

GUIDE ON THE SMEs GO DIGITAL PROGRAMME: PRE-APPROVED DIGITAL SOLUTIONS FOR THE REAL ESTATE AGENCY INDUSTRY

1. The Council for Estate Agencies (CEA) has worked with the Infocomm Media Development Authority (IMDA) and Enterprise Singapore (ESG) to introduce pre-approved digital solutions for the real estate agency industry, under the SMEs Go Digital programme. This initiative aims to help estate agents (EAs), especially the small and medium-sized EAs, use digital technologies and build stronger digital capabilities to raise productivity.

2. Eligible EAs will be able to adopt sector-specific digital solutions with funding support from the Productivity Solutions Grant (PSG). Other than sector-specific digital solutions, generic digital solutions that cut across different industries (e.g. in the areas of accounting management, customer relationship management, and human resource management) and may be relevant for EAs, are also available for adoption with PSG funding support.

3. As announced by Mr Heng Swee Keat, Deputy Prime Minister and then-Minister for Finance, at the Supplementary Budget 2020 on 26 March 2020 and Budget 2021 on 16 February 2021, the Government has enhanced the PSG to encourage companies to continue their digitalisation and productivity upgrading efforts. From 1 April 2020 to 31 March 2022, eligible EAs may receive up to 80% funding support for qualifying costs. The maximum support level will revert to 70% after 31 March 2022. CEA encourages small and medium-sized EAs to adopt the pre-approved digital solutions and enjoy the funding support available.

Eligibility

4. To apply for the PSG, EAs must meet the following eligibility criteria at the point of application:

- a. Registered/incorporated and operating in Singapore.
- b. Have at least 30% local shareholding.
- c. Company's Group annual sales turnover must not be more than S\$100 million, or Company's Group employment size must not be more than 200 employees. (Note: This employee criterion does not refer to your real estate salespersons who are associates of your company.)
- d. Purchase/lease/subscription of the IT solution/equipment/consultancy service must be used in Singapore.

- e. Must not have:
- Made any payment to a supplier, vendor or third party in relation to the purchase/lease/subscription of the IT solution/equipment/consultancy service.
 - Signed any contract with a supplier, vendor or third party in relation to the purchase/lease/subscription of the IT solution/equipment/consultancy service.

5. Each EA is subject to an annual grant cap of \$30,000 for digital solutions supported by ESG, starting on 1 April and ending on 31 March the following year. EAs which have fully utilised their grant caps will not be eligible for further support within the validity period of the grant cap. EAs can apply for the PSG for new digital solutions in the next period when the grant caps are refreshed. EAs are encouraged to plan the use of the PSG for their adoption of digital solutions.

Sector-Specific Digital Solutions for the Real Estate Agency Industry

6. As at February 2022, four sector-specific digital solutions for the real estate agency industry are available for EAs' adoption. The solutions are in the following two categories:
- Document Management for EAs.
 - Document Management & Transaction Records Submission for EAs.

More sector-specific digital solutions will be added when they are pre-approved by IMDA.

a. Document Management for EAs

S/N	Digital Solution
1	<p>Solution: Redoc Version 1.0 Vendor: Real Estate Doc Pte Ltd</p> <p>Description: Redoc is a smart cloud-based document management platform.</p> <p>Launched in Dec 2020, the Document Management package enables users to manage documents (e.g. create contracts with templates and smart fields; digitally sign contracts with video conferencing and Sign with SingPass); manage clients and their assets (e.g. upload, track and retrieve past transactions; set reminders for follow-ups); manage inventory (e.g. upload photos and floorplans); and gain real-time data insights on business performance.</p> <p>Benefits of Redoc include increasing business flow through digital automation by up to 43% and reducing business turnaround time by up to 80%.</p>

	<p>Packages: Redoc is available in packages for up to 5, 10, 20, 30 or 40 users.</p> <p>Package 1 (Up to 5 users) Package 2 (Up to 10 users) Package 3 (Up to 20 users) Package 4 (Up to 30 users) Package 5 (Up to 40 users)</p> <p>Contact Information: Real Estate Doc Pte Ltd Tel: +65 9180 1197 Email: psg@realestatedoc.co Website: www.realestatedoc.co</p>
2	<p>Solution: RealtyPromote Version 3.2 Vendor: CommercePromote Pte Ltd</p> <p>Description: RealtyPromote is a cloud-based, enterprise-level agency management solution.</p> <p>Launched in May 2021, the Document Management package enables EAs to efficiently manage transactions (e.g. e-contracts, property transaction-related documents), finances (e.g. billings, commission payouts), compliance (e.g. complaints, continuing education), and generate reports (e.g. agent performance, invoice report). It also enables real estate salespersons to manage e-contracts and documents, e-submit transactions, and generate earnings reports.</p> <p>Benefits of RealtyPromote include reducing EA's operations cost, increasing productivity and profitability, and improving customer relationships.</p> <p>Packages: RealtyPromote is available in packages for up to 5, 10, 25, 50 or 100 users.</p> <p>Package 1 (Up to 5 users) Package 2 (Up to 10 users) Package 3 (Up to 25 users) Package 4 (Up to 50 users) Package 5 (Up to 100 users)</p> <p>Contact Information: CommercePromote Pte Ltd Tel: +65 9750 8889 Email: cpsales@commercepromote.com</p>

