

# Engaging the Services of a Salesperson

**3 September 2011**

# Talking Points

- Introduction to CEA
- Responsibilities of a Salesperson
- Your Role as a Customer
- Dispute Resolution

# Introduction to Council for Estate Agencies

# Council for Estate Agencies

- The Council for Estate Agencies (CEA) is a statutory board under Ministry of National Development
- Established under Estate Agents Act 2010
- Started operations on 22 Oct 2010



# Strategic Thrusts of CEA

- Regulate effectively to foster a well-disciplined real estate agency profession
- Collaborate with industry to spearhead industry development
- Enable consumers to make informed decisions in property transactions

# Estate Agents Act 2010

- “Estate Agents” – estate agency businesses (sole-proprietors, partnerships and companies)
- “Salesperson” – individuals who perform estate agency work
- Apply to all estate agency work for Singapore and foreign properties marketed, sold or leased in Singapore

# Functions of CEA

- License estate agents and register salespersons
- Regulate and control practice of estate agents and salespersons
- Promote integrity and competence amongst estate agents and salespersons
- Administer exams and a professional development framework
- Conduct investigations and disciplinary proceedings
- Develop measures to educate consumers

# Responsibilities of a Salesperson

# Salesperson's Responsibilities

- Offer professional advice and not make unsubstantiated promises and claims
- Represent you in negotiation and promptly update you all offers and proposals
- Promptly forward to you all offers, proposals or expression of interest
- Assist you to enter in a binding agreement and reasonably explain to you all relevant forms

# Salesperson's Responsibilities

- Explain clearly to you about co-broking
- Declare any conflicts of interest and all external sources of income/referral fees

**Service is completed after discharging the responsibilities as stated in the agreement with you**

# Salesperson's Responsibilities

- For HDB property transactions,
  - ☑ Advise you on eligibility to buy, sell or lease
  - ☑ Explain and go through Resale Checklist with you and check with you whether renovations were authorised
  - ☑ Assist you to submit forms, documents and/or information required by HDB to process transaction

# IMPORTANT Information to Note

# Check identity of salesperson

- From 1 Jan 2011, all persons performing estate agency work must be registered with CEA as salespersons
- Check the **Public Register of Estate Agents and Salespersons** at [www.cea.gov.sg](http://www.cea.gov.sg)

## Case Reported in ST

- A personal driver cheated 4 fellow drivers a total of \$47,880
- Told them that he was a salesperson and proposed to jointly buy an apartment in Bedok Reservoir
- Spent the money on himself
- Jailed for 18 months

# Check identity of salesperson

Dear Owners,

I am helping an Indonesian Chinese Couple with \$40,000 Grant to find a flat in your block. Willing to pay \$30,000 to \$80,000 cash above value and \$5,000 deposit immediately. My buyer will bear the commission (inclusive of yours).

Kindly call if you have intention to sell your house. Thank You!

**Mr XXX 91234567**

我在帮一对有\$40,000房屋津贴的印尼华侨夫妇在您这座组屋区里找房子。愿付\$30,000-\$80,000现金。定金\$5,000。买家会支付佣金(包括您的)如有意出售您的房子,请拨电。

SRM JUST SOLD AT **\$630,000 /-**  
 But We Still Have **65 Buyers** Keen in this Area Only.  
 我们有 65+ 买家想急购您这一带。可以等, 可以出 \$\$\$  
 We able to Wait 4-8 Mths. **CASH Deposit \$5,000 to \$20,000**  
 \*\*\* Good News! Downgrade also can get HDB 2.6% Loan \*\*\*



三房 3 Room up to **\$395,000**

四房 4 Room up to **\$520,000**

五房 5 Room up to **\$660,000**

EA / EM up to **\$760,000**


**NO MORE WASTING OF TIME WITH THOSE PART-TIME AGENT !!!**  
**100% SOLD! IF NOT WE PAY U CASH \$\$\$ !!! 30 DAYS G'TEE !**

MISS  小姐 CALL **8104**

# Public Register of Estate Agents and Salespersons

## Welcome to Council for Estate Agencies

The Council for Estate Agencies (CEA) is a statutory board established under the Estate Agents Act 2010 to administer the enhanced regulatory framework for the real estate agency industry. Commencing its operations from 22 October 2010, CEA's principal functions are to license the estate agents (referring to the estate agencies) and register salespersons (referring to the property agents), promote the integrity and competence of estate agents and salespersons and engage in public education efforts to help consumers in property transactions.



### Are you a consumer?

- [Learn more about CEA >>](#)
- [Make a complaint >>](#)
- [Find out if a salesperson is registered >>](#)
- [Learn how to identify a salesperson >>](#)
- [Understand the duties to be expected from a salesperson >>](#)

About Us

◀ Consumers

Industry

### Latest News

- ▶ [Measures to safeguard conveyancing money](#)
- ▶ [Practice Guidelines to Raise Professionalism of Estate Agents & Salespersons](#)
- ▶ [CEA to Prosecute Unregistered Salesperson](#)
- ▶ [Measures To Raise Professionalism Of The Real Estate Agency Industry And To Safeguard Consumer Interest](#)
- ▶ [Updates On Application Outcomes And Provisional Measures For Estate Agent Licences and Salesperson Registrations](#)
- ▶ [Release Of Application Outcomes For Estate Agent Licences and Salesperson Registrations](#)

Latest News Updated on 12-Jul-2011

### Announcement

- ▶ [New RES exam format from July 2011](#)
- ▶ [List of CEA-Recognised Core CPD Activities](#)
- ▶ [CEA Approved Exam Administrators for RES and REA examinations](#)
- ▶ [CEA Approved Course Providers for RES courses](#)

