

# SIAPP V24

SMS Push-Tech Marketing Platform for Agents

Contact Us



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## New Features



### Data science-driven

Smart Targeting by Buyer  
and Seller Propensity  
(Landed)

SSD Exit Timeline &  
Capital Gains  
(Condominiums)

Vector Mapping



### Supercharged with AI

Embedded ChatGPT  
plugin to improve your  
SMS text



### Secure & compliant

Enhanced Cybersecurity  
Features;  
PDPA-compliant

# SIAPPA V24

SMS Push-Tech Marketing Platform for Agents

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## Proven Track Record



Over **1.8 million** SMS sent in 2023 (Cost: \$540k)

- **150,000** monthly average sends
- More than **455,000** with custom short links



Sales transactions enabled: **2,507** (2023)

Condo/Apt	HDB	Landed	Commissions @ 1%
1,400	989	118	
\$3.08b	\$495m	\$472m	<u>\$82.95m</u>

(est. value)



Rental transactions enabled: **4,298** (2023)

Condo/Apt	HDB	Landed	Commissions @ 1 mth
3,080	1,101	117	
\$12.3m	\$2.2m	\$585k	<u>\$15.085m</u>

(est. value)

**Total Comms to Cost Ratio**

= \$98,035,000 ÷ \$540,000

= **181.5 times** Success Rate

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## Listing Count



### Listing Count In 2023

PropertyType	Sale Listing Count	Rental Listing Count	Total Listing Count
HDB	595,680	665,760	1,261,440
CONDO/APT	2,008,960	1,810,400	3,819,360
LANDED	654,080	268,640	922,720
<b>Total</b>	<b>3,258,720</b>	<b>2,744,800</b>	<b><u>6,003,520</u></b>



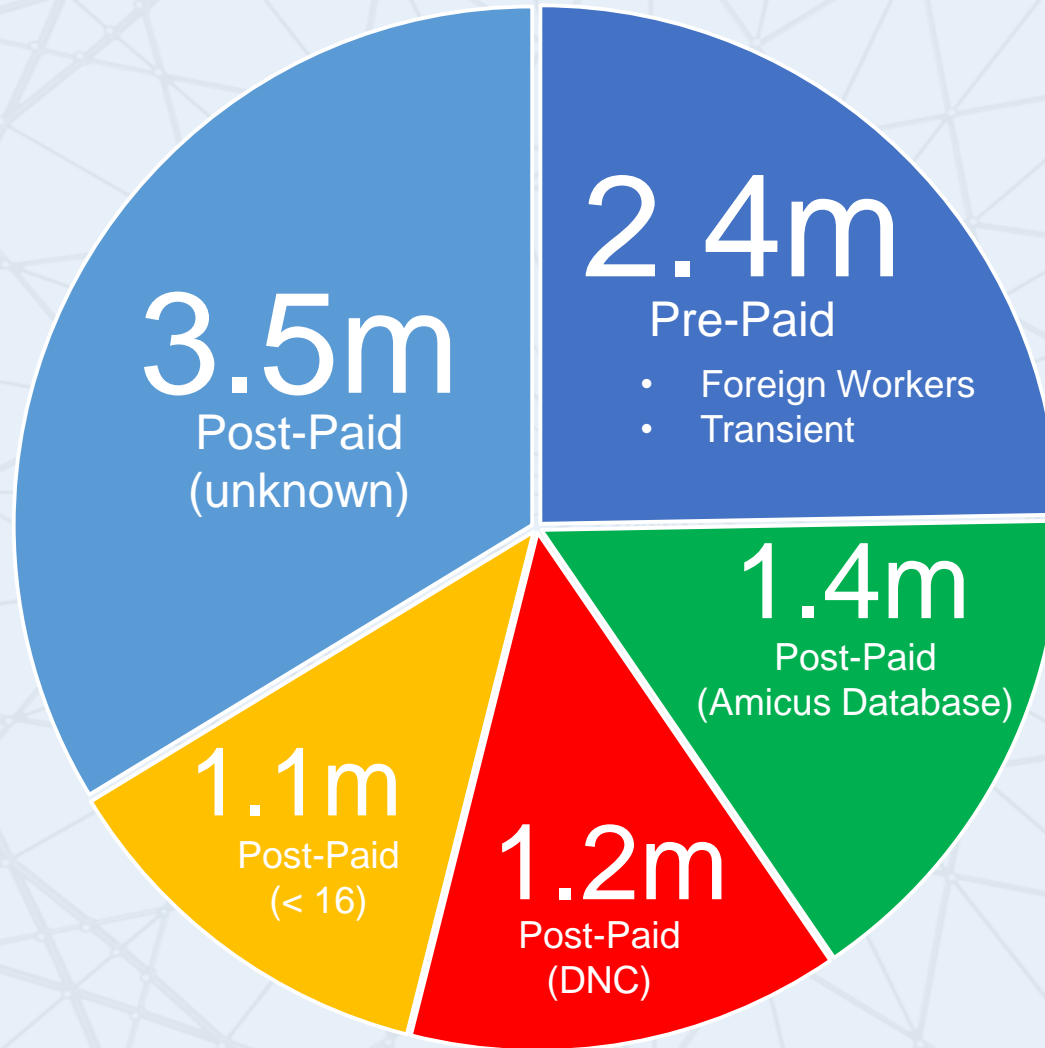
### Listing Count In 2024 (January to April)

