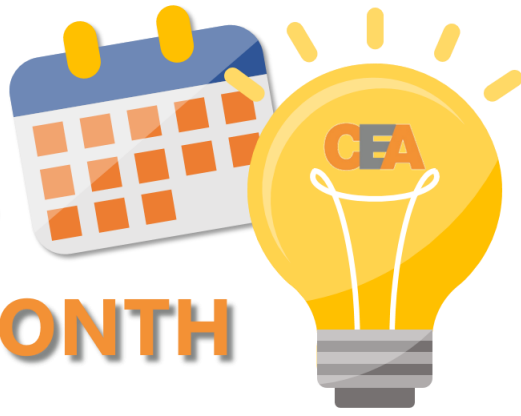


# TIP OF THE MONTH



## January Tip of the Month:

### Be professional and sensitive when conveying your landlord-client's preferences for tenant profiles

We at the Council for Estate Agencies (CEA) are happy to present to you our very first Tip of the Month!

This was a suggestion we received when we conducted the *CEAenergy* Readers' Survey in 2018. Our readers (i.e. you!) felt that CEA could share on a more regular basis practice tips and useful information that agents can apply in their day-to-day work, as well as answers to common questions that agents have regarding our regulations and guidelines.

So going forward, we will be sending you a tip every month on a topic that we hope you will find relevant and useful!

This month, the spotlight is on guidelines relating to advertisements on property rentals. These guidelines can be found in the [Practice Guidelines on Ethical Advertising](#) and the [Professional Service Manual](#).

We would like to remind all agents to be sensitive to the multi-racial and multi-cultural nature of Singapore society when dealing with consumers. In particular:

- You should not indicate a preference for any race or religion in advertisements unless it is to comply with the Ethnic Integration Policy (EIP). The EIP is aimed at ensuring a balanced ethnic mix among the various ethnic communities living in public housing estates; and
- Advise your landlord-clients against placing discriminatory or offensive property listings that relate to race, religion, ethnicity, and/or nationality.

We are aware that you may be required to act under the instruction of your landlord-clients, who may have their own preferences for tenants. In such instances, handle the situation professionally by explaining to potential tenants the landlords' reasons or preferences with more sensitivity.

If you have further questions about the Practice Guidelines or find yourself in a situation that could potentially turn unpleasant, seek advice from your KEO.

In December 2018, CEA's [Practice Guidelines on Ethical Advertising](#) was cited in Singapore's first [report](#) to a United Nations committee on the key measures it has taken to eliminate racial discrimination and strengthen racial harmony. The committee monitors the implementation of the International Convention on the Elimination of All Forms of Racial Discrimination (ICERD).

Singapore signed the ICERD in 2015 and ratified it in November 2017. This represents Singapore's commitment to preserving a multiracial society free from racial discrimination.

Do check out the stories on Singapore's ICERD report featured in the [Straits Times](#) and [Channel NewsAsia](#).

*Brought to you by the Council for Estate Agencies*