Council for Estate Agencies

Date: 12 Oct 2020

To: Key Executive Officers

Dear Sir / Madam,

INVITATION TO SIGN ESTATE AGENTS PLEDGE

1. The Council for Estate Agencies (CEA) will be celebrating its 10th anniversary on 22 October 2020. Over the last decade, the real estate agency industry has become more professional and taken significant steps in readying itself for the future. CEA is delighted to work closely with Estate Agents (EAs) to realise our collective vision of building a professional and trusted real estate agency industry.

2. To recognise the progress the industry has achieved in the last 10 years and the possibilities it can aspire towards in the next decade, CEA has drafted the Estate Agents Pledge (see Annex) in consultation with several leaders of the real estate agency industry. In light of COVID-19 and its impact on the industry in the longer term, we believe that this is a crucial time for the industry to make a rallying call to your clients and real estate salespersons (RESs). Hence, we would like to invite you to sign this Pledge, on a voluntary basis, to show your commitment to your clients and your RESs.

3. We are pleased to inform you that Mr Tan Kiat How, Minister of State, Ministry of National Development and Prime Minister's Office, will officially launch the Pledge at CEA's 10th anniversary (virtual) celebration on 22 October 2020. To date, more than 40 EAs (representing about 89% of RESs) have expressed their support for this Pledge.

4. Please scan the QR Code below or access the following link (https://go.gov.sg/estate-agents-pledge) to indicate your support and sign the Pledge from 12 October 2020 onwards.

Council for Estate Agencies

5. We look forward to your support. Thank you.

Yours sincerely,

CHIA I-LING
DIRECTOR (POLICY & PROFESSIONAL DEVELOPMENT)
COUNCIL FOR ESTATE AGENCIES

Annex

ESTATE AGENTS PLEDGE

As members of the real estate agency industry in Singapore, we pledge to:

- Put our customers' interests first;
- Upgrade the skills of our real estate salespersons and support them to achieve higher standards of service; and
- Pursue good governance to conduct estate agency work responsibly

so as to build a more professional and trusted real estate agency industry.

Pledge	Explanatory notes
As members of the real estate agency industry in Singapore, we pledge to:	
• Put our customers' interests first;	*To focus on our customers by taking care of their needs and acting in their best interests.*
• Upgrade the skills of our real estate salespersons and support them to achieve higher standards of service; and	*To focus on real estate salespersons (RESs) by continuously upgrading RESs' skills, backed by strong technological and supervisory support so as to provide our customers with better quality and value-added services.*

• Pursue good governance to conduct estate agency work responsibly	*To focus on estate agents (EAs) by communicating and working with all our stakeholders so as to conduct estate agency work responsibly, ethically and in compliance with laws and regulations.*
so as to build a more professional and trusted real estate agency industry.	*To focus on our industry and play our part to create a more professional and trusted real estate agency industry, especially in a changing operating environment.*