Updated on 20-July-2011



**PUBLIC REGISTER**



# Public Register of Estate Agents and Salespersons

- Public Register of Estate Agents and Salespersons
  - Complaints
  - Consumer Guides
  - FAQ
-  **PUBLIC REGISTER**
- INDUSTRY E-SERVICE

Home » Consumer » Public Register of Estate Agents and Salespersons

## Public Register of Estate Agents and Salespersons

### What is the purpose of the Public Register of Estate Agents and Salespersons?

*Terminology: Under the new Estate Agents Act*

- *"Estate agents" means estate agency businesses (sole proprietors, partnerships, and companies)*
- *"Salespersons" means individuals who perform estate agency work*

The purpose of the register is to enable the public to make an informed decision when choosing a salesperson or estate agent by enabling consumers to:

- Check whether a real estate agent is a licensed estate agent;\*
- Check whether a person is a registered salesperson;\*
- Know whether a real estate agent or salesperson has been disciplined by the Council within the last three years.
- Know whether any awards have been conferred on a real estate agent or salesperson by the Council

\* Estate Agents are granted licence by CEA and the salespersons of the estate agents are registered. They can perform estate agency work only if they have a valid licence or registration. In the Public Register, the validity period of the licence or registration is shown against the name of the estate agent or salesperson. The initial licence and registration period of 2 and 3 years (from Jan 2011) has been staggered for different estate agents and salespersons. This will better facilitate the industry and CEA administratively in the subsequent renewal for all estate agents and salespersons on a two-yearly basis.

Search Estate Agent Search Salesperson

Estate Agents Name :

Estate Agents Licence No :

Search

---

Estate Agents by Index  
[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

- #### Latest News
- [Updates On Application Outcomes And Provisional Measures For Estate Agent Licences and Salesperson Registrations](#)
  - [Release Of Application Outcomes For Estate Agent Licences and Salesperson Registrations](#)
  - [New Codes To Regulate Conduct Of Estate Agency Work](#)
- Latest News Updated on 09-Jan-2011

# Public Register of Estate Agents and Salespersons

## Salesperson Details

Salesperson Name : SANDRA LIM POH GEK  
Salesperson Registration Number : R123456A  
Registration Period : 01 Jan 2011 to 31 Dec 2012  
Awards : NA  
Disciplinary Actions : NA

Estate Agents Name : RAINTREE REALTY PTE LTD  
Estate Agents Licence Number : [L3123456K](#)



Photo

# Check identity of salesperson

- All salespersons are required to display their Estate Agent Card when carrying out estate agency work
- Verify information on Estate Agent Card against Public Register before engaging services of salesperson



SANDRA LIM POH GEK

CEA Registration No:  
**R123456 A**

Expiry Date: **31-12-2012**



SANDRA LIM POH GEK

CEA Registration No: **R123456 A**

Expiry Date: **31-12-2012**

# Dual Rep/Referrals/Transaction Monies

- **No dual representation** - same salesperson cannot represent both buyers and sellers
- Estate agents and salespersons **should not**:
  - ✘ Do referral to moneylenders
  - ✘ Handle transaction monies for or on behalf of any party in sale or purchase of any property situated in Singapore and lease of HDB properties

# Estate Agency Agreements

- Use prescribed Estate Agency Agreements for sale, purchase or lease of residential properties in Singapore
- 2 types: non-exclusive and exclusive
- Negotiate, agree on terms of service and commission payable before signing Agreement
- Read before you sign and ask for a copy of signed Agreement

# Paying the Estate Agent

- Commission is determined by market forces
- Negotiate and compare fees/services offered by different salespersons
- Clarify whether GST is factored into commission amount for GST-registered estate agent
- Pay commission to Estate Agent after transaction is completed

# Your Role as a Consumer

# Your Role as a Consumer

- Understand transaction process before embarking on a property transaction
- Engage only licensed estate agents and registered salespersons
- Decide to appoint an exclusive or multiple salespersons under open listing
- Ask your salesperson about condition of property

# Your Role as a Consumer

- Co-operate with your salesperson
  - ☑ Provide accurate information for eligibility checks and financial planning
  - ☑ Understand documents before signing

**Your salesperson can only advise  
but you make the final decision**

# Dispute Resolution

# Dispute Resolution

- First discuss your concerns with your salesperson
- If matter is not resolved, discuss your concerns with the estate agent of your salesperson

# Dispute Resolution

- To resolve contractual disputes e.g. commission payable
- Use CEA's Dispute Resolution Scheme if you have signed the prescribed Estate Agency Agreement
- Scheme - choice of mediation or arbitration

# Dispute Resolution

## Dispute Resolution Centres appointed by CEA

<b>Mediation Centres</b>	<b>Arbitration Centres</b>
<ul style="list-style-type: none"><li>• Consumers Association of Singapore (CASE)</li><li>• Singapore Institute of Surveyors and Valuers (SISV)</li><li>• Singapore Mediation Centre</li></ul>	<ul style="list-style-type: none"><li>• Singapore Institute of Arbitrators</li><li>• Singapore Institute of Surveyors and Valuers (SISV)</li></ul>

# Dispute Resolution

- CEA - complaints about salespersons for misconduct, misrepresentation, etc
- Mode - email, phone, fax or walk-in consultation

Address: Council for Estate Agencies  
Licensing & Investigations Department  
490 Lorong 6 Toa Payoh  
#05-10, HDB Hub Biz 3 (Lift Lobby 1)  
Singapore 310490

Opening hours: Mon to Fri, 8.30am to 5pm  
Closed Sat, Sun and public holidays

Toll free hotline: 1800-643 2555

Fax : 6643 2575

Email: [feedback@cea.gov.sg](mailto:feedback@cea.gov.sg)

# Thank You

Visit our website at [www.cea.gov.sg](http://www.cea.gov.sg)