PropertyType	Sale Listing Count	Rental Listing Count	Total Listing Count
HDB	188,352	219,744	408,096
CONDO/APT	666,208	599,936	1,266,144
LANDED	202,304	83,712	286,016
<b>Total</b>	<b>1,056,864</b>	<b>903,392</b>	<b><u>1,960,256</u></b>



# 9.72 Million Mobiles

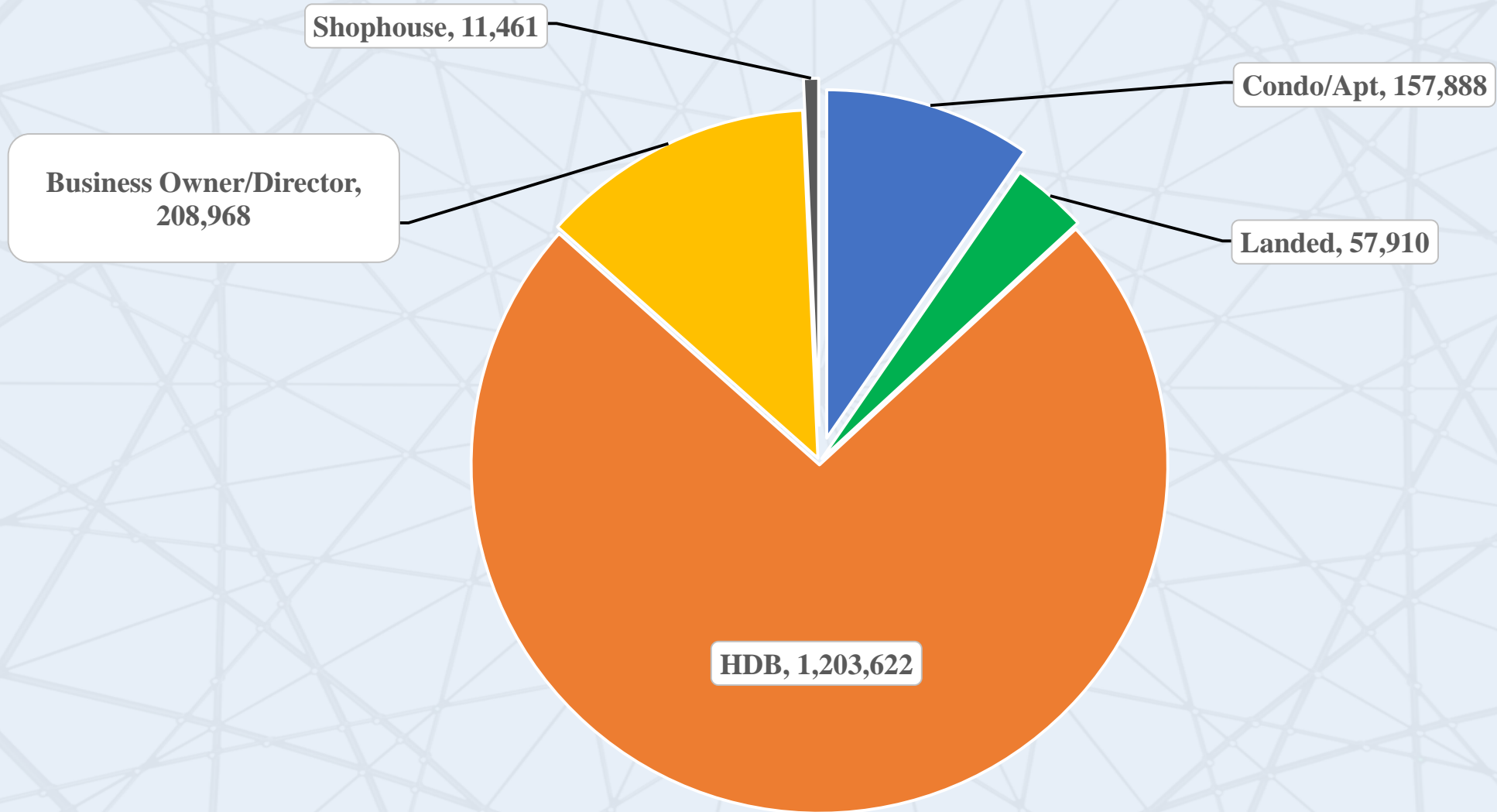
(As of JAN 2024, IMDA Mobile Statistics)



