

**Response to “Concern over marketing tactics at property preview”
– ST Forum, 29 Sep 2012**

16 Oct 2012

Dear Editor

We thank Mr Tan Kin Lian for his feedback ("Concern over marketing tactics at property preview"; Sept 29).

2 The practices of developers are governed by Urban Redevelopment Authority (URA) rules while the conduct of the salesmen is regulated by the Council for Estate Agencies (CEA).

3 Since the establishment of the CEA in 2010, it has been working closely with the industry, the URA, the HDB and the Consumers Association of Singapore on new guidelines to address various industry practices. For instance, the CEA's upcoming practice guidelines will include a set of conditions for the issuance of cheques from prospective buyers, such as requiring the buyer to state clearly in writing the terms and conditions for the use of his cheque. As an additional safeguard, a prospective buyer should give his cheque only to salesmen who are authorised by the developers to collect cheques on their behalf.

4 Developers, estate agents and salesmen are required to display and convey only accurate information on the properties and pricing at the launches. Under the CEA's Code of Ethics and Professional Client Care, if an estate agent or salesman is found to have provided misleading information when marketing properties, the estate agent or salesman could face disciplinary action, which includes suspension or revocation of licence or registration.

5 Likewise, the URA has regulations in place to ensure that the developers provide accurate information to prospective buyers. Prospective buyers who wish to compare prices of newly launched residential projects can visit the URA's website at www.ura.gov.sg/propertyinfo.

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