparency of course participants' feedback

8 Stackable modules and specialised courses that lead to certification

Promoting a Continuous Learning Mindset amongst property agents

 For property agents and property agencies

 For CPD course providers

 Motivational push for property agents

CPD is continuous training throughout the property agents' career.



Continuing Professional Development (CPD)

- **Refresh**

Keep **up-to-date** with industry and regulatory developments and professional knowledge.

- **Reinforce**

Deepen current knowledge, skills and competencies to meet the changing demands of the industry.

- **Review**

Acquire **new** areas of knowledge, skills and competencies for resilience and future-readiness.

Key Thrust 1:

Raising the Professionalism of Property Agents and Preparing the Industry for the Future

Enhancement Measure 1: Higher CPD requirement for registration renewal

From Oct 2025

6 Credits
(6 to 9 hours)



16 Training Hours

With more and better training, property agents can keep abreast of the latest knowledge and pick up competencies to stay **relevant** and **resilient**.



Enhancement Measure 2: Reconfigure CPD requirement to recognise more forms of CPD activities for both structured and self-directed learning

12
Training
Hours

**Structured
Learning (SL)**

4
Training
Hours

**Self-directed
Learning (SDL)**

*Including 4 training hours of Prescribed Essentials **NEW**

Professional Competencies (PC)

- Laws and Regulations
- Property Markets
- Related Real Estate Knowledge

Courses Accredited by CEA

Generic Competencies Plus (GC Plus) **NEW**

- SkillsFuture Singapore's 16 Critical Core Skills
- Knowledge and Skills Relevant to Estate Agency Work **NEW**

Course Attendance Approved by Agent's KEO

12 SL Training Hours + 4 SDL Training Hours = 16 Training Hours

From 1 October 2025

Enhancement Measure 3: Training requirement in Prescribed Essential topics for property agents

Prescribed Essential

NEW

To reinforce property agents' understanding and competence in critical areas to carry out duties competently and ethically.

Some examples include:

- Ethics
- CEA and other government agencies' rules and regulations for property transactions
- Estate Agents (Prevention of Money Laundering and Financing of Terrorism) Regulations 2021

Comprising **4 training hours**, the Prescribed Essential will form part of the **12 training hours** under the **Structured Learning** component.

Example: CPD cycle (Oct 2025 to Sep 2026)

Starting from 1 October 2025

Structured Learning

Professional Competencies:

- One-day course on rental, sale and purchase of private residential properties

[8 training hours]

Prescribed Essential:

- Half-day course on Regulations

[4 training hours]

12 Training Hours

Self-directed Learning

Generic Competencies:

- Half-day course on service orientation

[4 training hours]

4 Training Hours

Total: 16 Training Hours

Enhancement Measure 4: Differentiated learning paths to better support the industry's diverse learning needs



Knowledge and Competency Mapping Based on Job Role and Specialisation

What is your job role?

Main job roles involved in estate agency work

- **Key Executive Officers (KEOs)**
- **Team Managers / Team Leaders**
- **Property Agents**

What is your area of specialisation?

Main property market segments handled by property agents (not exhaustive)

Residential

- Public
- Private
- Sale of land parcels

Commercial

- Office
- Retail
- Shop-houses
- Hotels
- Medical suites
- Sale of land parcels
- Coffeeshops

Industrial

- JTC properties
- Private properties
- Warehouses
- Logistics
- Data centres

Foreign

- Property in foreign jurisdictions

Note: The Differentiated Learning Paths (DLP) serve as a reference and are not intended to be prescriptive

- Aligns with property agencies' commitment in the Estate Agents Pledge to support their property agents' professional development so as to build a more professional and trusted real estate agency industry.



