



NOT FOR IMMEDIATE RELEASE

Embargo until Tuesday, 1 August 2023 at 2PM

ERA REALTY NETWORK AND NANYANG POLYTECHNIC JOIN FORCES TO OFFER NEW CERTIFICATE

SINGAPORE, 1 August 2023 – ERA Realty Network Pte Ltd ("[ERA](#)") and Nanyang Polytechnic ([NYP](#)) launched a new co-certificate in digital marketing today.

As technology continues to shape the real estate industry, real estate agents are embracing virtual tours, AI, and proptech tools in their daily work. Recognising this trend, ERA has partnered with NYP to form a strategic alliance that empowers its agents with advanced digital marketing skills. This move aims to enhance their ability to value-add when helping clients market properties.

Developed by NYP, the customised training programme equips agents with the vital digital marketing skills to maintain a competitive edge in this rapidly evolving market. The training also bridges the gap between traditional practices and emerging digital trends, with the bite-sized modules allowing practitioners to put their skills acquired into practical use almost immediately.

"This collaboration is an important piece of the bigger puzzle we are putting together in fully embracing and adopting digital transformation," said Marcus Chu, CEO of ERA Singapore, ERA Asia Pacific and APAC Realty. "Our agents will not only have access to cutting-edge proptech tools but will also acquire the know-how, to leverage them effectively, allowing them to deliver their best work."

"Upskilling is critical in any industry. It is laudable how ERA is a positive agent of change for its 8,800 agents in Singapore. Real Estate is highly competitive, and the market environment is volatile. Equipping agents with the right digital skills and access to technology will be crucial as homeowners and seekers increasingly go digital in their media and advertising consumption," said Russell Chan, Principal & CEO of NYP.

Mindful of agents' working hours, the two organisations have ensured that the classes are delivered via both face-to-face and online.

The Co-Certificate in Digital Marketing for Real Estate comprises four modules:

1. Event Branding and Social Media Marketing
2. Digital Video Production
3. AI for Business Communication
4. Sales Closing Techniques

The comprehensive curriculum will enable ERA agents to utilise digital platforms effectively, ultimately amplifying their ability to market and sell real estate properties in today's competitive market.



Plans are also underway to make the course available to the general public, mirroring ERA's ethos of empowering individuals beyond their organisation to contribute to the industry's digitalisation efforts.

"We take great pride in equipping our agents with the necessary skills and tools to thrive in this digital age," added Marcus. "This initiative resonates perfectly with our 2023 theme, 'Enrich Lives, Embrace Tech.' We are committed to equipping our realtors with the latest tech tools, enabling them to better serve and benefit consumers. The skills they acquire will also complement the use of ERA's Sales+ super app, elevating their efficiency in day-to-day operations."

For more information about the Co-Certificate in Digital Marketing for Real Estate and enrolment details, please visit <https://for.edu.sg/era-nyp-co-cert>

-END-

For media enquiries, please contact:

Veronica Yong

Marketing Communications Director

9773 9202, veronicayong@era.com.sg

Rachael Sia

Marketing Communications Manager

8448 4895, rachaelsia@era.com.sg

Nanyang Polytechnic

Chung Wen Hua

Senior Manager, Communication & Outreach

9833 7677, chung_wen_hua@nyp.edu.sg

Penta Asia, on behalf of NYP

Nicole Chan

Associate

8950 9310, NYP-Penta@pentagroup.co

About ERA Singapore

ERA Singapore is the largest international agency in Singapore and has been setting and redefining industry standards through the pioneering of real estate concepts, technologies, initiatives and services since its inception in 1982. As a wholly-owned subsidiary of SGX mainboard listed APAC Realty Limited, ERA Asia Pacific is on track to reach 25,000 trusted advisers by 2024 across 11 countries: Singapore, Cambodia, China, Indonesia, Japan, Laos, Malaysia, South Korea, Taiwan, Thailand and Vietnam.

In Singapore, we provide a diverse range of professional services and solutions for: Private and HDB residential resale, residential leasing, project marketing, commercial and industrial, property management, auction, valuation and research. Through Ultimate Agent Training Programme, a series of specially-curated training courses developed for ERA trusted advisers, they are able to revolutionise their skills, equip themselves with the latest trends and insights of the property market, and stay ahead of the competition. With close to four decades of experience, extensive network and innovative technological tools, the company has secured innumerable dream homes for its customers in Singapore and around the world.

Recent accolades are testaments to the company's diligence - ERA Singapore was the first and only agency awarded the **5-Star Best Real Estate Agency (Single Office) in Singapore** by Asia Pacific Property Awards; **Innovator of the Year (Real Estate Agency)** by SBR Management Excellence Awards; **Best Luxury Real Estate Brokerage in Singapore** by Luxury Lifestyle Awards; **Singapore's Most Trusted Brands** by Asia Reader's Digest; **Top Property Agency** by Influential Brands; **Most Innovative Real Estate Agency** by SBR Listed Companies Awards; **Favourite Real Estate Agent (Gold) Award** by Expat Living Readers' Choice Awards; and **Marketing Agency Excellence Award** at EdgeProp Singapore Excellence Awards.

For more information, visit <https://www.era.com.sg>.



About Nanyang Polytechnic

Established as an institution of higher learning in 1992, Nanyang Polytechnic's (NYP) academic schools offer quality education and training through 40 full-time diploma courses and common entry programmes. NYP also has a full suite of Continuing Education and Training (CET) options for lifelong learning, ranging from specialist and advanced diplomas to SkillsFuture-supported modules and courses. NYP's Asian Culinary Institute Singapore and the Singapore Institute of Retail Studies are CET institutes set up in partnership with SkillsFuture Singapore (SSG) to champion and transform Singapore's F&B and retail sectors, respectively. A third NYP CET institute - the National Centre of Excellence for Workplace Learning - also set up in collaboration with SSG, will spearhead the development of progressive workplace learning strategies and programmes for companies here.