



2012 ERA ONE MILLION DOLLAR CASH DRAW

1. **Objective**

To reward ERA Customers and drive every ERA Associate to achieve better results in sales and recruitment.

2. **What is it?**

ERA Customers (sellers/buyers/landlords/tenants) will be rewarded with lucky draws and ERA Salespersons (who are servicing the lucky draw winners) and the immediate managers will stand a chance to win cash prizes worth a total of One Million Singapore Dollars.

3. **Who is Eligible?**

- a. Customers who sell, buy or rent their properties through ERA.
- b. ERA Salesperson who serviced the winner
- c. ERA Immediate Manager of the Salesperson in (b)

4. **Cash Prizes**

Customers' Cash Prizes

1 st Prize	S\$500,000
2 nd Prize	S\$100,000
3 rd Prize	S\$ 50,000
Twelve Consolation Prize	S\$ 10,000 each

Associates' Cash Prizes

1 st Prize	S\$100,000
2 nd Prize	S\$ 50,000
3 rd Prize	S\$ 20,000
Twelve Consolation Prize	S\$ 5,000 each

5. **Qualifying Period**

- 5.1 The qualifying period is from 25 Feb 2011 to 31 Jan 2012.
- 5.2 All New Home and Resale transactions with OTP dated on and after 25 Feb 2011 to 31 Jan 2012; Resale transactions commission must be received before 31 Jan 2012.
- 5.3 All Rental transactions with tenancy agreement dated on and after 25 Feb 2011 to 31 Jan 2012; commission must be received before 31 Jan 2012.



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6. Lucky Draw Date & Venue

17 Feb 2012 at Marina Bay Sands.

7. Criteria for Customers

- 7.1 **Minimum \$1,000** Gross Broker Commission (GBC)*, fully paid to ERA.
 * Gross Broker Commission (GBC)* means the Gross Commission less GST.
- 7.2 **Every \$1,000** GBC paid to ERA entitles the commission paying Customer (seller/buyer/landlord/tenant served by ERA salesperson) to 1 Lucky Draw Coupon.
- 7.3 **Every \$100,000** in Property Value of property sold, purchased or rented through ERA entitles the Seller/Buyer/Landlord/Tenant to 1 lucky draw coupon. Property Value for sales transaction is the sales price of the property whilst the Property Value for rental transaction is calculated using the monthly rental multiplied by the tenancy period.

ERA Seller/Landlord Pays Commission	Paid GBC > \$1,000 Property Value (PV) applies, min. 1 Lucky Draw Coupon if PV < \$100,000
	Paid GBC < \$1,000 Property Value (PV) NOT applicable No Lucky Draw Coupon
ERA Buyer/Tenant Pays Commission	Paid > \$1,000 GBC Property Value (PV) applies, min. 1 Lucky Draw Coupon if PV < \$100,000
	Paid < \$1,000 GBC Property Value (PV) NOT applicable No Lucky Draw Coupon
ERA Buyer/Tenant Does not pay Commission	If Seller/Landlord/Co-broke Paid GBC > \$1,000 Property Value (PV) applies, min. 1 Lucky Draw Coupon if PV < \$100,000
	If Seller/Landlord/Co-broke Paid GBC < \$1,000 Property Value (PV) NOT applicable No Lucky Draw Coupon



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7.4 **Every 2% Exclusive** Sales Listing Agreement with 90 days exclusive period signed with ERA prior to the sale entitles the Seller to 10 lucky draw coupons.

7.5 **Every Exclusive** Rental Listing Agreement signed with ERA prior to the rental transaction entitles the Landlord to 1 lucky draw coupon.

7.6 **Sellers**

7.6.1 Example: Seller who signed a 2% Exclusive Listing Agreement

A Seller signed a 2% Exclusive Listing Agreement, sold the property through ERA at a transaction price of \$550,000 and paid ERA a GBC of \$11,000.

Nos. of lucky draw coupons for every \$1,000 GBC paid to ERA	= 11
Nos. of lucky draw coupons for every \$100,000 in property value	= 5
Nos. of lucky draw coupons for the 2% Exclusive Listing	= 10
Total nos. of lucky draw coupons entitled	= 26

7.6.1 Example: Seller who does not signed a 2% Exclusive Listing Agreement

A Seller sold the property through ERA without exclusive at a transaction price of \$550,000 and paid ERA a GBC of \$11,000.

Nos. of lucky draw coupons for every \$1,000 GBC paid to ERA	= 11
Nos. of lucky draw coupons for every \$100,000 in property value	= 5
Nos. of lucky draw coupons for the 2% Exclusive Listing	= 0
Total nos. of lucky draw coupons entitled	= 16

7.7 **Buyers**

7.7.1 Example: Buyer who pays commission

A Buyer purchased a property through ERA at a transaction price of \$550,000 and paid ERA a GBC of \$5,500 (1%)

Nos. of lucky draw coupons for every \$1,000 GBC paid to ERA	= 5
Nos. of lucky draw coupons for every \$100,000 in property value	= 5
Total nos. of lucky draw coupons entitled	= 10



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7.7.2 Example: Direct Buyer who does not pays commission (Seller is served by ERA salesperson paying more than \$1,000 commission)

A Direct Buyer purchased a property through ERA at a transaction price of \$550,000 and paid no commission.

Nos. of lucky draw coupons for every \$1,000 GBC paid to ERA	= 0
Nos. of lucky draw coupons for every \$100,000 in property value	= 5
Total nos. of lucky draw coupons entitled	= 5

7.7.3 Example: Direct Buyer who does not pays commission (Seller is served by ERA salesperson paying less than \$1,000 commission)

Because the corresponding seller's commission is less than \$1,000, no Lucky Draw Coupon will be issued.

