



CUSTOMER SUCCESS MANAGEMENT



<https://proptech.amicus.sg>
(~ 4.6 million viewers)



Outreach
(1) SMS
(2) Postcard

Squatter/
Caveat Purchase
for projects

Deep Dive Analytics

Our Service Package

- Excel spreadsheet of caveat data.
- Do Deep Analysis to focus targeting. Save on efforts & money.
- Develop tools for outreach via digital Push Technology and Unique QR code postcard (a hybrid tool embracing printed matter with real time digital data search).



Squatter/ Caveat Purchase

Exploring Target Marketing Strategies through Deep Dive Data Analysis.



SMS



Mailer



Onboarding & Trigger SMS

Onboarding SMS

SMS TITLE: Urhomevalue

SMS: <ADV>Be 1st to know ur home's worth. Download realtime home report here. Be pleasantly surprised. amicusdata.sg/4fc7ca36 By AgentName @ 98XXXXXX .UN 91095989

Trigger SMS

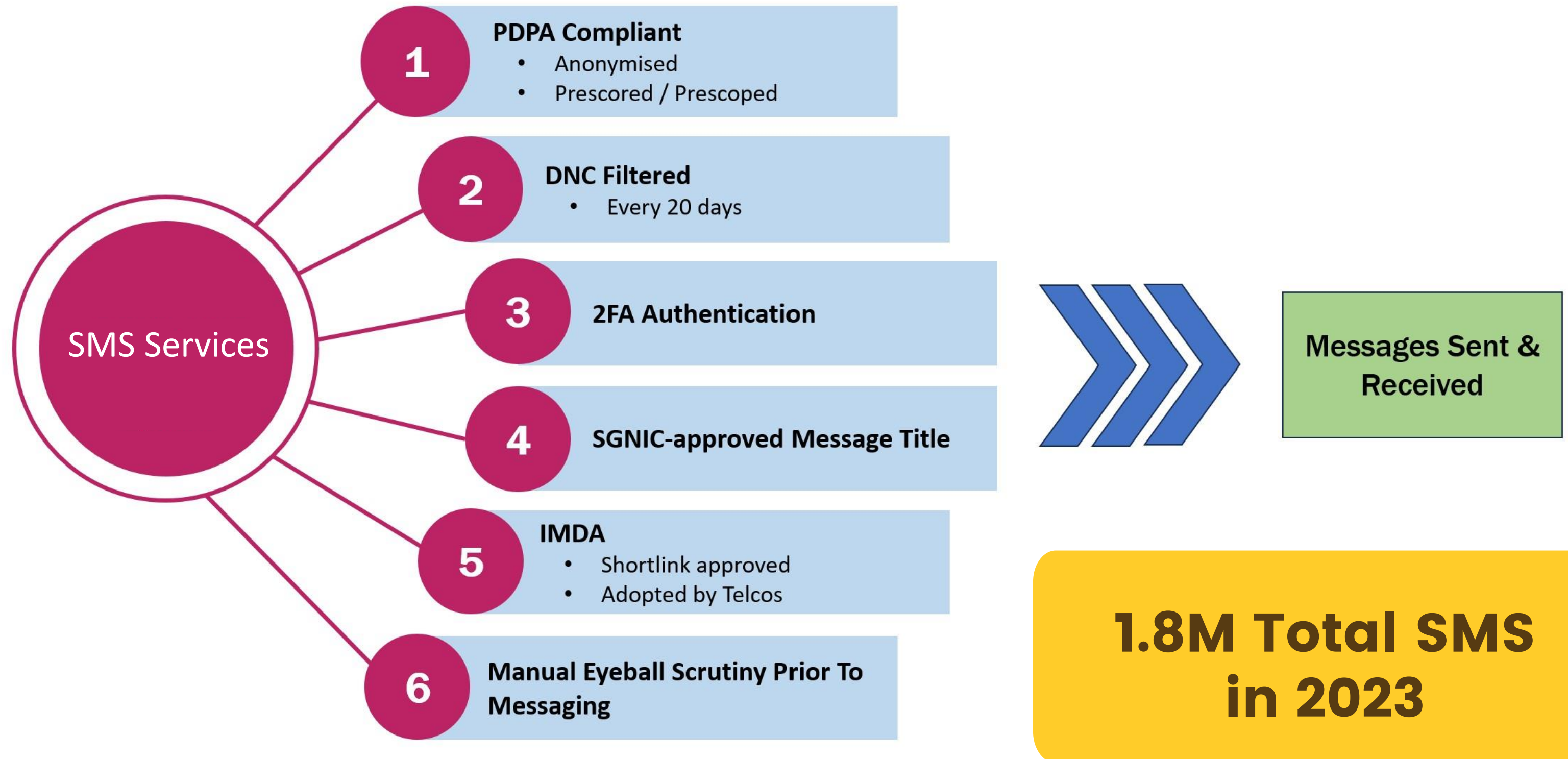
SMS TITLE: Urhomevalue

SMS: <ADV>Just SOLD in Feb! #03-XX THE BROWNSTONE \$1350000. Call AgentName @ 98XXXXXX. Your house value changed! View amicusdata.sg/EINNJu for new value .UN 91095989

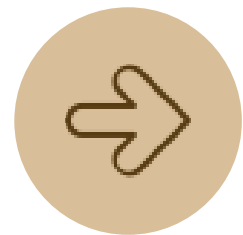
Embedded Anti-Scam Measures

- (1) SGNIC approved SMS Message Title.
- (2) IMDA & Telcos approved Shortlinks.

Onboarding & Trigger SMS



SMS Pricing



\$0.30 per onboarding SMS message, based on the number of mobile contacts.



\$0.30 per trigger SMS message, based on the number of mobile contacts.
Paid in advance for 3 rounds of trigger SMS.

Mailer (Generic Design)

Side A

The design for Side A features a background illustration of the Singapore skyline with the Singapore Flyer. On the left, there is a large orange square containing white text. To the right of this square, the text 'A SMART NATION INITIATIVE' is written in orange, followed by a list of services in black. At the bottom right, the Amicus logo is displayed with the tagline 'Data as a service'.

Be Surprised To Discover Your Property Value Today!

