



April Tip of the Month:

As a salesperson, how do I keep safe (and busy!) given the COVID-19 situation?

The industry associations and some estate agents (EAs) have been sharing tips and tapping on technology to help salespersons stay safe, continue to facilitate transactions, and upskill while the COVID-19 restrictions are in place.

Staying safe

Some EAs have rolled out tools to enable salespersons to record property viewing logs.

For instance, ERA Realty has launched a Digital Contact Tracing & Health Declaration Form on its iERA app to facilitate safer property viewings. It allows for real time data collection and efficient tracking of client viewing records for contact tracing purposes.

Similarly, OrangeTee's Agent App enables salespersons to send personalised digital contact tracing forms to their clients via Whatsapp, SMS, and email.

EAs can also consider using electronic platforms for online submission of data or transactions by their salespersons to minimise their commuting to the office. PropNex salespersons, for instance, can e-submit their transactions and customer due diligence forms.

Check with your EA to find out what tools they have to help you stay safe during this period.

Facilitating transactions

Salespersons in the United States, United Kingdom, and Australia have been overcoming the challenges of safe distancing through the use of virtual reality and videos to showcase properties. This has allowed them to reach not only local buyers but interested parties from overseas as well. Virtual and automated valuations have also increasingly been in demand to avoid in-person visits to the properties. Onsite property auctions have given way to online, live-streamed auctions instead.

In Singapore, there are online resources that can help you with your estate agency work. Tap on existing services of property portals to create virtual tours of properties. This will allow you to conduct viewings remotely for your safety and that of your clients.

Upskilling and deepening of knowledge

Spend your time wisely by engaging in training sessions and courses online to deepen your skillset and expand your knowledge. The Singapore Estate Agents Association has a Continuing Professional Development (CPD) e-learning course on the practice guidelines on conduct between salespersons, while the Real Centre Network (RCN) offers an e-learning course on professional service guidelines for salespersons. Some EAs have also started to conduct live streaming seminars and training sessions.

Huttons, for example, has included e-learning videos on its portal to help salespersons sharpen their skills.

Visit the CEA's [CPD microsite](#) to find out more about the online courses you can sign up for.

General tips to handle property viewings in a safe manner

- If you or your client are unwell or have travelled overseas within the last 14 days, reschedule the viewing.
- Register and take the temperature of all visitors at viewings and open houses to facilitate contact tracing if required. You can also encourage your clients to download GovTech's [TraceTogether](#) app to facilitate this.
- Space out viewings and arrange for small groups of visitors to view the property at a time.
- Minimise contact between parties, e.g. avoid handshakes and keep safe distancing when viewing properties.
- Wash hands with soap before and after viewing or use hand sanitiser.

For more tips on conducting estate agency work during the COVID-19 situation, you can refer to "[A Guide for Property Agents during COVID-19 Outbreak](#)" by the Institute of Estate Agents (IEA).

Visit the [MOH website](#) for the latest advisories. Keep safe and healthy.

Brought to you by the Council for Estate Agencies

