**GUIDE ON THE SMEs GO DIGITAL PROGRAMME: NEW 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 new pre-approved digital solutions under the SMEs Go Digital programme for the real estate agency industry. This programme 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 which cut across different industries (e.g. in areas of customer management, financial management and inventory tracking) 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 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. 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 $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:

        i. Made any payment to a supplier, vendor or third party in relation to the purchase/lease/subscription of the IT solution/equipment/consultancy service.

        ii. 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 of the year and ending on 31 March of 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 13 May 2021, there are two sector-specific digital solutions for the real estate agency industry for EAs' adoption. More sector-specific digital solutions will be added when they are approved by IMDA.

| S/N | Sector-specific digital solution |
| --- | --- |
| 1 | **Solution:** Redoc<br>**Vendor:** Real Estate Doc Pte Ltd<br><br>**Solution Category:**<br>Document Management for Estate Agents<br><br>**Description:**<br>Launched in Dec 2020, Redoc is a smart cloud-based document management platform.<br><br>It enables users to fully automate sales processes and close deals faster with a complete digital workflow; manage documents and inventory flexibly; and get real-time data insights on business performance.<br><br>Benefits of Redoc include increasing business flow through digital automation by up to 43% and reducing business turnaround time by up to 80%.<br><br>**Packages:**<br>Redoc is available in packages for up to 5, 10, 20, 30 or 40 users.<br><br>Redoc Version 1.0 – Package 1 (Up to 5 users)<br>Redoc Version 1.0 – Package 2 (Up to 10 users) |

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| | Redoc Version 1.0 – Package 3 (Up to 20 users)<br>Redoc Version 1.0 – Package 4 (Up to 30 users)<br>Redoc Version 1.0 – Package 5 (Up to 40 users)<br><br>**Contact Information:**<br>Real Estate Doc Pte Ltd<br>Tel: +65 9180 1197<br>Email: psg@realestatedoc.co<br>Website: www.realestatedoc.co |
| 2 | **Solution:** RealtyPromote<br>**Vendor:** CommercePromote Pte Ltd<br><br>**Solution Category:**<br>Document Management for Estate Agents<br><br>**Description:**<br>Launched in May 2021, RealtyPromote is a cloud-based, enterprise-level agency management solution.<br><br>It 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, sales & invoices report). It also enables real estate salespersons to manage e-contracts and documents, e-submit transactions, and generate earnings reports.<br><br>Benefits of RealtyPromote include reducing EA's operations cost, increasing productivity and profitability, and improving customer relationships.<br><br>**Packages:**<br>RealtyPromote is available in packages for up to 5, 10, 25, 50 or 100 users.<br><br>RealtyPromote Version 3.2 – Package 1 (Up to 5 users)<br>RealtyPromote Version 3.2 – Package 2 (Up to 10 users)<br>RealtyPromote Version 3.2 – Package 3 (Up to 25 users)<br>RealtyPromote Version 3.2 – Package 4 (Up to 50 users)<br>RealtyPromote Version 3.2 – Package 5 (Up to 100 users)<br><br>**Contact Information:**<br>CommercePromote Pte Ltd<br>Tel: +65 9750 8889<br>Email: cpsales@commercepromote.com<br>Website: www.commercepromote.com/agency-management |

**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.

![CEA - Council for Estate Agencies]

**Contact Information**

Business Grants Portal (BGP) Helpdesk
Tel: +65 6708 7288
Email: bgp_helpdesk@enterprisesg.gov.sg
Website: www.businessgrants.gov.sg
Operating Hours:
Monday to Friday, 8.30am – 5.30pm
(Closed on weekends and public holidays)

CorpPass Helpdesk
Tel: +65 6643 0577
Email: support@corppass.gov.sg
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
Email: enquiry@enterprisesg.gov.sg
Website: www.enterprisesg.gov.sg
Operating Hours:
Monday to Friday, 8.30am – 5.30pm
(Closed on weekends and public holidays)

Council for Estate Agencies (CEA)
CEA Customer Service Hotline:
1800 643 2555 / +65 664 32555 (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**

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