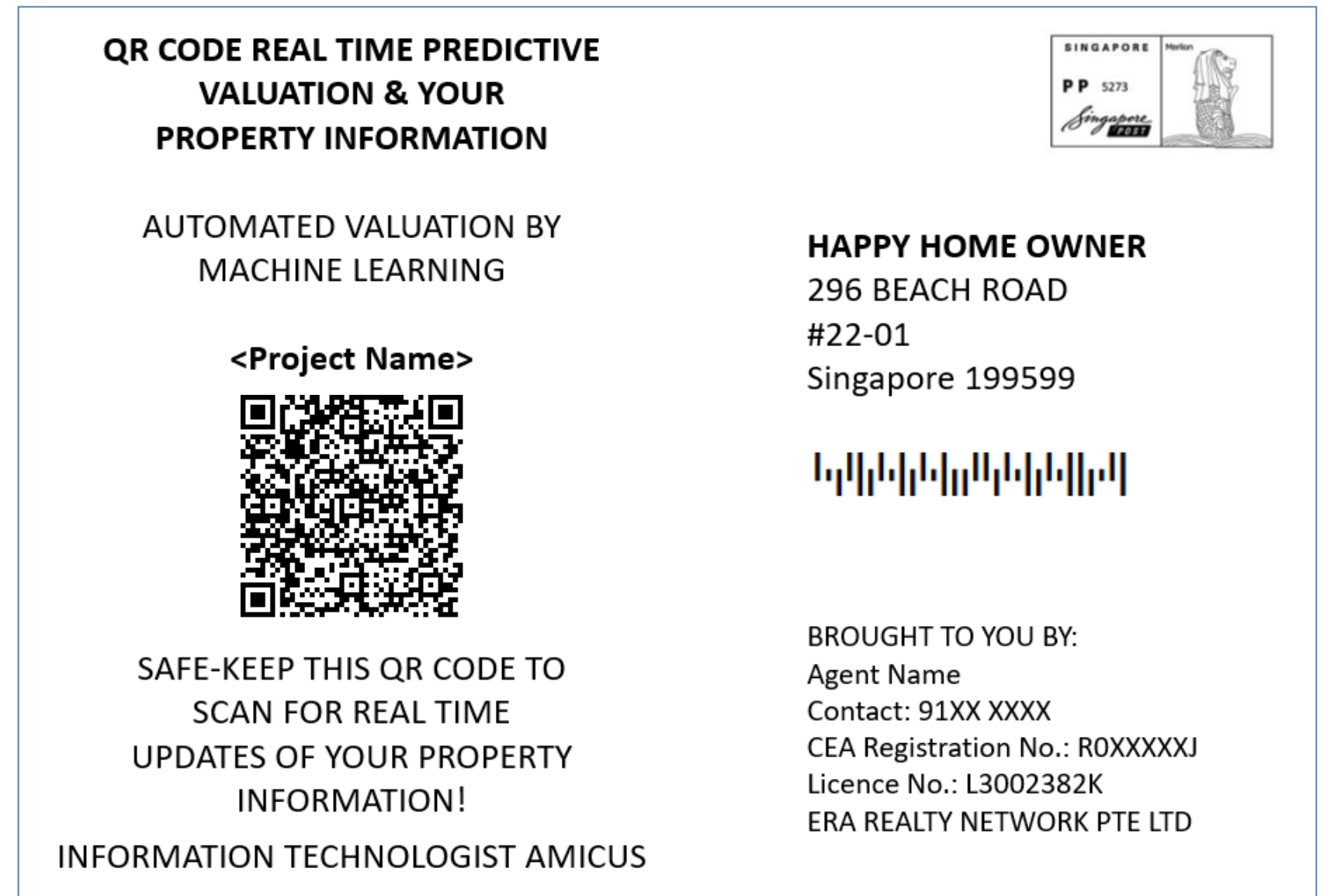
Scan QR Code & Be Pleasantly Surprised

A SMART NATION INITIATIVE

Deep Dive Data
Omnichannel Technology
Solutions in One Click
Know your Value, ROI,
Enbloc Potential, Schools Admission,
Capital Gains Etc.

Engineered By
amicus
Data as a service

Side B

The design for Side B is divided into three main sections. The top section contains the title 'QR CODE REAL TIME PREDICTIVE VALUATION & YOUR PROPERTY INFORMATION' and 'AUTOMATED VALUATION BY MACHINE LEARNING'. The middle section features a QR code placeholder labeled '<Project Name>'. The bottom section contains the text 'SAFE-KEEP THIS QR CODE TO SCAN FOR REAL TIME UPDATES OF YOUR PROPERTY INFORMATION!' and 'INFORMATION TECHNOLOGIST AMICUS'. On the right side, there is a Singapore PP 5273 stamp, a 'HAPPY HOME OWNER' address block, a barcode, and an agent information block.

QR CODE REAL TIME PREDICTIVE VALUATION & YOUR PROPERTY INFORMATION

AUTOMATED VALUATION BY MACHINE LEARNING

<Project Name>

SAFE-KEEP THIS QR CODE TO SCAN FOR REAL TIME UPDATES OF YOUR PROPERTY INFORMATION!

