



2018 Public Perception Survey on real estate agency industry

The Council for Estate Agencies (CEA) has appointed a research agency to conduct our third Public Perception Survey (PPS) on property agencies and agents. This is a three-yearly survey that we first conducted in [2012](#), and later in [2015](#).

The survey allows CEA to gauge consumers' perception towards the services rendered by property agencies and agents. This in turn allows us to understand the progress of the industry in delivering professional service to consumers.

At the same time, the survey provides insights into consumers' awareness of key industry practices and regulations involving property agencies and agents in the property transaction process.

The survey, which is being carried out at various locations across Singapore, involves consumers who have engaged the services of a property agent over the past year as well as those who have not.

As part of the survey, respondents are polled on their satisfaction levels when working with their agents, as well as their awareness of key industry practices and regulations.

The survey findings will guide CEA as we plan for initiatives to further promote consumer awareness on working effectively with property agents to achieve the best outcomes when they buy, sell, or rent properties.

The findings will also provide useful insights as CEA continues to support the industry's efforts in enhancing professionalism and service to clients.

We will be announcing the key survey findings later this year. You can look out for our media release that will be posted on our website.