■ Pre-Paid ■ Post-Paid ■ Post-Paid (DNC) ■ Post-Paid (< 16) ■ Post-Paid (Unknown)

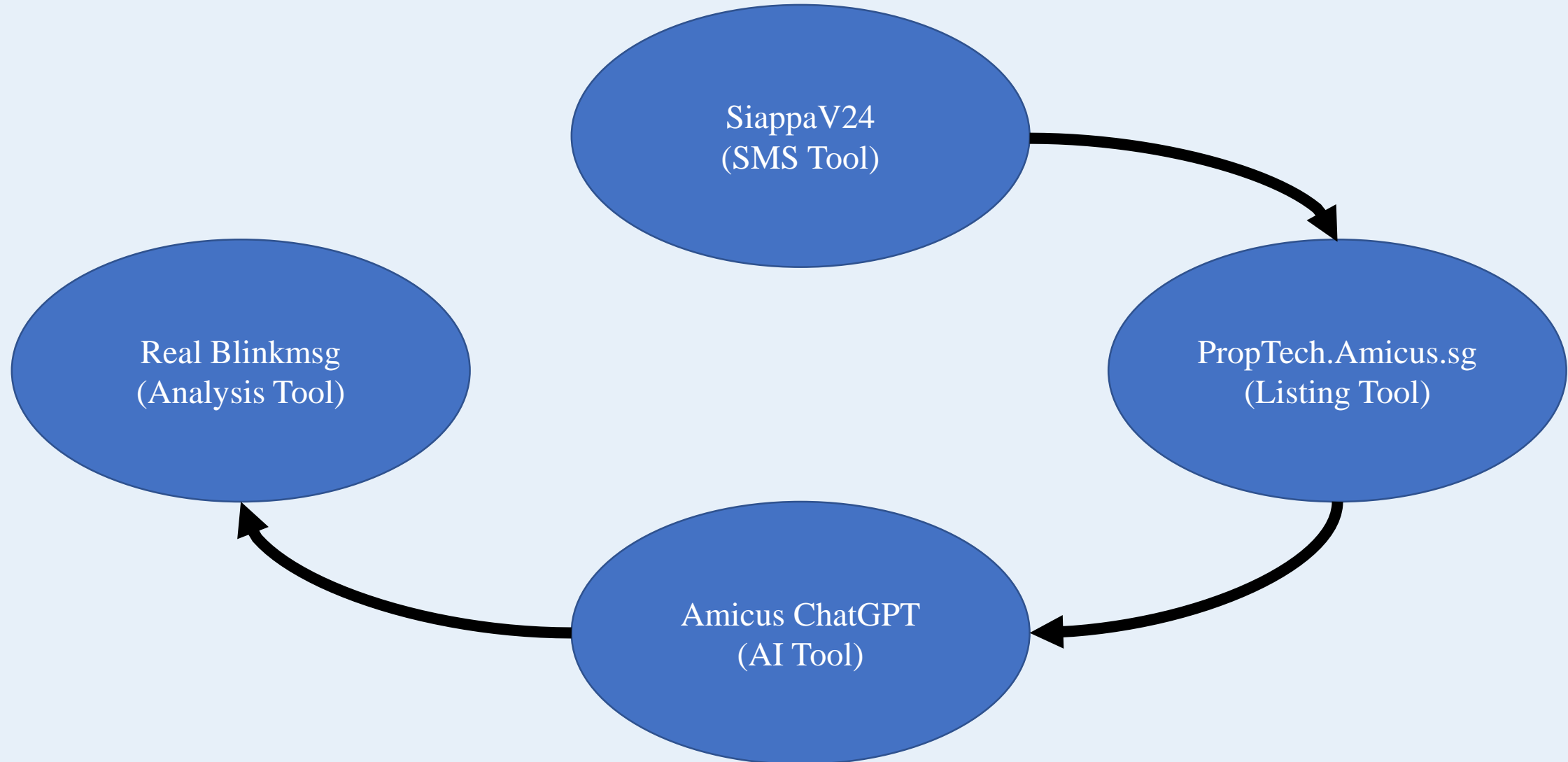
# Amicus 1.4 Million Mobiles

(Percooped, Prescored, Number Masking, DNC & Anonymize data)



■ Condo/Apt ■ Landed ■ HDB ■ Business Owner/Director ■ Shophouse

# Data Omnichannels Technology Solutions





# Scenario 2

(If you are marketing particular project using siappa platform and there is no squatter agent in that particular project in Proptech)

## QUEENS

Condominium • STIRLING ROAD • District 3 • [View Map](#)

- 🏠 713 Caveated out of 722 Units
- 🕒 99 Years
- 📅 Completed on 2003
- 💰 Sold between S\$550,000 ~ S\$2,650,000
- 💰 Median PSF S\$1,673
- 🏢 Condominium

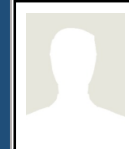
GENERATE PROPERTY REPORT ↗

<https://proptech.amicus.sg/Condominium/Pages/ProjectDetail.aspx?ProjectName=QUEENS&ID=126>

## LISTING



PROPNE X REALTY PTE. LTD.



Agent Name

CEA: R012345C / L3008022J

Whatsapp/Call mobile

There will be other agents and siappa member

Upon sending your SMS in siappa, you'll enjoy two weeks as a featured agent on the Proptech platform.

