

MEDIA RELEASE

17 OCTOBER 2012

CEA PUBLIC REGISTER GOES MOBILE

The Council for Estate Agencies (CEA) has launched a mobile version of its online Public Register of Estate Agents and Salespersons today. Called “CEA@SG”, the new mobile application is CEA’s first app for devices using iOS and Android firmwares, and is part of CEA’s efforts to make resources easily accessible so that consumers can make more informed decisions when engaging the services of estate agents and salespersons. It is available for download free of charge on the Apple App Store and Google Play.

2. The “CEA@SG” app features the same search functions as those offered on the Public Register on CEA’s website (www.cea.gov.sg). With the app, members of the public can now access the Public Register on the go to verify the licensing details of estate agents and registration information of salespersons. The Public Register allows consumers to search the particulars of a salesperson, using the salesperson’s name, registration number or mobile number. Similarly for estate agents, consumers can search using its name or licence number.

3. With just a few taps on their smartphones or tablets, consumers can also check the Public Register to find out whether an estate agent or a salesperson has any disciplinary records. Awards given to estate agents or salespersons by CEA in the future will also be reflected in the Public Register.

4. Under the Estate Agents Act, it is an offence for estate agents and salespersons to conduct estate agency work without being licensed or registered with CEA. Consumers should only engage the services of licensed estate agents and registered salespersons. The public is encouraged to make the Public Register the first stop of enquiry when engaging the services of estate agents and salespersons. Introduced in January 2011 as a safeguard measure for consumers, access to the Public Register is free of charge.

5. In one of the concluded prosecution cases by CEA, the clients of an unregistered salesperson discovered that he was impersonating a bona fide registered salesperson when they checked the Public Register and noticed that he did not look like the named person as shown in the photograph in the Public Register record. They lodged a complaint with CEA against him, which led to the prosecution in Court.

6. Consumers should report to CEA when they encounter any person not listed on the Public Register but carrying out estate agency work. They can report the person to the CEA at 1800-6432555 or feedback@cea.gov.sg.

7. More consumer resources will be added to the app in the next few months, such as CEA's consumer guide. The "CEA@SG" mobile app is supported on devices running on iOS 4.0 and above, and Android 2.1 and above. For more information on the app, please visit the Apple App Store and Google Play.

About Council for Estate Agencies

The Council for Estate Agencies (CEA) is a statutory board established under the Estate Agents Act to regulate and promote the development of a professional and trusted real estate agency industry. The key responsibilities of CEA are to license estate agents and register salespersons, promote the integrity and competence of estate agents and salespersons, and equip consumers with the necessary knowledge to make informed decisions in property transactions. For more information, please visit: www.cea.gov.sg.



CEA@SG App Screenshots

CEA Council for Estate Agencies

Salesperson Name ?

Salesperson Registration No. ?

Estate Agent Name ?

Salesperson Mobile No. ?

Search

Search Salesperson | Search Estate Agent | About Us >

Back **CEA** Council for Estate Agencies Home

PHOTO

Salesperson Details

Name: TAN MING HUI JAMES (JAMES TAN)

Registration Number: R123456B

Registration Period: 01 Jan 2011 to 31 Dec 2012

Awards ▾

Disciplinary Actions ▾

Search Salesperson | Search Estate Agent | About Us >

CEA Council for Estate Agencies

Estate Agent Name ?

Estate Agent Licence No. ?

Search

Search Salesperson | Search Estate Agent | About Us >

Back **CEA** Council for Estate Agencies Home

Estate Agent Details

Estate Agent Name: TAN MING SENG LTD

Licence Number: L1234578G

Licence Period: 01 Jan 2011 to 31 Dec 2012

Awards ▾

Disciplinary Actions ▾

Number of Salespersons: 2

R123456G	LEE MING CHAO	>
R234567E	LEE XIAN TIEN	>

Search Salesperson | Search Estate Agent | About Us >