7.7.4 Example: Buyer who does not pays commission (Seller is served by external salesperson cobroking with ERA salesperson)

A Buyer served by ERA salesperson purchased a property through co-brokering with an external salesperson's listing, at a transaction price of \$550,000 and paid no commission. Co-broke Commission of \$5,500 was received from the external salesperson.

Nos. of lucky draw coupons for every \$1,000 GBC paid to ERA	= 0
Nos. of lucky draw coupons for every \$100,000 in property value	= 5
Total nos. of lucky draw coupons entitled	= 5

7.8 **Landlord**

7.8.1 Example: Landlord who signed an Exclusive Listing Agreement

A Landlord signed an Exclusive Listing Agreement, rented the property for 12 months at S\$7,500/month through ERA and paid ERA a GBC of \$7,500.

Property Value = S\$7,500 x 12 months (Tenancy Period) = S\$90,000

Nos. of lucky draw coupons for every \$1,000 GBC paid to ERA	= 7
Nos. of lucky draw coupons for every \$100,000 in property value	= 1
Nos. of lucky draw coupons for the Exclusive Listing	= 1
Total nos. of lucky draw coupons entitled	= 9



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7.8.2 Example: Landlord who does not signed an Exclusive Listing Agreement

A Landlord rented the property through ERA without exclusive for 12 months at S\$7,500/month and paid ERA a GBC of \$7,500.

Property Value = S\$7,500 x 12 months (Tenancy Period) = S\$90,000

Nos. of lucky draw coupons for every \$1,000 GBC paid to ERA	= 7
Nos. of lucky draw coupons for every \$100,000 in property value	= 1
Nos. of lucky draw coupons for the Exclusive Listing	= 0
Total nos. of lucky draw coupons entitled	= 8

7.8.3 Example: Room Rental Landlord

A Landlord rented a room through ERA without exclusive for 12 months at S\$1,000/month and paid ERA a GBC of \$500.

Because the landlord's commission is less than \$1,000, no Lucky Draw Coupon will be issued.

7.9 Tenants

7.9.1 Example: Tenants who pays commission

A Tenant rented a property through ERA for 12 months at S\$3,000/month and paid ERA a GBC of \$3,000

Property Value = S\$3,000 x 12 months (Tenancy Period) = S\$36,000

Nos. of lucky draw coupons for every \$1,000 GBC paid to ERA	= 3
Nos. of lucky draw coupons for every \$100,000 in property value	= 1
Total nos. of lucky draw coupons entitled	= 4

7.9.2 Example: Tenants who does not pay commission (Landlord is served by ERA salesperson paying more than \$1,000 commission)

A Direct Tenant rented a property through ERA for 12 months at S\$3,000/month and paid no commission, landlord is served by ERA salesperson that paid a commission of \$1,500.

Property Value = S\$3,000 x 12 months (Tenancy Period) = S\$36,000

Nos. of lucky draw coupons for every \$1,000 GBC paid to ERA	= 0
Nos. of lucky draw coupons for every \$100,000 in property value	= 1
Total nos. of lucky draw coupons entitled	= 1



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7.9.3 Example: Tenant who does not pay commission (Landlord is served by ERA salesperson paying more than \$1,000 commission)

A Tenant rented a property through ERA for 24 months at S\$30,000/month and paid no commission, landlord is served by ERA salesperson that paid a commission of \$30,000.

Property Value = S\$30,000 x 24 months (Tenancy Period) = S\$720,000

Nos. of lucky draw coupons for every \$1,000 GBC paid to ERA	= 0
Nos. of lucky draw coupons for every \$100,000 in property value	= 7
Total nos. of lucky draw coupons entitled	= 7

7.9.4 Example: Tenant who does not pays commission (Landlord is served by external salesperson cobroking with ERA salesperson)

A Tenant served by ERA salesperson, rented a property through co-broking with an external salesperson's listing, at a rent of \$7,000 for 24 months and the tenant paid no commission. Co-broke Commission of \$3,500 was received from the external salesperson.

Property Value = S\$7,000 x 12 months (Tenancy Period) = S\$84,000

Nos. of lucky draw coupons for every \$1,000 GBC paid to ERA	= 0
Nos. of lucky draw coupons for every \$100,000 in property value	= 1
Total nos. of lucky draw coupons entitled	= 1

7.9.5 Example: Room Rental Tenants

A Tenant rented a room through ERA for 12 months at S\$600/month and paid ERA a GBC of \$300.

Because the tenant's commission is less than \$1,000, no Lucky Draw Coupon will be issued.

8. Lucky Draw Coupons

- 10.1 Lucky Draw Coupons will be issued based on the prompt receipt of full commission from seller/landlord/buyer/tenant. Buyer and Landlord not paying commission will be based on the prompt receipt of full commission from respective seller and landlord.
- 10.2 No Lucky Draw Coupons will be issued for the following transactions, regardless of reasons:
 - Aborted Transactions;
 - Transactions involving Refund of Commissions



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9. Others

- 10.3 Prizes are non-transferable, in part or in whole.
- 10.4 All prizes for the One Million Dollar Cash Draw must be claimed by 1 May 2012. If any of the draw prizes is not claimed after this date, it will be donated to the Community Chest of Singapore.
- 10.5 The decision of ERA on all matters pertaining to the draw is final and no correspondence will be entertained.
- 10.6 The winners will be notified by post and the results published in The Straits Times
- 10.7 ERA reserves the right to publish the winner's particulars for advertising and publicity purposes without prior notice.