For Sale

For Rent



QUEENS

S\$2,068,888

🏠 3 Bed 🛁 3 Bath 1290.00  
S\$ 1603.79 psf 📅 29-Apr-2024

BECKY LI • R046146Z  
88289796  
SINGAPORE ESTATE AGENCY PTE LTD



QUEENS

S\$2,100,000

🏠 3 Bed 🛁 3 Bath 1184.00  
S\$ 1773.65 psf 📅 25-Apr-2024

SUPRIYA (RIYA) • R046681Z  
88186888  
PROPNE X REALTY PTE. LTD.



QUEENS

S\$1,590,000

🏠 2 Bed 🛁 3 Bath 915.00  
S\$ 1737.70 psf 📅 24-Apr-2024

CHARLES CHOW • R014292E  
90210877  
PROPNE X REALTY PTE. LTD.



QUEENS

S\$2,088,000

🏠 3 Bed 🛁 3 Bath 1292.00  
S\$ 1616.10 psf 📅 24-Apr-2024

MARTIN ONG • R005764B  
85339828  
ERA REALTY NETWORK PTE LTD



# Features at a glance with samples – LANDED SMART DATA SCRAPING

## Targeting by Buyer and Seller Propensity (Landed)

### Buyer

Home Starter Home Buyer Residential Commercial Profile Targeting Login Register

Buyers Propensity Scores **Key in address wanted to sell into search box. Enlarge circle to 2KM.**

Amicus Data Science team analyses landed buyers and over 50% of landed buyers are Business Owners. So we added a function to be able to find Business Owners nearby your listing/selling property.

