



**TIP OF
THE MONTH**

AUGUST TIP OF THE MONTH:

Let your online ads create a good impression of you

In the 2/2020 issue of CEAnergy, we [recapped](#) the guidelines that real estate salespersons should follow when advertising their clients' property. These guidelines were drafted with a view to enable salespersons to perform their roles professionally and ethically, to fulfil their duty to their clients.

In this month's Tip, we would like to remind salespersons that these guidelines are applicable not just to print ads, but also to:

- **Online ads**, e.g. ads on Internet websites and social media apps such as Facebook.
- **Ads sent to potential clients electronically**, e.g. through e-mail and text messaging apps such as WhatsApp.

It is important for salespersons to conduct themselves professionally when advertising properties and communicating with consumers on the Internet and online platforms. These are often the first touchpoints that salespersons will have with potential clients today.

Here are some pointers on what salespersons should focus on when advertising on these platforms. Keep these in mind to form a good first impression with consumers!

Advertising Platform

Things to Remember

Property portal, estate agent's website, salesperson's personal website and social media channels



- Include in your ad:
 - Your name and contact number registered with CEA.
 - Estate agent name and licence number.
 - Salesperson registration number.
- List a property only if it is actually on the market.
- You should not use a fictitious ad to attract potential clients.
- Seek your client's permission before advertising the property.
- Create your own ad content, i.e. do not copy ads from others or use their photos.
- Ensure that information on the property in your ad is current and accurate.
- State the date of any market information that is featured, e.g. have a statement such as "*Market information on this website was last updated on (date)(month)(year)*".
- Remove all ads related to a property once the property is no longer available for sale or rent.

Text message



- Ensure that you do not send ads to potential clients who have registered their mobile numbers with the [Do Not Call registry](#).
- Include in your ad:
 - Your name and contact number registered with CEA.
 - "<ADV>" at the start of the message to indicate it is an advertisement.
 - A mobile number for the recipient to send an unsubscribe request.
- Seek your client's permission before advertising the property.
- Remove the recipient's contact number from your database promptly if he indicates that he does not wish to receive future messages.

Email



- Ensure that the email addresses you are sending the ad to are not generated or obtained through an address harvesting software.
 - Include in your ad:
 - Your name registered with CEA.
 - Estate agent name and licence number. Salesperson registration number.
 - "<ADV>" before the title of the email in the subject field to indicate that the message is an advertisement.
 - An unsubscribe option.
- Seek your client's permission before advertising the property.
- Remove the recipient's email address from your database promptly if he indicates that he does not wish to receive future emails.

Every month, CEA publishes a [Tip of the Month](#) that touches on the practice-related topics to help salespersons in their work. Click to learn more:

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Information is accurate as at 24 August 2020.

This email was sent to all real estate salespersons by the [Council for Estate Agencies](#).

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Address: 480 Lorong 6 Toa Payoh, #13-01 HDB Hub East Wing, Singapore 310480