



A Subsidiary of PropNex Limited  
SGX Mainboard Listed Company

## **REVOLUTIONISING & DIGITALISING IN THE REAL ESTATE INDUSTRY** in becoming the leading agency for real estate tech

The real estate industry has accelerated the adoption of technology in a post-COVID-19 landscape, as consumers are now more open and willing to learn from webinars in making decisions to invest or upgrade to the next property. To stay ahead of the curve, PropNex is actively partnering big players in leveraging evolving home investor behaviour. The company has also invested over \$2m on IT infrastructure and IT-related training in 2019 and continues to invest a similar amount as we revealed the PropNex Career Enhancement Package (PCEP) in enabling our salespersons to effectively conduct their business.

### **DIGITAL COLLABORATION FOR SINGAPORE PROPERTY SHOW 2020**

As part of its digitalisation efforts, PropNex is pleased to announce a new partnership with Mediacorp and 99.co, to create a virtual Singapore Property Show 2020 (launching on 10.10.2020) to reach out to a bigger audience.

This collaboration was revealed at the Mid-Year Convention 2020, held virtually for the first time for real estate salespersons and industry players with Minister for National Development, Mr Desmond Lee, as the Guest-of-Honour.

Hosted on 99.co and slated to run from 10 October to 4 December 2020, the Singapore Property Show 2020 will showcase close to 20 New Launch Projects with innovative and immersive features such as narrated 4D virtual tours embedded into every project listing. Various tools such as instant mortgage calculators will empower consumers with the knowledge to make an informed property decision. Engaging articles and video content on the site will also provide consumers with credible and relevant information on the property market. PropNex will support the Singapore Property Show 2020 by helming weekly webinars that will offer first-hand insights into the Singapore property market and property investment strategies courtesy of its network of renowned property front-runners, bankers and lawyers, and financial advisors. Further details will be announced closer to the launch of the expo.

Previously, PropNex held a virtual expo in July 2020 with 30,000 viewers, hosted a series of 29 webinars conducted by 6 Invited Guest Speakers, 18 In-house Speakers and showcased over a total of 36 Virtual Open Houses, 6 Featured Local Projects and another 6 Featured Overseas Projects, showcased over 1,000 listings.

“This initiative is part of our move for a more entrenched footprint in chartering towards embracing technology as consumers are now more open and willing to learn from webinars in making decisions to invest or upgrade to the next property. In staying ahead of the curve, our latest collaboration with Mediacorp and 99.co allows us to offer more property choices to a bigger audience making this the largest virtual property expo,” remarked Mr Ismail Gafoor, CEO PropNex Realty.

“The Singapore Property Show 2020 will empower property buyers to make informed decisions by offering them a one-stop portal for credible content and expert insights. This exciting virtual initiative will also provide an engaging and immersive experience to home buyers. Through Mediacorp’s reach and relationships, PropNex and 99.co will gain access to new consumers and advertisers in Singapore. This is an industry-leading initiative, combining the best of digital technologies, to boost the property sector and economic engine of our nation as a whole,” said Parminder Singh, Chief Commercial and Digital Officer, Mediacorp.

“Property hunters can easily tour multiple show flats without the health risk and hassle of visiting on site. Our technology enables a rich virtual viewing experience that is much more convenient, yet no less informative than physical ones,” said Darius Cheung, Chief Executive Officer of 99.co.

### **\$7.3M PROP Nex CAREER ENHANCEMENT PACKAGE (PREP)**

PropNex also announced at the Virtual Convention a **\$7.3m PropNex Career Enhancement Package (PREP)**, benefitting each salesperson \$835.00 worth of financial assistance, digital tools support and training subsidies, curated to equip the salesforce with the necessary skillsets to perform in the new norms of the real estate industry as part of our digital transformation journey.

Here are the details of the package:

**A. Digital Transformation Tools totaling \$3.05m**

In further assisting all our 8,700 salespersons with embracing Digital Transformation, we are providing subsidies and support, worth \$350.00 per person, to keep pace with the new norms and adopting technology.

**B. 2021 Training Subsidies totaling S\$2.95m**

PropNex conducts our own proprietary trainings and charts a unique real estate career roadmap for every salesperson. PropNex is subsidising our 8,700\* (as at 19 Aug, CEA Public Registrar) salespersons' trainings in 2021 that amounts to \$335.00 per person, that covers FREE 2021 Annual Convention and Training, FREE 2021 Continuing Professional Development (CPD) Training courses and FREE 2021 Training Roadmap programs totaling \$2.95m.

**C. Cash Support & Savings totaling \$1.3m**

**\$100 cash support** will be disbursed to every salesperson by January 2021, to support their expenses in upgrading their real estate skills and activities. The company had also upscaled and extended the coverage to every PropNex salesperson with a \$300,000 coverage, in protecting these professionals as well as giving our clients a peace of mind, in subsidising \$50.00 for their Professional Indemnity Insurance (PII) renewal 2021 for salespersons.

**\$750,000 IN SUPPORT OF THE COMMUNITY**

With the several announcements made and the signature 'Conversation with Minister' segment, the programme also included our key management presenting a mock cheque of \$750,000 to Community Chest, in the presence of Minister Desmond Lee and the Chairman of Community Chest, Mr Phillip Tan. "We are heartened to see that the \$250,000 goes in helping the needy who are affected by the COVID-19 situation as well as the frontline heroes who are fighting the virus. And since 2013, PropNex has been contributing \$500,000 annually to benefit the less fortunate and underprivileged children. We hope this year's \$750,000 total donation can touch more lives and benefit more needy," concluded Mr Ismail Gafoor, CEO of PropNex Realty.

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