Website: www.commercepromote.com/agency-management

b. Document Management & Transaction Records Submission for EAs

S/N	Digital Solution
3	<p>Solution: RealtyPromote – Document Management & Transaction Records Version 3.2TM</p> <p>Vendor: CommercePromote Pte Ltd</p> <p>Description: RealtyPromote is a cloud-based, enterprise-level agency management solution.</p> <p>Launched in Dec 2021, the Document Management & Transaction Records package enables EAs to efficiently manage transactions and finances, conduct e-marketing, generate reports, and manage compliance including export their salespersons' property transaction records using CEA's template for submission to CEA. It also enables salespersons to manage e-contracts and documents, e-submit transactions, and generate earnings reports.</p> <p>Benefits of RealtyPromote include reducing EA's operations cost, increasing productivity and profitability, and improving customer relationships.</p> <p>Packages: RealtyPromote – Document Management & Transaction Records is available in packages for up to 5, 10, 20, 40 or 60 users.</p> <p>Package 1 (Up to 5 users) Package 2 (Up to 10 users) Package 3 (Up to 20 users) Package 4 (Up to 40 users) Package 5 (Up to 60 users)</p> <p>Contact Information: CommercePromote Pte Ltd Tel: +65 9750 8889 Email: cpsales@commercepromote.com Website: www.commercepromote.com/agency-management</p>
4	<p>Solution: Redoc – Document Management & Transaction Records Version 1.0 <New></p> <p>Vendor: Real Estate Doc Pte Ltd</p>

Description:

Redoc is a smart cloud-based document management platform.

Launched in Feb 2022, the Document Management & Transaction Records package enables users to manage documents (e.g. create contracts with templates and smart fields; digitally sign contracts with video conferencing and Sign with SingPass); manage clients and their assets (e.g. upload, track and retrieve past transactions; set reminders for follow-ups); manage inventory (e.g. upload photos and floorplans); and gain real-time data insights on business performance. EAs can also download their salespersons' property transaction records using CEA's template for submission to CEA.

Benefits of Redoc include increasing business flow through digital automation by up to 43% and reducing business turnaround time by up to 80%.

Packages:

Redoc – Document Management & Transaction Records is available in packages for up to 5, 10, 20, 30 or 40 users.

[Package 1 \(Up to 5 users\)](#)

[Package 2 \(Up to 10 users\)](#)

[Package 3 \(Up to 20 users\)](#)

[Package 4 \(Up to 30 users\)](#)

[Package 5 \(Up to 40 users\)](#)

Contact Information:

Real Estate Doc Pte Ltd

Tel: +65 9180 1197

Email: psg@realestatedoc.co

Website: www.realestatedoc.co

Application

7. To apply for the PSG, EAs can:

- a. Visit [GoBusiness](#) to access the list of pre-approved digital solutions for the real estate agency industry and identify relevant digital solutions that best suit your business needs.
- b. Get a quotation from the pre-approved vendor.
- c. Submit an application on the [Business Grants Portal \(BGP\)](#). EAs will need to have a CorpPass account to transact on the BGP.

8. EAs may click [here](#) for a step-by-step guide, covering:
 - a. Application submission.
 - b. Acceptance of Letter of Offer.
 - c. Claims submission.
9. For the latest list of pre-approved digital solutions for the real estate agency industry, please visit [GoBusiness](#).

Updated on: 23 Feb 2022

Contact Information

Business Grants Portal (BGP) Helpdesk

Tel: +65 6708 7288

Enquiry Form: go.gov.sg/bgphelpdesk

Website: www.businessgrants.gov.sg

Operating Hours:

Monday to Friday, 8.30am – 5.30pm

(Closed on weekends and public holidays)

CorpPass Helpdesk

Tel: +65 6335 3530

Email: support@corppass.gov.sg

Feedback Form: www.corppass.gov.sg/corppass/common/feedback

Website: www.corppass.gov.sg

Operating Hours:

Monday to Friday, 8.00am – 8.00pm

Saturday, 8.00am – 2.00pm

(Closed on Sundays and public holidays)

Enterprise Singapore (ESG)

Tel: +65 6898 1800

Enquiry & Feedback Form: go.gov.sg/helloesg

Website: www.enterprisesg.gov.sg

Operating Hours:

Monday to Friday, 8.30am – 5.30pm

(Closed on public holidays)

Council for Estate Agencies (CEA)

CEA Customer Service Hotline:

1800 643 2555 / +65 6643 2555 (for overseas calls)

Feedback Form: www.cea.gov.sg/feedback

Website: www.cea.gov.sg

Operating Hours:

Monday to Friday, 8.30am – 5.00pm

(Closed on weekends and public holidays)

Resources

<p>CEA SMEs Go Digital programme for Real Estate Agency Industry</p>  <p>www.cea.gov.sg/smesgodigital</p>	<p>Enterprise Singapore Productivity Solutions Grant (including step-by-step guide and FAQs)</p>  <p>www.enterprisesg.gov.sg/financial-assistance/grants/for-local-companies/productivity-solutions-grant</p>	<p>GoBusiness Pre-scoped IT solutions for Estate Agency</p>  <p>www.gobusiness.gov.sg/productivity-solutions-grant/itsolution/estateagency</p>
<p>GoBusiness Productivity Solutions Grant</p>  <p>www.gobusiness.gov.sg/productivity-solutions-grant</p>	<p>Business Grants Portal (BGP)</p>  <p>www.businessgrants.gov.sg</p>	<p>CorpPass</p>  <p>www.corppass.gov.sg</p>