INFORMATION TECHNOLOGIST AMICUS

SINGAPORE
PP 5273
Singapore

HAPPY HOME OWNER
296 BEACH ROAD
#22-01
Singapore 199599

BROUGHT TO YOU BY:
Agent Name
Contact: 91XX XXXX
CEA Registration No.: R0XXXXXJ
Licence No.: L3002382K
ERA REALTY NETWORK PTE LTD

Mailer (Customized Design)

Side A

NORMANTON
Park 鑫悦府

Average Capital Gains per unit \$171k

Agent Name
CEA Reg No: R123123A
91234567
PROPnex REALTY PTE. LTD.

Scan QR Code Overleaf For
Automated Valuation & Contact Info

**Agent
Photo**

Side B

QR CODE REAL TIME PREDICTIVE VALUATION & YOUR PROPERTY INFORMATION

AUTOMATED VALUATION BY
MACHINE LEARNING

<Project Name>



SAFE-KEEP THIS QR CODE TO
SCAN FOR REAL TIME
UPDATES OF YOUR PROPERTY
INFORMATION!

INFORMATION TECHNOLOGIST AMICUS



HAPPY HOME OWNER

296 BEACH ROAD

#22-01

Singapore 199599



BROUGHT TO YOU BY:

Agent Name

Contact: 91XX XXXX

CEA Registration No.: R0XXXXXJ

Licence No.: L3002382K

ERA REALTY NETWORK PTE LTD

Mailer

- Side A Printing including Design
- Side B VDP Printing & Unique QR Code
- Delivery Fee
- Postage

