

**Response to “Suggestions to raise professionalism of real estate agents”
– Zaobao Forum, 21 Jul 2014**

30 Jul 2014

Dear Editor

The Continuing Professional Development (CPD) scheme implemented by the Council for Estate Agencies (CEA) requires real estate salespersons to undertake mandatory training of a minimum of six credit hours a year for registration renewal. The consistent application of the CPD requirement on all salespersons, regardless of the number of transactions they have, is to ensure that they possess the necessary professional knowledge in estate agency work and keep abreast of the latest changes in policies and procedures for property transactions.

2 Salespersons are encouraged to attend a variety of CPD courses that commensurate with their needs, so as to enhance their breadth and depth of knowledge in estate agency work. A training roadmap was also introduced last year to further guide the industry. CPD for the industry is consistent and aligned with national objectives of raising productivity and skills of the workforce in Singapore. By embracing continual learning, salespersons can better themselves and ensure that they deliver the professional services that consumers expect. Salespersons are therefore welcomed to attend more than the stipulated six credit hours to upgrade themselves.

3 Mr Poh suggested to standardise designations for salespersons. Some key executive officers in the industry had given such feedback to CEA previously. CEA is currently working with the industry associations on the guidelines on the use of job titles for salespersons. We will also consult the industry in the preparation of the guidelines.

4 In complaint management, when CEA receives a complaint against a salesperson, it will require the estate agent responsible for the salesperson to investigate and submit a report to CEA. CEA will evaluate the report, conduct further investigations to gather and establish facts, before assessing if the case warrants further action. CEA may then initiate appropriate disciplinary action against the salesperson if the complaint is substantiated. This systematic process of involving the stakeholders - estate agents, salespersons, consumers and the CEA – enables complaints to be handled objectively based on the facts and evidence. Complainants are informed that the provision of false/misleading items/documents/statements is an offence and action may be taken against them.

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