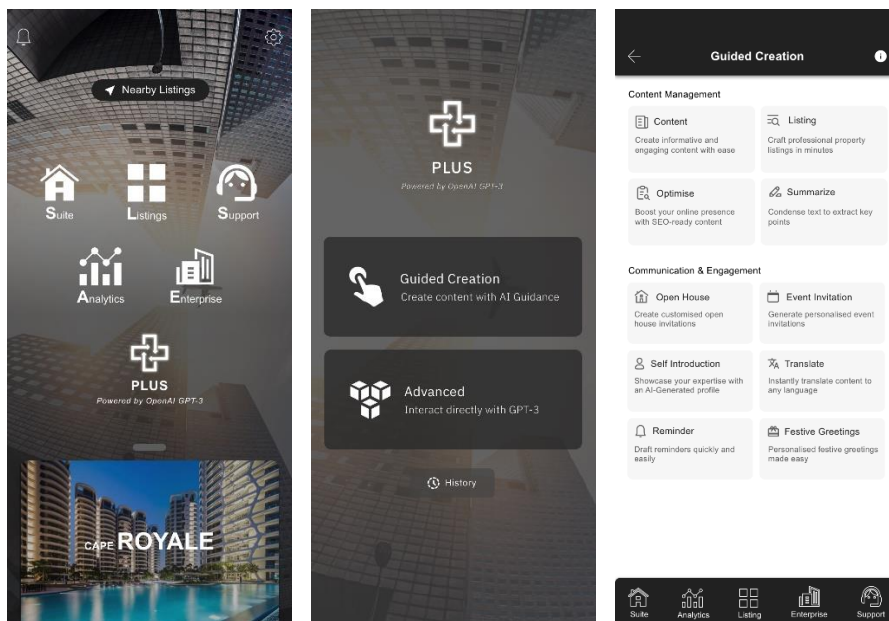


FOR IMMEDIATE RELEASE

ERA BECOMES FIRST REAL ESTATE AGENCY TO LEVERAGE AI AND INTEGRATE OPENAI GPT-3 INTO ITS SALES+ SUPER APP



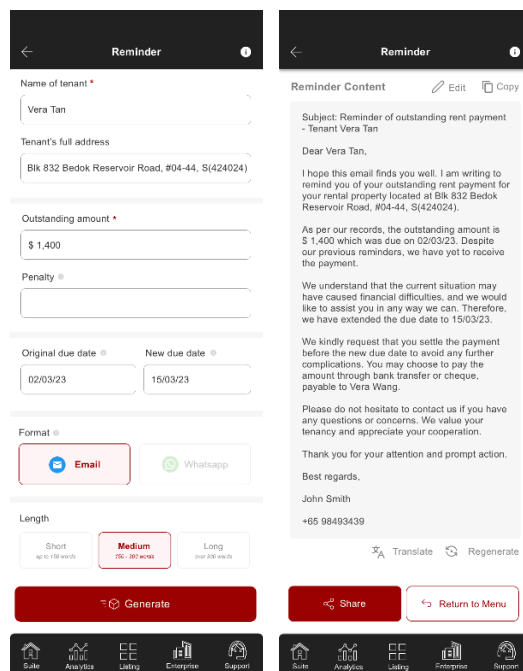
SINGAPORE, 07 March 2023 – ERA Realty Network Pte Ltd (“ERA”) is proud to announce the integration of OpenAI Generative Pre-Trained Transformer 3 (GPT-3), into its proprietary SALES+ super app. Leveraging on the powerful underpin of popular AI tool ChatGPT, this feature will revolutionise how agents 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.

“Integrating OpenAI GPT-3 into our SALES+ app is a great step forward in providing our agents with the cutting-edge technology they need to stay ahead in the real estate market. This integration demonstrates our dedication to strategically invest in the most effective proptech solutions this year. By harnessing the power of AI, the effectiveness of our agents will be significantly improved, allowing them to focus on building relationships and

providing valuable counsel to their clients. This will make them a valued and trusted real estate advisor who brings invaluable insight and guidance to their customers,” said Marcus Chu, CEO of APAC Realty and ERA Asia Pacific.

Launched in 2022, SALES+ was developed for ERA agents to improve sales efficiency through data automation and market intelligence for real time property analysis and quick marketing materials and reports. SALES+ includes five main pillars and features such as Suite, Analytics, Listings, Enterprise and Support, the integration of GPT-3 becomes the sixth pillar to the ERA's SALES+ app, represented by the "+" symbol.

ERA agents can take advantage of AI-powered automation within the SALES+ app to access an array of support features. OpenAI GPT-3 in SALES+ comprises two sections - **Guided Creation** and **Advanced** - to streamline content creation and messaging.



The screenshot displays two side-by-side panels from the ERA SALES+ app. The left panel is a form titled 'Reminder' for creating a tenancy reminder. It includes fields for 'Name of tenant' (Vera Tan), 'Tenant's full address' (Blk 832 Bedok Reservoir Road, #04-44, S(424024)), 'Outstanding amount' (\$ 1,400), 'Penalty', 'Original due date' (02/03/23), and 'New due date' (15/03/23). Below these are options for 'Format' (Email or Whatsapp) and 'Length' (Short, Medium, or Long). At the bottom is a red 'Generate' button. The right panel shows the 'Reminder Content' generated by the app, including a subject line, a greeting, a detailed reminder message, and contact information for John Smith. It also features 'Translate' and 'Regenerate' options and a red 'Share' button.

An example of a tenancy reminder generated

Guided Creation is an efficient, user-friendly platform that simplifies the process of creating and managing content, as well as engaging with customers. Its two features, **Content Management** and **Communication and Engagement**, provide agents with the ability to generate necessary content quickly in the most optimal way. **Content Management** enables agents to better control how they communicate with customers. Agents can determine the tone, length, and structure of their messages, as well as improve them for Search Engine Optimization (SEO) and



summarizing 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.

Moreover, agents have access to 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.

"AI has ushered in a new era of automation and efficiency in the real estate industry. By integrating OpenAI GPT-3 into the SALES+ app, agents can take advantage of the latest tech tools to help them grow their business. I look forward to our agents unlocking the full potential of this enhancement that will enable them to reach their desired growth goals and improve the overall customer experience," said Raymond Leong, Chief Technology Officer of ERA.

Note: In case you were wondering, this press release was not written by GPT-3/ChatGPT.

For hi-res images and screenshots, please download via [this link](#).

-END-

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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 10 countries: Singapore, Cambodia, China, Indonesia, Japan, 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>

