

**Response to “Real estate body must clarify guidelines for online property ads”  
– TODAY Voices, 14 Mar 2014**

29 Mar 2014

Dear Editor

We refer to the letter “Real estate body must clarify guidelines for online property ads” by Ms Alicia Lau (14 March 2014).

2 As per the Council for Estate Agencies (CEA)’s Code of Ethics and Professional Client Care and the Practice Guidelines on Ethical Advertising, all advertisements must state the salesperson’s name, registration number, contact number and the estate agent’s name and licence number. For classified advertisements in newspapers, only the salesperson’s name and the contact numbers that are registered with CEA need to be stated.

3 CEA has reviewed the treatment of Google Adwords as an online advertising tool. The Google Adwords link, which has limited text entry and serves as a lead-in to an online advertisement, need not state the registration and licence numbers and the estate agent’s name. However, the online advertisement, which is the landing page linked to the Google Adwords, must adhere to CEA’s advertising requirements. This also applies to other types of online advertisement tools which operate in a similar manner as Google Adwords.

4 We review our advertising guidelines from time to time to ensure that they remain relevant to the professional practice of the industry. The guidelines will continue to ensure that consumers obtain accurate information and engage only registered salespersons.

5 We thank Ms Lau for her feedback, and have contacted her to explain this. Members of public who would like further clarification on this matter can contact CEA.

Yeap Soon Teck  
Deputy Director (Licensing)  
Council for Estate Agencies