[View Slides](#)

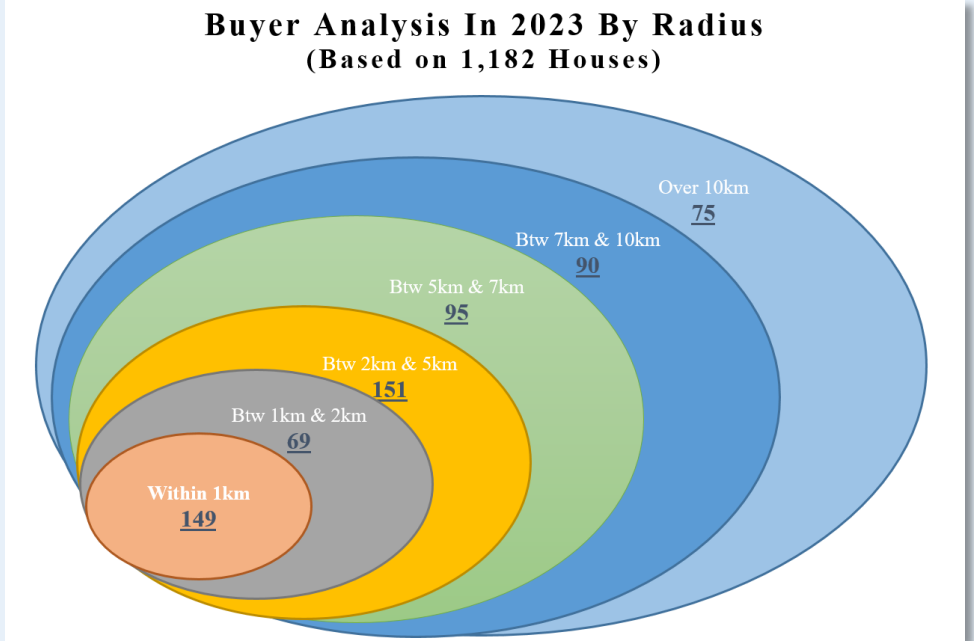
- Added new feature to target business owners nearby the property (up to 2km)\* intended for sale

\*based on Amicus data analysis of landed property buyers

Total SMS : 2,371 within 2000 Meters

Buyer Type	Mobile Count	Select
Business Owners Staying at Landed	531	<input type="checkbox"/>
Business Owners Staying at Condo/Apt	317	<input type="checkbox"/>
Business Owners Staying at HDB	1474	<input type="checkbox"/>
Builder Count (2020 onward)	49	<input type="checkbox"/>

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# Features at a glance with samples – LANDED SMART DATA SCRAPING

## Targeting by Buyer and Seller Propensity (Landed)

### Seller

**SIAPAV24** Home Starter Home Buyer Residential Commercial Profile Targeting Login Register

#### Sellers Propensity Scores

Based on analysis by Amicus, landed property sellers can be categorised into the below propensity score factors.  
Please select minimum 4 and maximum 6 propensity score factors.  
[View Slides](#)

<input checked="" type="checkbox"/> Owners age 60 and above	<input type="checkbox"/> Must be rental property	<input checked="" type="checkbox"/> No PD and No BCA
<input type="checkbox"/> Capital gains \$2M and above	<input type="checkbox"/> Multiple Property Owner	

House Type (Select one option)

<input checked="" type="radio"/> Terrace House	<input type="radio"/> Semi-Detached House	<input type="radio"/> Detached House
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Number of years held (Select one option)

<input type="radio"/> Holding less than 9 years (SSD Landed Excluded)	<input type="radio"/> Holding between 9-11 years
<input type="radio"/> Holding between 12-28 years	<input checked="" type="radio"/> Holding above 29 years

District (Select one option)

