

ADvancing and Enhancing Professionalism and Training of the Real Estate Agency Industry

Project ADEPT Workgroup Report

Recommendations to Enhance
the Continuing Professional
Development (CPD) Ecosystem



Introduction

The Council for Estate Agencies (CEA) convened the Project ADEPT (Advancing and Enhancing Professionalism and Training) Workgroup (WG) in August 2021 to review and enhance the real estate agency industry's Continuing Professional Development (CPD) ecosystem. This review and its recommendations are one of several initiatives under the Jobs and Skills pillar and Resilience pillar of the Real Estate Industry Transformation Map 2025 aimed at transforming the real estate agency industry to be client-centric, with a professional, productive and resilient workforce.

Three Key Thrusts and Project ADEPT's Eight Recommendations

Co-led by CEA and the industry, the WG comprises representatives from property agencies of different sizes, industry associations, training providers and the academia. Together, the WG recommends eight recommendations under three key thrusts for property agencies, property agents and CPD course providers.

Three Key Thrusts	Raising the Professionalism and Preparing the Industry for the Future	Enhancing the Quality of CPD Training	Promoting a Mindset Change of the Industry Towards CPD
Eight Recommendations	1 Raise the CPD Requirement for Registration Renewal	5 Formalisation of Tighter Accreditation Criteria and Course Instructional Design Requirements for CPD Courses	
	2 Reconfiguration of CPD Requirement to Recognise More Forms of CPD Activities and Enable Self-directed Learning	6 Audit Framework for Different Types of CPD Courses	
	3 Training Requirement in Prescribed Essential Topics for Property Agents	7 Greater Transparency of Course Participants' Feedback	
	4 Differentiated Learning Paths to Better Support the Industry's Diverse Learning Needs	8 Stackable Modules and Specialised Courses that Lead to Certification	

Targeting property agents and property agencies

Targeting course providers

Motivational push for property agents

Recommendation 1

Raise the CPD Requirement for Registration Renewal

The WG recommends targeting an annual requirement of **24 training hours** per CPD cycle for registration renewal so that property agents can keep abreast of the latest knowledge and pick up skills and competencies to stay relevant and resilient.

The WG also recognises the industry's training effort and proposes setting the CPD requirement in terms of training hours rather than credits. This means that a four-hour half-day course that was allocated two CPD credits under the current CPD framework will be recognised in full.

24 Training Hours
Annual Requirement



Recommendation 2

Reconfiguration of CPD Requirement to Recognise More Forms of CPD Activities and Enable Self-directed Learning

Current CPD Requirement

Professional Competencies (PC) 4 CPD credits from PC courses	Generic Competencies (GC) 2 CPD credits from GC courses
<ul style="list-style-type: none">▪ Laws & Regulations▪ Property Markets▪ Other Related Real Estate Knowledge	<ul style="list-style-type: none">▪ SkillsFuture Singapore's 16 Critical Core Skills



Proposed CPD Requirement

16 Structured Learning (SL)
TRAINING HOURS*

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

8 Self-directed Learning (SDL)
TRAINING HOURS

Professional Competencies (PC)	Generic Competencies Plus (GC Plus) NEW
<ul style="list-style-type: none">▪ Laws & Regulations▪ Property Markets▪ Other Related Real Estate Knowledge <p>Courses Accredited by CEA</p>	<ul style="list-style-type: none">▪ SkillsFuture Singapore's 16 Critical Core Skills▪ Other Knowledge and Skills Relevant to EA Work NEW <p>Course Attendance Approved by RES's KEO</p>

16 SL Training Hours + 8 SDL Training Hours = 24 Training Hours

The WG recommends reconfiguring the CPD requirement into Structured Learning and Self-directed Learning components respectively to further expand the scope and depth of the learning activities that property agents need to develop and deepen their knowledge in estate agency work. The WG proposes:

- To allocate **16 training hours** under the **Structured Learning** component to place a greater emphasis on professional competencies in the areas of laws and regulations, property markets, and other related real estate knowledge.
- To allocate **8 training hours** under the **Self-directed Learning** component so that property agents can have the flexibility to attend courses that would help them to develop or sharpen soft skills and keep pace with emerging trends. The courses comprise SkillsFuture Singapore's 16 Critical Core Skills and other knowledge and skills relevant to estate agency work.

Recommendation 3

Training Requirement in Prescribed Essential Topics for Property Agents

The WG recognises that there are important areas of knowledge where all property agents must be conversant in, such as ethics, rules and regulations to carry out their duties competently and ethically.

Therefore, the WG recommends introducing prescribed essential topics to reinforce understanding and competence in critical areas. Comprising **4 training hours**, the prescribed essentials will form part of the 16 training hours required annually under the Structured Learning component.

4 Training Hours

Annual Requirement



Recommendation 4

Differentiated Learning Paths to Better Support the Industry's Diverse Learning Needs

The WG has assessed that the CPD ecosystem has to be more differentiated to provide better guidance on the knowledge and competencies required by the property agents in different job roles and areas of specialisation with varying extent of industry experience.

The WG recommends that property agencies develop Differentiated Learning Paths (DLP) and a Competency Guide to guide their property agents' learning at various stages of their professional journey. The WG has also developed templates of DLP and a Competency Guide which Key Executive Officers (KEOs) and property agents can reference when working on their professional development plans.

