

**Response to "Area of concern in marketing commercial properties"
– ST Forum, 1 Oct 2014**

9 Oct 2014

Dear Editor

We refer to the letter "Area of concern in marketing commercial properties" by Mr Kevin Quek Swee Poh (1 Oct 2014) who has expressed concerns on the information in marketing brochures for commercial properties.

2 The Council for Estate Agencies (CEA) regulates the conduct of estate agents and salespersons in the real estate agency industry. Estate agents and salespersons are required under the Estate Agents Act to ensure that materials that advertise or promote a property accurately describe the property. The claims in the advertisements should also not be inaccurate, false or misleading. These requirements are applicable to all forms of advertising, including brochures, for industrial, commercial and residential properties marketed in Singapore.

3 When estate agents and salespersons are engaged by property developers to market their properties, they are advised by the developers on material information about the property, which include the size of the property. Estate agents, developers and building owners are responsible for providing accurate information when marketing the properties to prospective buyers. If the marketing brochures are provided by the developers, estate agents must work with developers to ensure that accurate information is given to the consumers.

4 Under the CEA's Code of Ethics and Professional Client Care, if an estate agent or salesperson is found to have provided misleading information when marketing properties, the estate agent or salesperson could face disciplinary action. Any similar complaint about the developer would be referred to the relevant authority.

5 We thank Mr Quek for raising this concern. We have contacted Mr Quek for more information and are currently looking into the matter.

Yeap Soon Teck
Deputy Director (Licensing)
Council for Estate Agencies