<input type="radio"/> Landed in D2	<input type="radio"/> Landed in D3	<input type="radio"/> Landed in D4
<input type="radio"/> Landed in D5	<input type="radio"/> Landed in D8	<input type="radio"/> Landed in D9
<input type="radio"/> Landed in D10	<input type="radio"/> Landed in D11	<input type="radio"/> Landed in D12
<input type="radio"/> Landed in D13	<input type="radio"/> Landed in D14	<input type="radio"/> Landed in D15
<input type="radio"/> Landed in D16	<input type="radio"/> Landed in D17	<input type="radio"/> Landed in D18
<input checked="" type="radio"/> Landed in D19	<input type="radio"/> Landed in D20	<input type="radio"/> Landed in D21
<input type="radio"/> Landed in D22	<input type="radio"/> Landed in D23	<input type="radio"/> Landed in D25
<input type="radio"/> Landed in D26	<input type="radio"/> Landed in D27	<input type="radio"/> Landed in D28

[Calculate Sellers Propensity Scores](#)



**SMS Info**

Based on you have selected seller propensity score factors (**Owners age 60 & above, No PD and No BCA, Terrace House, Holding above 29 years, Landed in D19**)

Propensity Score : **65**

Total SMS : **443**

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- Ability to target property sellers based on analysed factors such as age, sale vs rental, property type, capital gains, length of ownership, location (district).

# Features at a glance with samples – CONDOMINIUM SMART DATA SCRAPING

## SSD Exit Timeline & Capital Gains (Condominiums)

The screenshot shows the SIAV24 website interface. At the top, there are navigation links: Home, Starter Home Buyer, Residential, Commercial, Profile Targeting, Login, and Register. Below the navigation is a Google Map of the Tampines area in Singapore, with a red pin and a circular search radius centered on Tampines Mall. Below the map, there is a filter section with the following text: "For seller targeting, only the SSD filters are applicable. For buyer targeting, both the SSD and Capital Gains filters are applicable." The filter options are:

- SSD:** Radio buttons for All, No SSD (selected), 4% SSD, 8% SSD, and 12% SSD.
- Capital Gains:** Checkboxes for All, Btw 1 and 25% Capital Gains, Btw 26 & 50% Capital Gains (checked), Btw 51 & 75% Capital Gains, Btw 76 & 100% Capital Gains, and Over 100% Capital Gains.

- Location-based search with filters for Seller's Stamp Duty percentage (None / 4% / 8% / 12%) (seller-centric); and
- Filters for capital gains percentage (e.g. between 26 & 50%, over 100%), based on open-source transaction data and Amicus Machine Learning Valuation (both buyer and seller-centric)

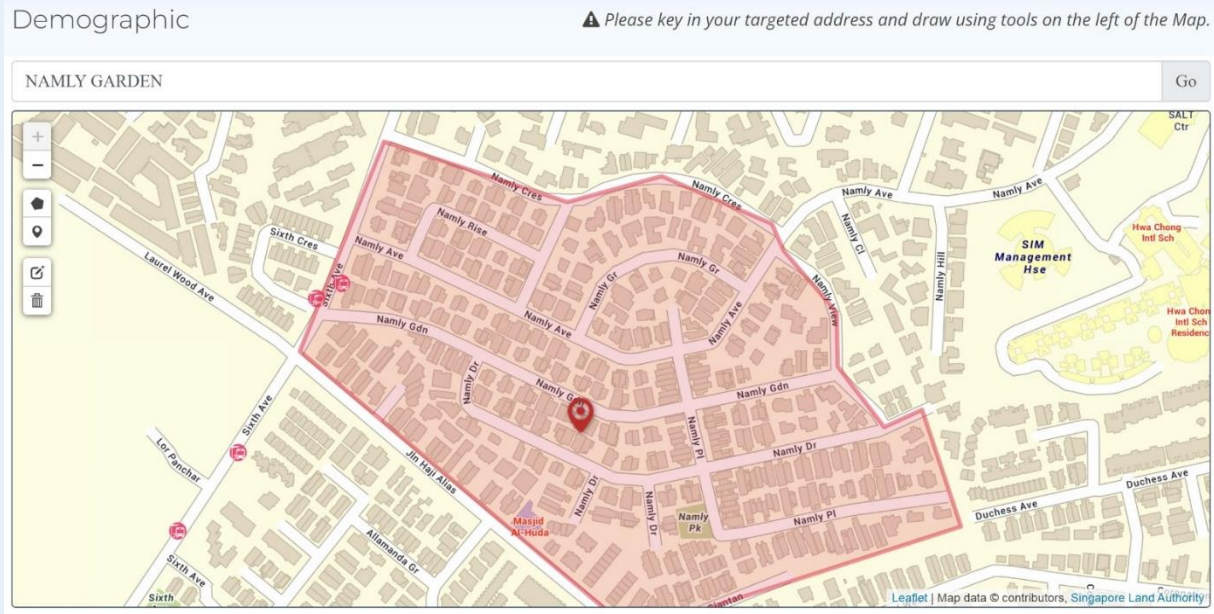
Click on the relevant checkboxes below to select your SMS orders.

