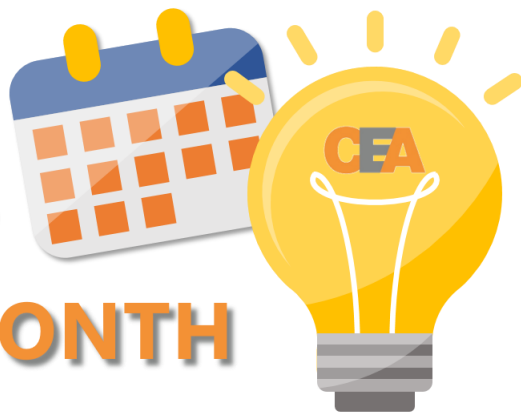


TIP OF THE MONTH



April Tip of the Month:

What to note when putting up advertisements for your clients

Advertising is an essential tool that property agents use to promote properties to potential buyers or tenants. As a professional agent, it is important to place proper advertisements that provide clear and accurate information to consumers.

There have been instances in the past whereby property agents had placed advertisements without property owners' consent, included inaccurate information in the advertisements, or even placed dummy advertisements to fish for potential clients. Agents and consumers alike are irked by such advertisements and have lodged complaints with the Council for Estate Agencies (CEA) against these errant agents.

If you are placing advertisements to market properties for your clients, you must comply with the requirements under the [Practice Guidelines on Ethical Advertising](#) and the [Code of Ethics and Professional Client Care](#).

Here are some key things to note when placing advertisements.

Get written consent from property owner(s)

Before you advertise any property for sale or rental, you must ascertain the rightful owner(s) of the property and obtain written consent from all owners. This consent can be in writing, SMS, or any verifiable mode of communication.

For the consent to be valid, you must inform the owner(s) in writing of your name and registration number before the property owner(s) give their written consent.

Ensure accuracy of property agency and agent details

You must state the following information in all advertisements, whether they be flyers, pamphlets, banners, and online advertisements, etc. (with the exception of classified ads):

- Your registered name with the CEA;
- Your CEA registration number;
- Your contact number as registered with CEA;
- Your property agency; and
- Your property agency's licence number.

Ensure accuracy of advertisement content

Property agents must endeavour to ensure that your advertisements are accurate and are not misleading. Property information and/or photographs presented in the advertisement must be accurate. As for property prices or rental rates, these must be indicated based on the client's instructions. If clients prefer to indicate that prices are negotiable, this must be stated in the advertisement as well.

You must ensure that advertisements do not contain any offer, statement, representation, claim, or information that is inaccurate, false, or misleading. If you are including any claims of expertise, specialisation or success rate, you must be able to substantiate them with verifiable facts and records.

No dummy advertisements

Property agents must not advertise a property where the property owner has not given his prior consent, or one that is no longer available for sale or rental, for the purpose of fishing for potential clients or increasing publicity for the areas that they specialise in.

You should advertise a property only when there is an actual property to be marketed and the owner has given his prior consent. You should also not copy any advertisement from a listing by another person and claim it as your own.

In addition, you should remove all advertisements in relation to a property once the property is no longer available for sale or rental, or after the estate agency agreement in respect of the property has been terminated.

Distribute flyers and pamphlets properly

Property agents should distribute flyers and pamphlets properly – these materials should not be visible to members of the public other than the intended recipients.

You should not place flyers in front of door steps, in between the railings of wrought iron gates, or on the windshields of vehicles as the flyers would likely result in littering.

This is a list of some of the advertising guidelines in the [Practice Guidelines](#) on ethical advertising, [Code of Ethics and Professional Client Care \(CEPCC\)](#). Do browse the guidelines and the CEPCC for the full set of guidelines. You can also find out more from our [article](#) in *CEAenergy* for the dos and don'ts of advertising.

[Information accurate as at 30 April 2019. This emailer is sent to all property agents registered with CEA.]

Brought to you by the Council for Estate Agencies