Knowledge and Competency Mapping Based on Job Role and Specialisation

What is your job role? Main job roles involved in estate agency work	What is your area of specialisation? Main property market segments handled by property agents (not exhaustive)			
<ul style="list-style-type: none"> ▪ Key Executive Officers (KEOs) ▪ Team Managers / Team Leaders ▪ Property Agents 	Residential <ul style="list-style-type: none"> ▪ Public ▪ Private ▪ Sale of land parcels 	Commercial <ul style="list-style-type: none"> ▪ Office ▪ Retail ▪ Shop-houses ▪ Hotels ▪ Medical suites ▪ Sale of land parcels ▪ Coffeeshops 	Industrial <ul style="list-style-type: none"> ▪ JTC properties ▪ Private properties ▪ Warehouses ▪ Logistics ▪ Data centres 	Foreign <ul style="list-style-type: none"> ▪ Property in foreign jurisdictions

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

Competency Guide for Property Agents

		Level 3 Advanced Property Agent
Level 1 New Property Agent	Level 2 Experienced Property Agent	<ul style="list-style-type: none"> ▪ Typically in their mid-to-late careers ▪ Has extensive industry experience ▪ Able to build own team and mentor other agents
<ul style="list-style-type: none"> ▪ Typically in early stages of career ▪ Needs mentoring ▪ No or little industry experience 	<ul style="list-style-type: none"> ▪ Typically in their mid-careers (e.g. at least 5 years of industry experience) ▪ Able to attract own client base and generate leads 	<ul style="list-style-type: none"> ▪ Has in-depth knowledge and understanding of several areas related to the real estate agency industry. Able to mentor other agents. On the constant look out for marketing trends and skills that their agents need to thrive in the digital environment.
Competencies Has the knowledge and skillsets related to the property transaction process and the real estate agency industry to perform duties in different segments of the property market.	Competencies Has extensive sales experience and soft skills in areas such as negotiations, prospecting and marketing. Demonstrates readiness to acquire specialist knowledge in an area.	Competencies Has in-depth knowledge and understanding of several areas related to the real estate agency industry. Able to mentor other agents. On the constant look out for marketing trends and skills that their agents need to thrive in the digital environment.
EMERGING	DEVELOPING	PROFICIENT

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

Recommendation 5

Formalisation of Tighter Accreditation Criteria and Course Instructional Design Requirements for CPD Courses

CPD Quality Assurance Framework



The WG recognises the importance of enhancing the learning experience of property agents through an improvement in the quality of CPD courses so that the industry adopts a positive mindset towards professional development.

Thus, the WG recommends formalising the accreditation procedures and audit framework for CPD course providers. This will help to ensure consistency in standards and improve the quality of courses and will only apply to courses and course providers under the Structured Learning component.

This includes:

- Requiring CPD course providers and trainers to submit a course design plan as part of the course assessment requirement.
- Introducing a compulsory assessment component in all Structured Learning CPD courses to enhance learner engagement and to reinforce learners' understanding of the subject.
- Tightening the eligibility criteria of CPD trainers for Structured Learning CPD courses to ensure that they meet the required standards.

Recommendation 6

Audit Framework for Different Types of CPD courses

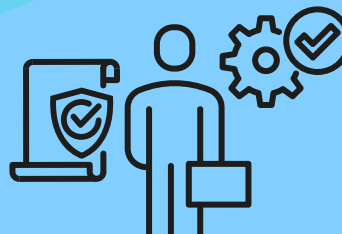
The WG recommends formalising and adopting a more stringent audit framework to improve the quality of the Structured Learning courses post-approval. CEA could develop the audit framework, in consultation with course providers, based on the following principal considerations:



Ensure CPD course providers and trainers meet the required quality in their course contents, materials and trainers to support effective learning by property agents



Ensure CPD course providers take property agents' feedback into consideration to continuously update and enhance their courses



Provide property agents with assurance of the quality of courses to better motivate them to continuously upgrade themselves

As for Self-directed Learning courses, the WG recommends that CEA conducts random sampling checks on selected property agents and their reported Self-directed Learning training.

Recommendation 7

Greater Transparency of CPD Course Participants' Feedback

The WG opines that course ratings and feedback will help course providers to improve their course quality.

The WG recommends that course participants submit their reviews of the courses directly to CEA. The reviews could be published on CEA's website for property agents to make more informed decisions when selecting their courses.



Recommendation 8

Stackable Modules and Specialised Courses that Lead to Certification

The WG recommends that CEA collaborate with the Institutes of Higher Learning and the real estate agency industry associations to identify and/or introduce relevant courses, including courses with stackable modules, that could lead to formal certification. This will encourage property agents to attend more advanced and in-depth CPD training so that they can deliver higher value and better-quality service to their clients.



Conclusion

The WG's recommendations represent major steps that CEA and the industry are taking together to enhance the CPD ecosystem. The WG urges all stakeholders from the real estate agency industry, namely, the property agents and their agencies, the CPD course providers and the industry associations, to play their part to build a professional, productive and resilient workforce.





Scan here or visit <http://www.cea.gov.sg/project-adept-workgroup-report> to view the full Recommendations in the Project ADEPT Report.

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