Total 37 project(s) found within 2000 m, 0% SSD and all type of Capital Gains.

Select	Project Name	Mobile Count
<input type="checkbox"/>	ALPS RESIDENCES, THE	232
<input type="checkbox"/>	APOLLO GARDENS	91
<input type="checkbox"/>	AQUARIUS BY THE PARK	430
<input type="checkbox"/>	ARC AT TAMPINES	199
<input type="checkbox"/>	BAYWATER	150
<input type="checkbox"/>	CHANGI GREEN	151
<input type="checkbox"/>	CHANGI RISE CONDOMINIUM	232
<input type="checkbox"/>	CITYLIFE@TAMPINES	226
<input type="checkbox"/>	CLEARWATER, THE	187
<input type="checkbox"/>	D'NEST	56
<input type="checkbox"/>	DOUBLE BAY RESIDENCES	220
<input type="checkbox"/>	EASTPOINT GREEN	453
<input type="checkbox"/>	EDEN AT TAMPINES, THE	199
<input type="checkbox"/>	ELIAS GREEN	280
<input type="checkbox"/>	ESPARIS, THE	110
<input type="checkbox"/>	MELVILLE PARK	760
<input type="checkbox"/>	MODENA	86
<input type="checkbox"/>	MY MANHATTAN	64
<input type="checkbox"/>	PALETTE, THE	72
<input type="checkbox"/>	PINEVALE	300
<input type="checkbox"/>	Q BAY RESIDENCES	110

# Features at a glance with samples – VECTOR MAPPING

## Vector Mapping = Vector Data Analytics = Accurate Targets



- Customised regions can mapped out as vectors, and further refined via demographic factors
- Radial distance from property can also be selected as a targeting metric

Gender:  Male  Female

Race:  Chinese  Malay  
 Indian  Others

Property Type:  Condo  Landed  
 HDB  Commercial

No SMS Received Within Past:  ▼

Search

Result List

Please select the checkbox to send SMS out to.

Select	Property Type	Age Range	Mobile Count
<input type="checkbox"/>	Landed	25-35	24
<input checked="" type="checkbox"/>	Landed	36-45	51
<input checked="" type="checkbox"/>	Landed	46-55	67
<input type="checkbox"/>	Landed	56-65	56
<input type="checkbox"/>	Landed	Over 65	130

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# Features at a glance with samples – AI-DRIVEN SMS TEXT

## Improvements Powered by ChatGPT

Original text\*\*

8498

House4Sale

I have a house with 3120sqft, semi-detached, 2 story + attic and swimming pool. It ready to look any time.  
Pls contact me @ 91234567 for more info.

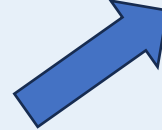
If your SMS contain chinese words, please check the checkbox below FIRST before typing your message.

Chinese characters 165 / 306

Improve your SMS with AI

One-click solution

**\*\*NOTE:** The original SMS has poor sentence structure with grammar errors and disjointed phrases. Our Generative Pre-trained Transformer (GPT) will correct the supplied text immediately upon selection.



Discover your dream home! Spacious 3120 sqft, semi-detached with 2 stories plus a cozy attic, complete with a private swimming pool. Available for viewing at your convenience. For more details or to schedule a visit, call us at 91234567. Your key to luxury living awaits!

Improve your SMS with AI Copy SMS

Multiple viable suggestions within specified character limit

Discover your dream home! Spacious 3120 sqft, semi-detached, 2-story with attic, complete with a private swimming pool. Available for viewing at your convenience. For more details or to schedule a visit, call us at 91234567. Don't miss out on this exquisite property!

Improve your SMS with AI Copy SMS

# Features at a glance

## Enhanced Cybersecurity Features