Mailer Pricing

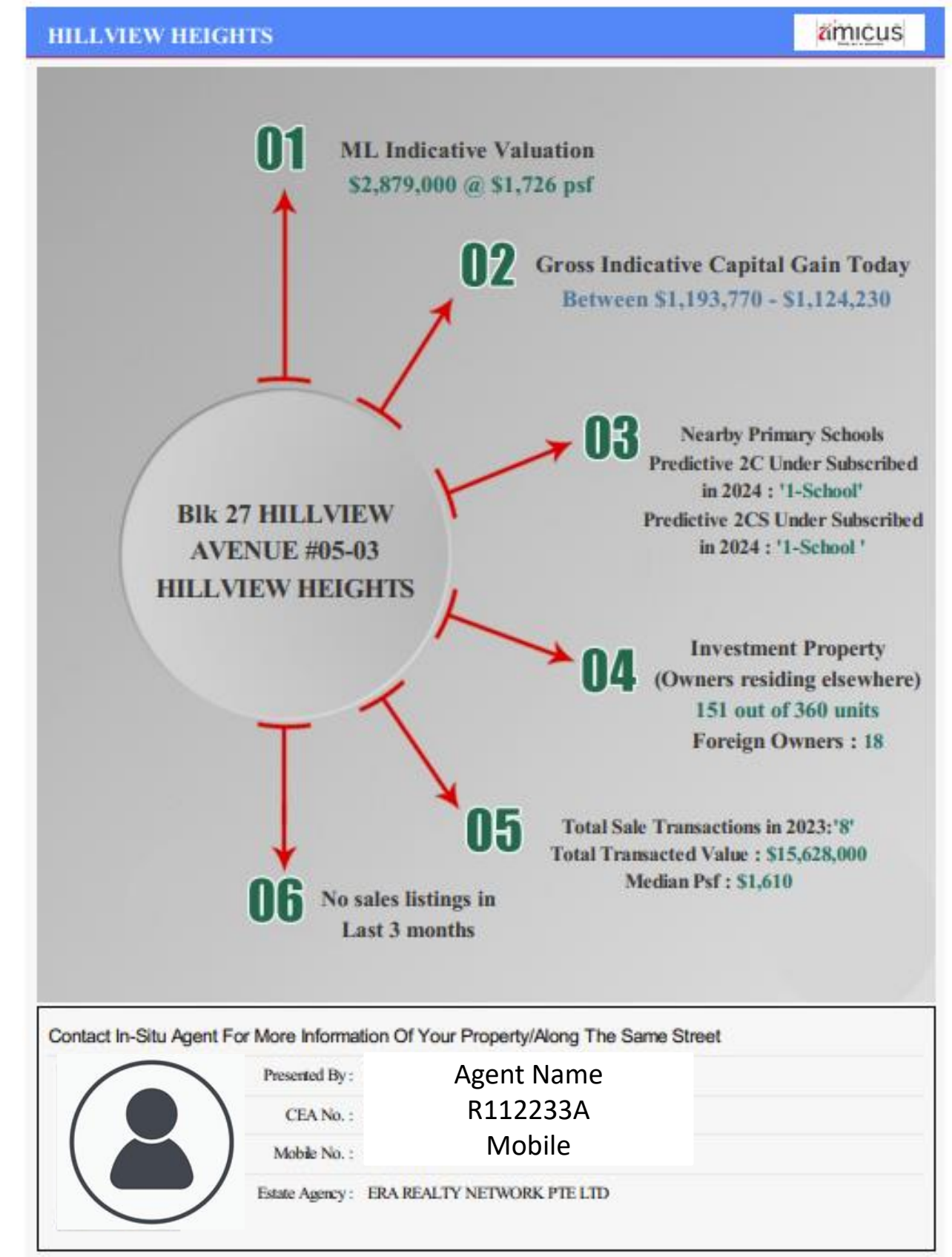
