



# THE UNTOLD **RECIPE** FOR SUCCESS

Training e-Handbook 2023  
(updated on 01 May)



Contact Training Department via [training@era.com.sg](mailto:training@era.com.sg)

# ULTIMATE AGENT TRAINING ROADMAP

Comprehensive Training Support For Every Stage Of Your Career!

## 1 Aspiring RES

**Get your RES License**  
You're thinking of real estate as a career. ERA will help get you ready!

- ▼
- USU1
- USU2
- USU3

## 2 New Res

**Set up your Business**  
You need to jumpstart your real estate career fast and get your first leads!

- ▼
- Onboarding
- USU4
- USU5

## 3 Experienced Res

**Build your Business**  
You've collected leads, or even made a sale! Sharpen your skills as a trusted advisor!

- ▼
- Core Programmes
  - USM1-5
  - USP1-4
  - UPWC1-4
  - USS1-6
- ▼
- Elective Programmes
  - USB
  - UWS
  - UMT

## 4 Aspiring Leaders

**Build your Team**  
You're looking to recruit. Hone your leadership skills and get a system in place!

- ▼
- Signature Programmes
  - LDP
  - USWC
  - ULWC
- ▼
- Outreach Events
  - MIM Speaker
  - USU1 Speaker

## 5 Team Leaders

**Grow your Team**  
You're developing your team. Hone your coaching and team-building skills!

- ▼
- Empowerment Programmes
  - WSQ Enhance Team Performance Through Coaching @ RIA
  - ERA Skills Assessment Coaching & Report
  - Personality Profiling Courses

## 6 Givers' Movement

**Enrich Others**  
Be a trainer / facilitator. We rise by raising others!

Top Givers are honoured in APBC for their commitment and quality.





**YOUR LIFE**  
**DOESN'T**  
**GET BETTER**  
**BY CHANCE.**  
**IT GETS BETTER**  
**BY CHANGE.**



# #1 ASPIRING RES TRACK

SETTING NEW REALTORS FOR SUCCESS WITH ERA



Success  
Seminar

RES Course

RES Exam

# #1 ASPIRING RES TRACK



## SUCCESS SEMINAR – WHY JOIN AS ERA REALTOR?

- Mentorship & Coaching
- Proven business system
- Cutting-edge real estate super apps



SCAN TO REGISTER >

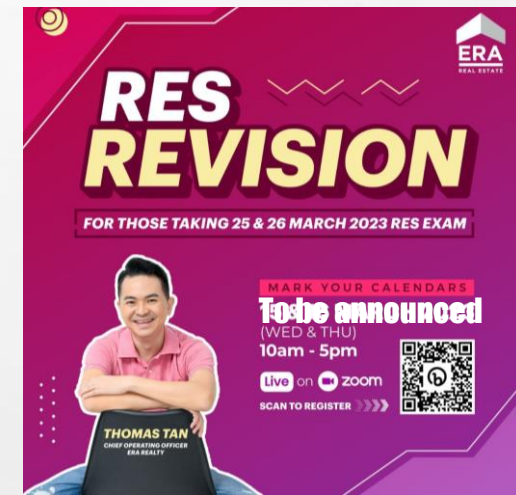


## RES COURSE @RIA SCHOOL

- Real Estate salespersons course conducted by RIA School (essential for RES Exam)



SCAN TO REGISTER >



## RES EXAM REVISION

- Revision class for those sitting for RES Exams
- Receive Tips & Hacks to pass RES Exams from CLO Thomas Tan



SCAN TO REGISTER >

**ALWAYS**  
**WALK THROUGH**  
**LIFE AS IF YOU**  
**HAVE SOMETHING**  
**NEW TO LEARN.**



# #2 NEW RES TRACK (1<sup>ST</sup> YEAR)

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AT THE START ESTABLISH YOUR BUSINESS

Induction

AccelERAtion

SALES+  
Masterclass



## #2 NEW RES TRACK (1<sup>ST</sup> YEAR)

### ESTABLISH YOUR BUSINESS



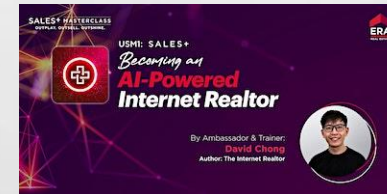
#### INDUCTION BY ERA

- Warm Welcome by CLO Thomas Tan
- Discover company support & incentives and join the orientation tour of our premises
- Monthly



#### ACCELERATION

- Essential business start-up skills
- Network-building & Lead Generation
- ERA Passport to Success
- Every 2-4 months



SIGN UP on UAT WEBSITE  
SCAN TO REGISTER ➤

#### SALES+ MASTERCLASS

- Our Superapp training that includes SUITE, Analytics, ChatGPT, Project Whiz, Financial Whiz





IF IT DOESN'T  
**CHALLENGE**  
**YOU**  
IT WON'T  
**CHANGE YOU.**



# #3 EXPERIENCED RES LEARNING TRACK

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CONTINUE TO DEEPEN YOUR SKILLS

ULTIMATE SMART  
MARKETING (USM)

ULTIMATE SMART  
PRESENTATION  
(USP)

ULTIMATE  
PROPERTY WEALTH  
CREATION (UPWC)

ULTIMATE SEGMENT  
SPECIALISATION  
(USS)



# SALES+

## *Training*

SUITES

ANALYTICS

LISTINGS

ENTERPRISE

SUPPORT



FINANCIAL WHIZ

PROJECT WHIZ

EC WHIZ

TIME PLANNER

ASSET ADVISOR

HDB RESALE WHIZ

CONDO WHIZ



OpenAI ChatGPT

**DIGITAL MARKETING**

*Website*

*Facebook*

*Google PPC*

*SEO*





# #3 EXPERIENCED RES LEARNING TRACK

## CONTINUE TO DEEPEN YOUR SKILLS

### ULTIMATE SMART MARKETING (USM 1 – 5)

- With ERA Digital Tools, work on online branding, content creation on the digital platforms of your choice – prospect and generate leads online!



