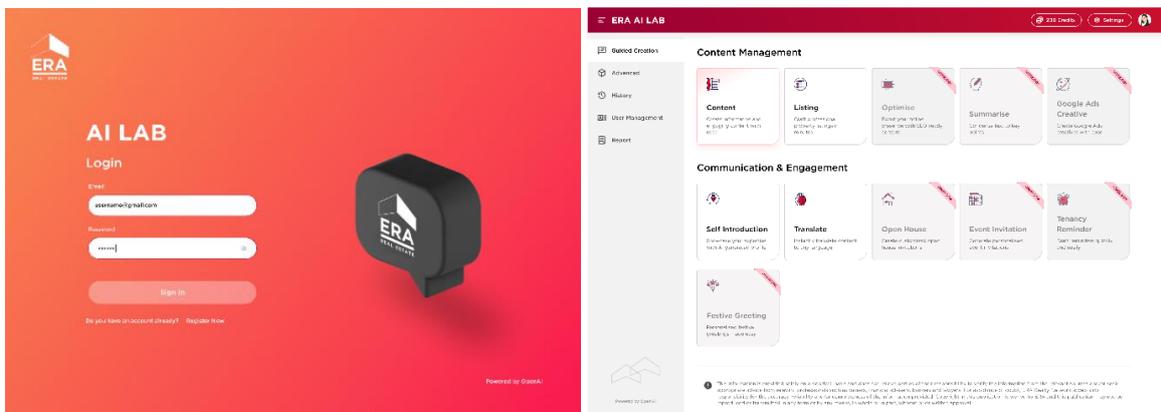




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**Embargo until Monday, 12 June 2023 at 10AM, SGT**

## **ERA BECOMES FIRST REAL ESTATE AGENCY TO LEVERAGE AI AND LAUNCH OPENAI GPT-3.5 ACROSS ITS ASIA PACIFIC OPERATIONS**

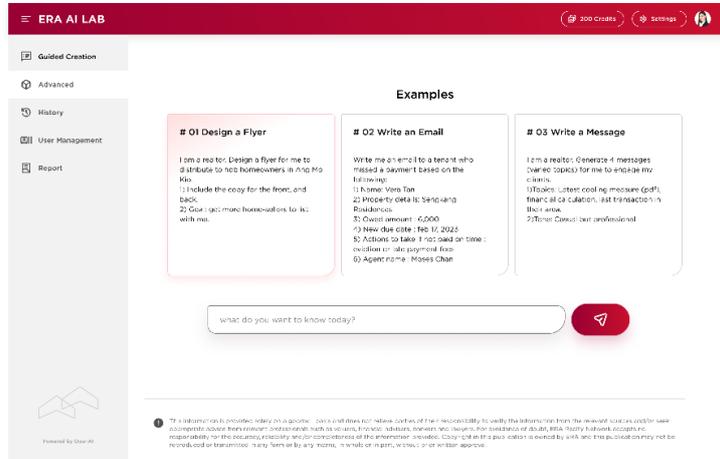


**SINGAPORE, 12 June 2023** – ERA Realty Network Pte Ltd (“ERA”) is proud to announce the integration of OpenAI Generative Pre-Trained Transformer 3.5 (GPT-3) across all 11 countries in its Asia Pacific operations network. Having first launched in Singapore via its SALES+ super app on 6 March 2023 to resounding success amongst its more than 8,700 agents, OpenAI GPT-3.5 will now be available and accessible by more than 23,000 ERA agents in Asia Pacific.

Leveraging on the powerful underpin of popular AI tool ChatGPT, this feature will revolutionise how agents manage their daily work, equipping them with automated features that save time on mundane administrative tasks, including copywriting, content generation and translations, allowing agents to focus on more challenging aspects of their job.

Since its launch in August 2022, SALES+ has secured more than 15,000 downloads and between March and May 2023 in Singapore alone, the ChatGPT feature has been accessed more than 70,000 times across more than 3,500 unique users, with the Advanced section proving to be the most popular, receiving almost half of the total number of submitted queries.





*Some examples of communication templates available under Advanced Guided Creation*

From June 2023, these AI-powered real estate tools will be available to the rest of ERA Asia Pacific’s regional offices as a web-based application, including Cambodia, China, Indonesia, Japan, Laos, Malaysia, South Korea, Taiwan, Thailand and Vietnam. Training resources and support will be provided to ensure agents can hit the ground running in embracing this latest addition in their arsenal of PropTech tools.

