

**Response to “Helpless against property brokers”  
– ST Forum, 3 Feb 2012**

13 Feb 2012

Dear Editor

We refer to the forum letter by Ms Li Zhengyi (“Helpless against property brokers”, 3 Feb 2012).

2 Real estate salespersons commonly use telephone calls to reach out to prospective clients. When making such calls, they are expected to comply with the practice guidelines on ethical advertising issued by the Council for Estate Agencies (CEA). They must also not apply unreasonable or improper pressure to solicit clients. If a salesperson repeatedly calls a consumer despite being told not to do so, the consumer can report the salesperson to CEA for investigation. Those who flout the guidelines may be subject to disciplinary actions.

3 The Government is planning to introduce a Data Protection Bill, which include a national Do-Not-Call registry to better safeguard consumers’ personal data. Once the Bill is effected, estate agents and other vendors will not be allowed to call those who are registered in the national Do-Not-Call registry.

4 CEA is interested to look further into Ms Li's feedback. We would appreciate it if Ms Li could contact us at 1800 643 2555 or [feedback@cea.gov.sg](mailto:feedback@cea.gov.sg).

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