

## 4 Reasons to Include a Cover Letter in Your Singapore PR Application



A cover letter is a one-page document sent to a potential interviewer or employer that includes your contact details, the position you are applying for, and more detailed information about your resume information - in this case, which is your PR request.

If you have ever tried to write a cover letter, you know how difficult this task can be. The Internet is full of tips on how to create one, but they do not make the process less difficult and time-consuming. So, is it the result worth the effort? Do companies still expect them from candidates? Some studies say that only 18% of recruiters consider them important. However, others state more than 50% of employers still want applicants to include such letters. Therefore, it would be wise to opt for the safer route by catering to those who do expect them.

Applying for a Singapore Permanent Residency status is no different. With the government bringing an end to conventional face-to-face interviews with prospective PR candidates, a cover letter is often the point at which first impressions are made in the mind of the reviewing officer, making it an essential part of your application.

When applying for Singapore PR, yours should highlight your keen interest in becoming a PR and expand on your skillset as well as other relevant factors or experiences that make you best suited for the position. Within it, you need to align your qualifications, relevant skills, previous experience and contributions with the requirements of the Immigration and

Checkpoints Authority (ICA). Doing so will help emphasise and explain why you are keen to take this big step into making Singapore your second home.

The cover letter, in this case, is more than just a formality or courtesy — it is an opportunity to make an impression. Research shows that employers favour applications that are accompanied by one, which makes it an important part of your application strategy. When it is written well and presented cohesively, it can be used as an opportunity to show the ICA officers your:

## **1. Potential & Contribution**

First impressions count, especially in this modern age of digital processing. A concise and compelling letter is your first chance to stand out and be considered a strong candidate amongst tough competition. Immediately emphasising your key strengths will help sell yourself, grab the officer's attention and increase the likelihood of progression through the selection process.

## **2. Unique Fit to the Local Society**

This letter is an important way to showcase how your unique combination of skills and experience meet the key requirements of a Singapore PR. It is your chance to show a clear link between your knowledge, experience and abilities and how they complement the needs of the nation. Candidates with special talents and skillsets will have a unique edge over others. This will also depend on what these talents are and to what potential can these talents elevate the individual and the community. For example, such talents may include but not be limited to individuals who have a track record in sporting and/or artistic excellence.

## **3. Outstanding Personality**

The wording of your letter can express your personality in a way that your PR application form cannot. The tone of your letter should give the officer an important insight into your personality and traits that could add value to their ever progressing and dynamic nation. It allows you to explain in your own words why you, above thousands of others, are the most suitable candidate to qualify for the coveted PR vacancy slots.

## **4. Enthusiasm in Contributing to the Country**

A tailored and compelling piece shows that you have taken the time to research about the country and understand the government's expectations of a future citizen. It is also an opportunity to express that you share a similar vision and mission to that of Singapore and are enthusiastic about the prospect of contributing socially and economically to the ever-growing and expanding multiracial society in Singapore.