Enhancement Measure 4 (cont'd): Differentiated learning paths to better support the industry's diverse learning needs

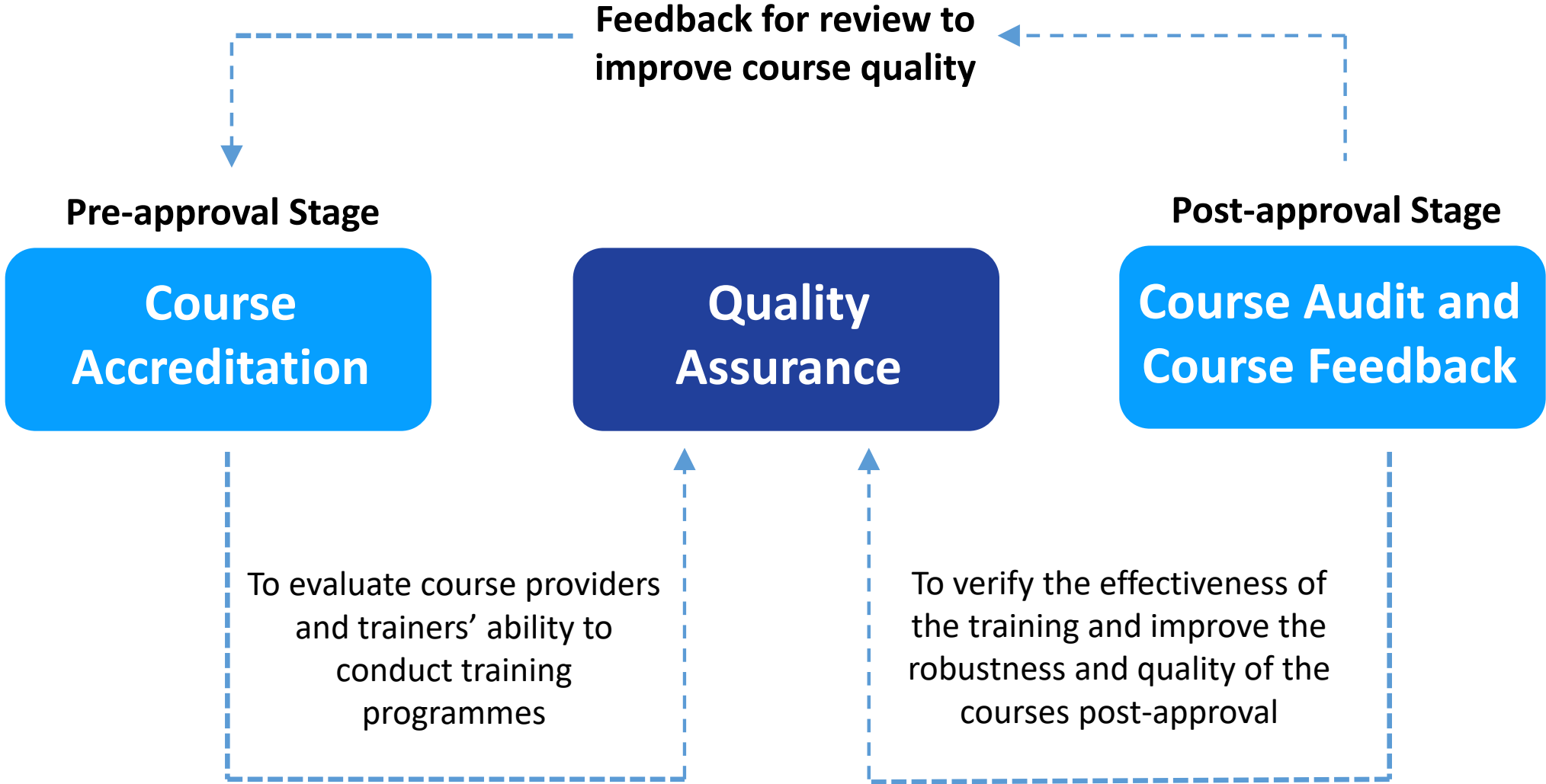
Competency Guide for Property Agents

Level 1 New Property Agent	Level 2 Experienced Property Agent	Level 3 Advanced Property Agent
Competencies such as: <ul style="list-style-type: none">• Knowledge & skillsets to perform duties in different property market segments.	Competencies such as: <ul style="list-style-type: none">• Extensive sales experience and soft skills including negotiations, prospecting and marketing skills.	Competencies such as: <ul style="list-style-type: none">• In-depth knowledge of the real estate agency industry.• Able to mentor and lead/guide other agents.