Branded **AI LAB**, this Asia Pacific rollout aligns with ERA’s annual theme of “Enrich Lives, Embrace Tech”, wherein realtors are technologically-empowered to benefit consumers, specifically with prompt engineering, which involves guiding AI to craft high-quality copies with a human voice, enabling agents to provide an efficient and superior real estate transactional experience.

“Integrating AI into our tech offerings was a natural next step to take. It [AI] bolstered our agents’ ability to do what they do best, and to do it faster, and to also do it better,” said Marcus Chu, Chief Executive Officer of ERA Singapore, ERA Asia Pacific & APAC Realty. “By rolling out our AI proptech tools to the rest of ERA’s APAC offices, we can take that synergy and harness it to drive even more growth, and fuel our success across the region.”

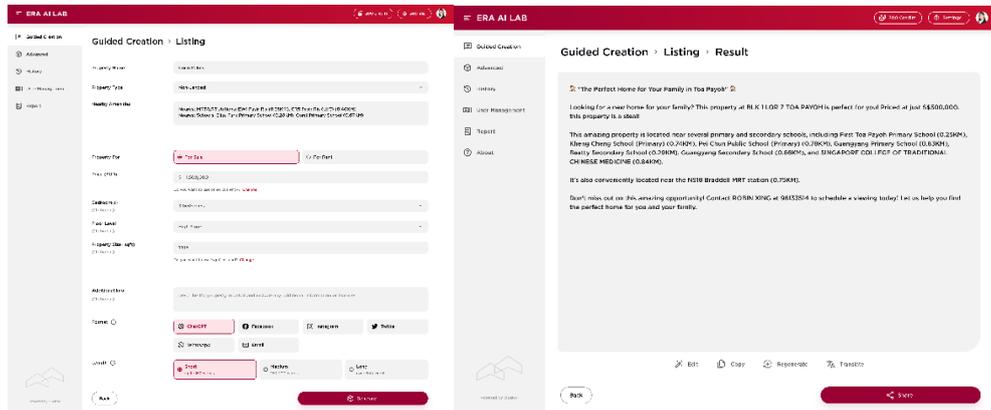
With competition intensifying in the real estate industry, Marcus strongly believes that proptech innovation is the way forward.

“Technology is pivotal for staying competitive; it is why we are always striving to make headways in our digital solutions. With our proptech, ERA agents not only have the ability to adapt to fast-changing market conditions, but





are also able to stay ahead of the pack,” Taking a broader perspective, this will solidify ERA’s identity as “a dynamic, ever-evolving business” among consumers and agents, Marcus shared.



*An example of a guided listing being generated*

More than 23,000 ERA agents across Asia Pacific can now leverage AI-powered automation to access support features under two sections - **Guided Creation** and **Advanced** - to streamline content creation and messaging.

**Guided Creation** is an efficient, user-friendly platform that simplifies content creation, management and customer engagement. Its two features, **Content Management** and **Communication and Engagement**, provide agents with the optimal ability to generate necessary content quickly. **Content Management** enables agents to better control how they communicate with customers. Agents can determine the tone, length, and structure of their messages, improve them for Search Engine Optimization (SEO) and summarize them for key takeaways. **Communication and Engagement** helps generate and enhance agent support, from self-introductions to tenancy reminders, personalised festive greetings to open house and event invitations. It also offers agents the option to translate their messages into various languages and to suggest copy based on the platform type that the agent intends to post on.

Agents can also access an **Advanced** chat feature to interact with a chatbot for a wide range of AI-generated conversational responses. These features increase time efficiency and productivity, while engaging and connecting with clients.

Shedding light on ERA’s plans to achieve its vision, Marcus shared about new breakthroughs that are waiting in the wings.





“We intend to implement more tech enhancements, such as a new listing portal, an in-app visual optimisation function, as well as advanced content analysis. Agents will also enjoy a seamless experience when they submit their transactions online,” he said.

With ChatGPT being just the tip of the AI-powered iceberg that will fuel ERA’s transformation roadmap on how real estate agents and agencies work, Asia Pacific’s leading real estate agency is certainly not resting on their laurels in achieving their vision to provide evolutionary solutions and services to clients.

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**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>

