Council for Estate Agencies

Explanation of Estate Agents Pledge logo:

The hand on heart and open doors symbolise the Estate Agent's commitment to its customers and real estate salespersons in the property transaction journey.

The four windows represent the four tenets of the Pledge – trust, professionalism, service and governance. Gold embodies the Estate Agent's continuous drive to achieve the highest standards in professionalism and service excellence, in partnership with the Council for Estate Agencies.

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Terms of use:

1. The Estate Agents Pledge logo (hereinafter referred to as the "Logo") is free for download from CEA's website and can only be used by estate agents which have lodged their commitment with CEA to the Estate Agents Pledge, in accordance with paragraph 2 below.

2. You can use the Logo in these instances:
   a) Website: You are encouraged to link the Logo to your estate agent's information that demonstrates efforts to build a professional and trusted real estate agency industry.
   b) Marketing Collaterals: You may add the Logo to your collaterals to show your support and spread the message.
   c) Estate Agent Card: You may add the Logo to your estate agent cards to show your support and commitment to the Estate Agents Pledge.

3. The Logo should not be used in contexts or alongside text and/or images that are in conflict with the mission and role of CEA. The use of the Logo does not imply CEA's endorsement of any event, product or service of the estate agent.

4. Any special requirements or request for application of the Logo that deviate from these Terms of Use must be cleared with CEA first.

5. If you have any queries on the application and reproduction of the Logo, please write to: feedback@cea.gov.sg.

As at 9 Mar 2022