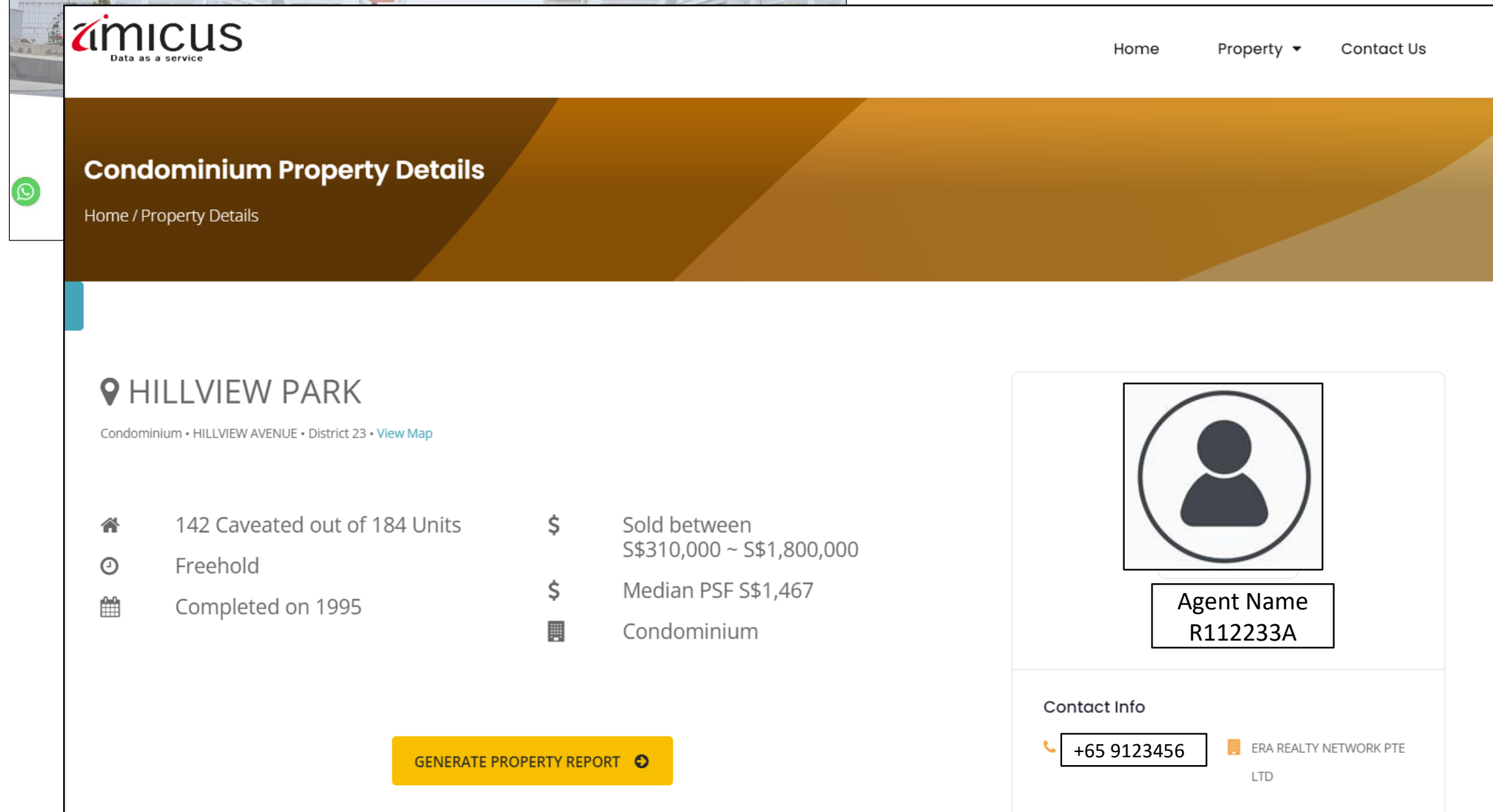
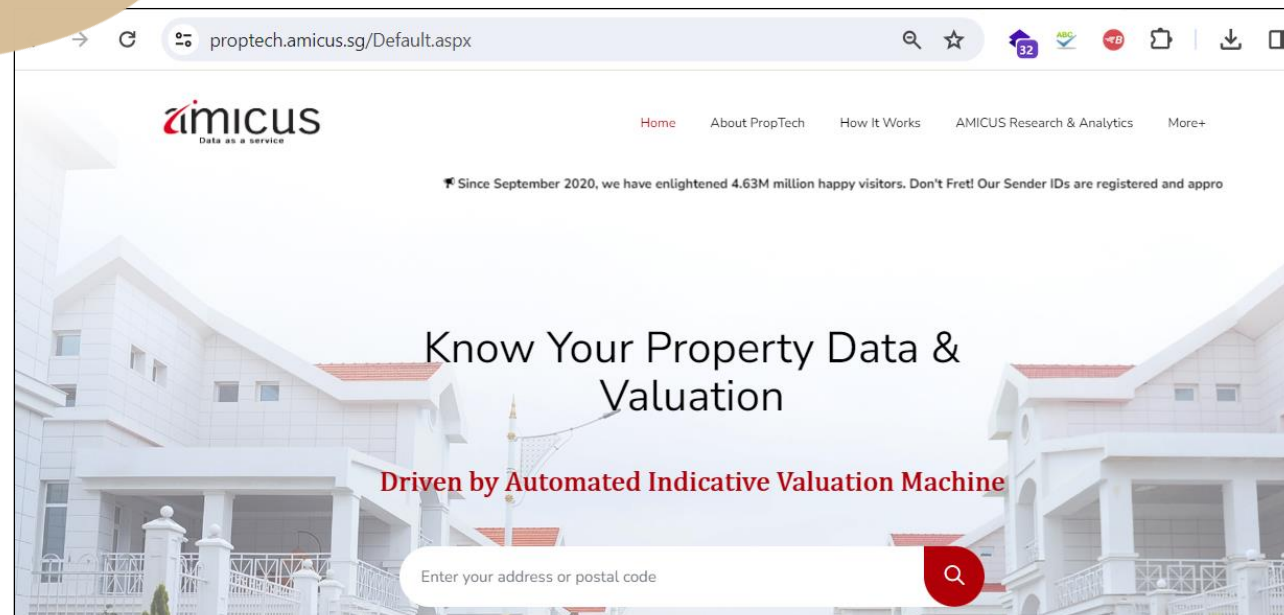