Note: The attributes and professional characteristics listed here only serve as a guide. An individual competency level may vary depending on factors such as portfolios, type of transactions, and their property agency's structure.

Key Thrust 2: Enhancing the Quality of CPD Training for Property Agents

CEA's CPD Quality Assurance Framework



Enhancement Measure 5: New and tighter accreditation criteria and course instructional design requirements for CPD courses

Improve the quality of CPD training
and enhance the learning experience of property agents

- Course providers to submit a **course design plan** as part of CEA's course assessment requirement.
- Course providers to include a **compulsory assessment** as part of course content.
- CEA to **tighten the eligibility criteria** of CPD trainers.



Enhancement Measure 6:

New audit framework for CPD courses

More stringent framework to ensure the quality of CPD courses



- Ensure CPD course providers and trainers **meet the required standard** in their course design and contents, teaching materials and course delivery **to facilitate effective learning** by property agents.



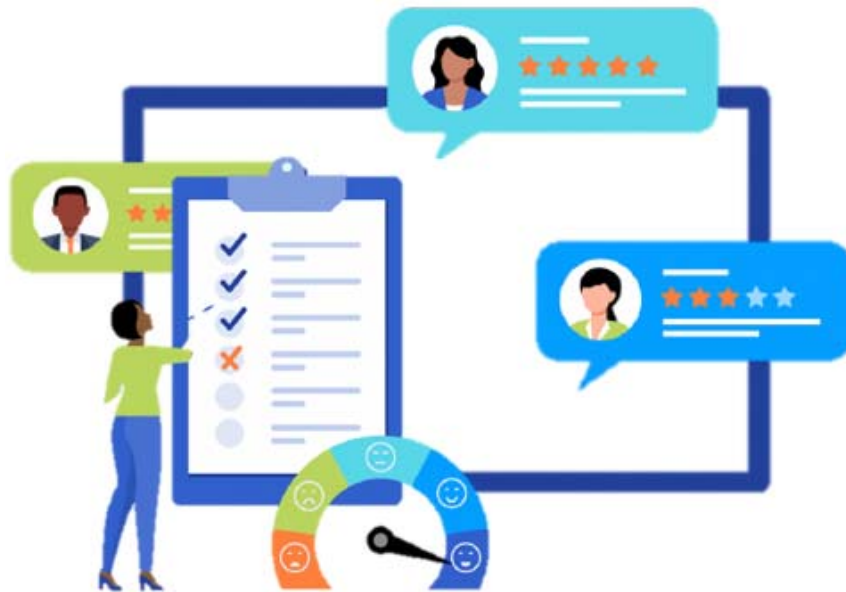
- Ensure CPD course providers **take property agents' feedback into consideration** to continuously improve and enhance their courses.



- Provide property agents **assurance of the quality** of courses to better motivate them to continuously upgrade themselves.

Enhancement Measure 7: Greater transparency of course participants' feedback

- Course participants can submit their reviews and feedback of the Structured Learning courses directly to CEA.
- Course providers can factor in feedback to improve their courses.
- CEA will publish feedback on CEA's website for potential learners to make informed decisions on their learning choices.



Key Thrust 3: Promoting a Continuous Learning Mindset amongst Property Agents

CPD is about continuous learning and upgrading, and not for fulfilling mandatory requirement for registration renewal.

Property agents

CPD is a process of continuous learning to meet one's learning needs for the objective of professional development to ultimately provide better service to consumers.

Property agencies

Property agencies can do more to support their property agents' professional development and knowledge upgrading.



Enhancement Measure 8: Stackable modules and specialised courses that lead to certification

- The real estate agency industry has given suggestions for **more advanced and structured courses** to enable property agents to progressively work towards attaining recognition in areas relevant to their job roles and functions.
- CEA will **collaborate with the Institutes of Higher Learning and the real estate agency industry associations** to identify and/or introduce relevant courses.
- Examples:
 - Executive Certificate in Real Estate Finance by NUS.
 - Professional Certificate in Real Estate Investing by SMU Academy.





Project ADEPT

Thank You