REAL ESTATE INDUSTRY TRANSFORMATION MAP 2025

TRANSFORMING THE REAL ESTATE AGENCY INDUSTRY TO BE PROFESSIONAL, PRODUCTIVE AND RESILIENT



DIGITALISE PROPERTY
TRANSACTION PROCESSES

Alliance for Action (AfA) on Accurate Property Listings led by private sector to develop a digital platform that aims to eliminate the problem of dummy inaccurate, unauthorised and duplicate advertisements



Digitalised Property Transactions
Workgroup (DPTW6) comprising public
and private sectors representatives,
continues to be the key platform
to steer transformation of property
transaction services sub-sector



Create a comprehensive digital service journey through integration of Government property-related portals





Promote industry and consumer education in electronic property transactions



PROMOTE TECHNOLOGY
ADOPTION BY
PROPERTY AGENCIES





Facilitate and support further digitalisation and resilience of large-sized property agencies





Promote other digital initiatives developed by Government agencies (e.g. Chief Technology Officer-as-a-Service)





Make available more pre-approved digital solutions with funding support under SMEs Go Digital programme

ENHANCE VALUE ADD OF PROPERTY
AGENTS THROUGH EMPHASIS
ON SKILLS DEVELOPMENT





Project ADEPT (Advancing and Enhancing Professionalism and Training) study to enhance entire Continuing Professional Development (CPE) ecosystem for property agents in collaboration with industry stakeholders





Enhance value add of property agents in consumer education



Enhance the digital skills of property agents