### ULTIMATE SMART PRESENTATION (USP 1 – 4)

- From Listing Presentation to Negotiation and Objection Handling, make full use of a client meeting and work towards a closing.



Sign Up Latest Classes on UAT website  
SCAN TO REGISTER ➤



Note: Those who switched to ERA should complete Induction & SALES+



# #3 EXPERIENCED RES LEARNING TRACK

## CONTINUE TO DEEPEN YOUR SKILLS

### UPWC 1 - 4

- Series of successive modules conducted by seasoned veterans on how to plan and structure your clients' property portfolio



### USS 1 - 5

- Deepen your expertise in property segments from projects to landed to commercial; master a wider repertoire of properties and brand yourself as an expert



Latest course dates are announced on UAT website >

Sign Up Latest Classes on UAT website  
SCAN TO REGISTER >



Note: Those who switched to ERA should complete Induction & SALES+

**LEADERSHIP IS NOT  
AN EXPERTISE**

**LEADERSHIP IS A  
CONSTANT  
EDUCATION**



# #4 ASPIRING LEADERS LEARNING TRACK

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START TO BUILD A TEAM

## LEADERSHIP DEVELOPMENT PROGRAM



ULTIMATE LEADERSHIP WARRIOR  
CAMP (ULWC)



ULTIMATE SALES WARRIOR  
CAMP (USWC)





# #4 ASPIRING LEADERS LEARNING TRACK

## START TO BUILD A TEAM



### LDP

Compulsory

- Setting your business direction & system efficiently and effectively
- Leveraging recruitment & leadership tools for strategic impact
- Learning how to boost the performance of your team and individuals for success



Highly recommended

### ULWC/USWC WARRIOR CAMPS

- Every session will be immersive. Every challenge will change your perspective. Every day in the camps will push your limits closer to your maximum potential.

Sign Up Latest Classes on UAT website  
SCAN TO REGISTER ➤



Note: Those who switched to ERA should complete Induction & SALES+



**BEHIND EVERY  
GREAT TEAM  
IS A  
GREAT  
LEADER**



# #5 TEAM LEADERS LEARNING TRACK

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START TO GROW YOUR TEAM

## LEADERSHIP DEVELOPMENT PROGRAM



ULTIMATE LEADERSHIP  
WARRIOR CAMP  
(ULWC)



ULTIMATE SALES  
WARRIOR CAMP  
(USWC)

+

## EMPOWERMENT PROGRAMMES



PROFILING  
TOOLS



COACHING  
TOOLS

# #5 TEAM LEADERS LEARNING TRACK

## START TO GROW YOUR TEAM

### LDP

**Compulsory course for DDs**


- Setting your business direction & system efficiently and effectively
- Leveraging recruitment & leadership tools for strategic impact
- Learning how to boost the performance of your team and individuals for success

### EMPOWERMENT PROGRAMMES

- People Management with Enneagram (RIA School)
- Enhance Team Performance Through Coaching (RIA School)

### MINDSET PROGRAMMES

- **ULWC/USWC WARRIOR CAMPS**
  - Every session will be immersive. Every challenge will change your perspective. Every day in the camps will push your limits closer to your maximum potential.



**RIA**

**PEOPLE MANAGEMENT WITH ENNEAGRAM**

23-24 March, or  
27-28 April  
9am-6pm  
RIA HDB Hub

CPD: 3 Generic Points  
Course Language: English

Trainer:  
**Vivien Yap**  
Enneagram Senior Trainer,  
Life Coach & Style Coach

**SCAN TO REGISTER**

**Note: Those who switched to ERA should complete Induction & SALES+**

# **A COMFORT ZONE**

**IS A BEAUTIFUL PLACE**

**BUT NOTHING  
EVER GROWS  
THERE.**





# SALES BOOSTERS

## LATEST TOPICS IMPACTING SALES AND INVESTMENTS

### ULTIMATE SALES BOOSTERS (USB)

#### ULTIMATE SALES BOOSTER

- Boost your knowledge continuously as a realtor
- Get insights on legal topics presented by our in-house legal and compliance team



### ULTIMATE WEALTH SEMINARS (UWS)

#### ULTIMATE WEALTH SEMINARS

- Stay tuned to emerging market and investment topics that impact the property market, including overseas property insights



Sign Up Latest Classes on UAT website  
SCAN TO REGISTER ➤



# CONSUMER OUTREACH

## CONSUMERS EDUCATION WORKSHOPS & SEMINARS

### WHAT YOUR CLIENTS WILL LEARN:

- Ways to kickstart and progress your property ownership journey
- How to navigate Singapore's property market in light of global events
- Entry and exit strategies that will let you make the most of your property
- The right ways to use leverage as part of a property portfolio building strategy
- The essentials of buying new launches and investing in the primary market



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BOOK NOW  
**\$98** U.P. \$388



**Millionaire Investor**

MASTERCLASS

## Build Your Wealth in Property

How to Get Started

Consumer Education Workshop

6 & 7 May 2023 | 10:00am - 5:30pm  
ERA APAC Centre







**Training e-Handbook 2023**