\$1.60 per generic postcard.



\$1.80 per customized postcard.

Agent Profile in [PropTech.amicus.sg](#) & Report

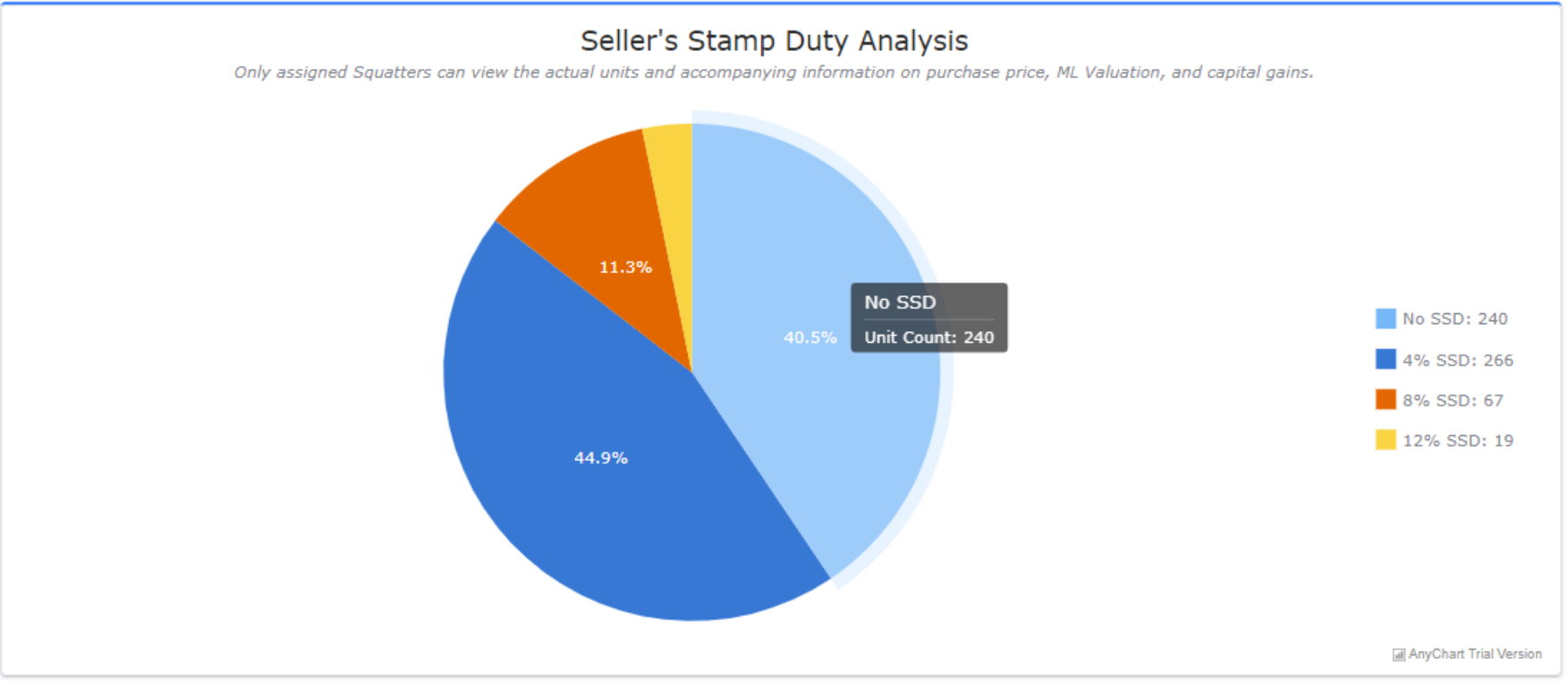
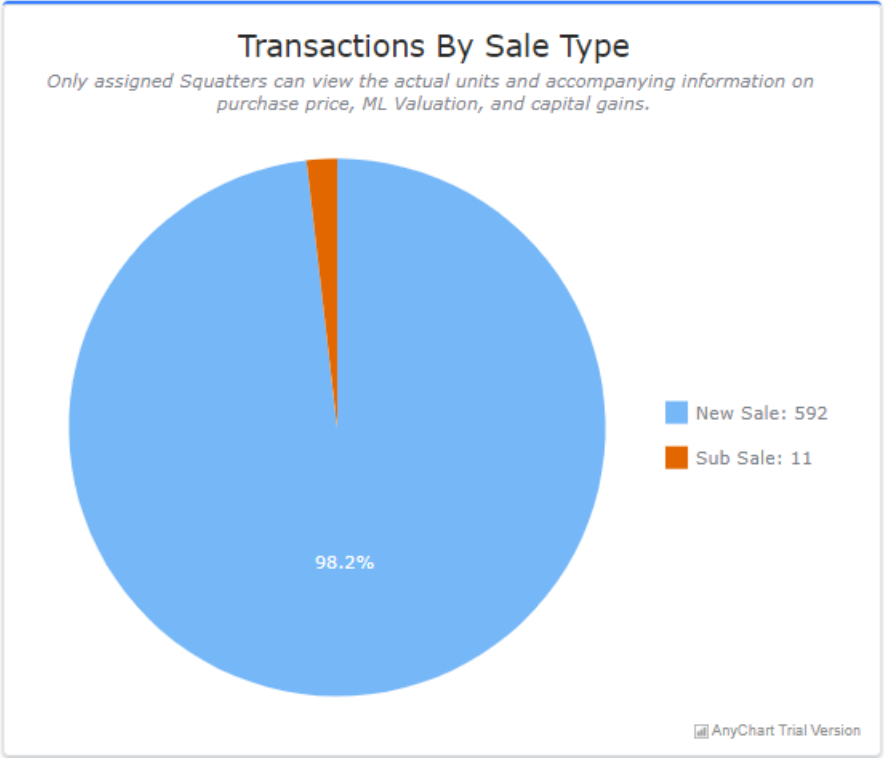
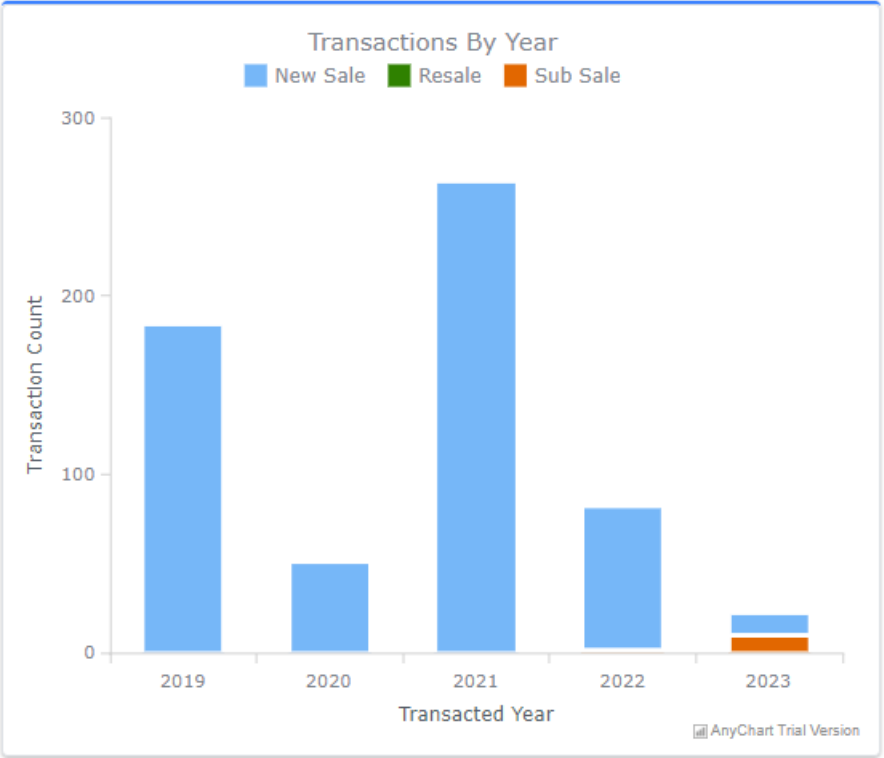
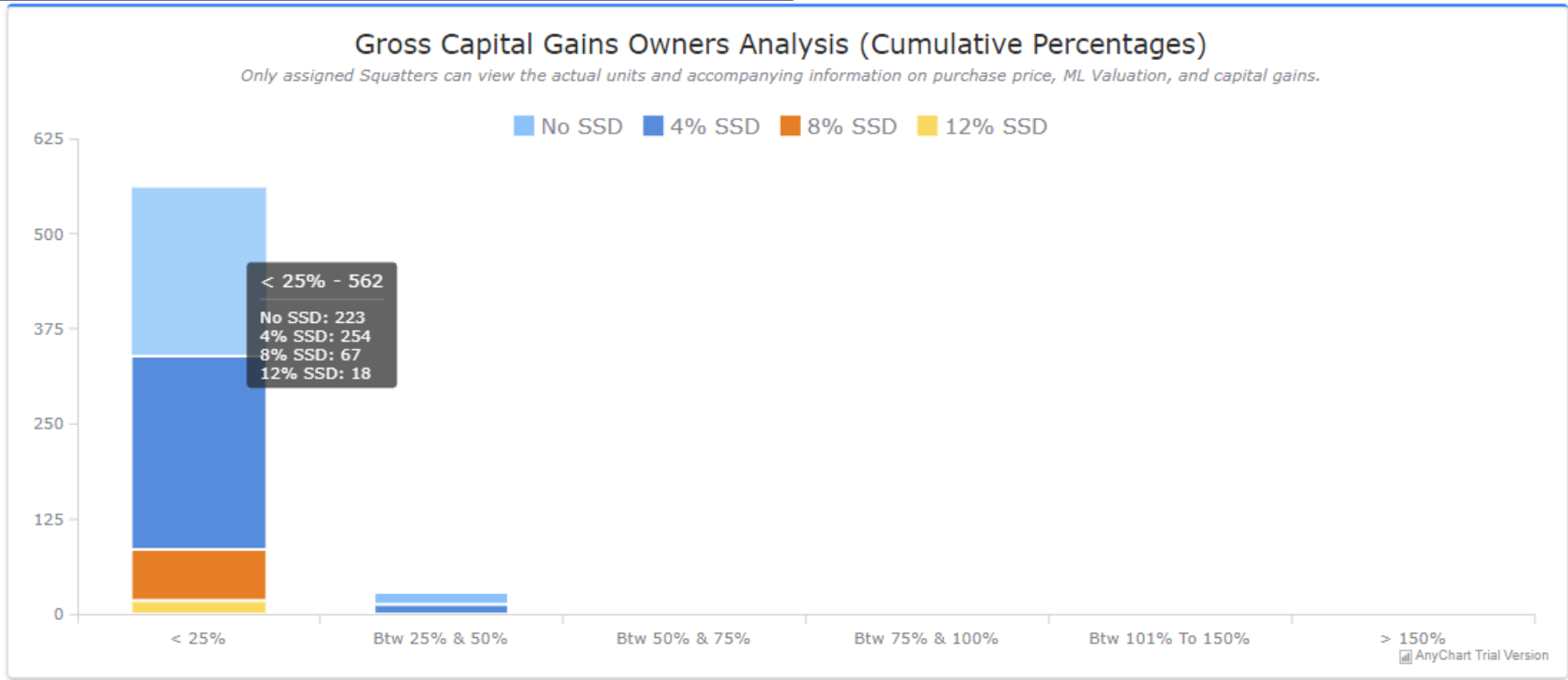


Deep Dive Analysis Data in squatter dashboard

<https://proptech.amicus.sg/squatter/CondoDetail.aspx>

Only assigned Squatters are given login passwords to view the actual units and accompanying information on purchase price, ML Valuation, and capital gains.

Project	AMBER PARK
District	15
Total Units	592
Total Transacted Units (New Sales By Developers)	592
Total Transacted Value (New Sales)	\$1,491,203,018
Net Developer Profit (11% - Based on Average)	\$164,032,332
Total Capital Gains (By Individual Purchasers/Owners)	\$277,773,462
Total Transacted Units in 2023	22
Total Transacted Value in 2023	\$76,363,160
Mobile Count (Anonymized/Masked/Prescored/Prescoped per	194



Thank You

The Caveat Team

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