

MEDIA RELEASE

20 OCTOBER 2011

CEA TO PROSECUTE UNREGISTERED SALESPERSON

On 20 October 2011, the Council for Estate Agencies (CEA) will charge Sim Soon Leong, Raymond (30 years old, Singaporean male) in Court for holding himself as a salesperson without being registered with the Council. It is an offence for a person to perform estate agency work without registration with CEA. This is CEA's second prosecution and the charges are listed in [Annex A](#).

About the Case

2. CEA's allegations against Mr Sim are as follows. Sim was not registered with CEA and also did not have a written agreement with the estate agent for him to practise. Despite this, Sim advertised two HDB flats for rental on an online property portal under his name, while describing himself as a Sales Director of a licensed estate agent. He also represented clients in making offers, negotiated property transactions directly and conducted flat viewings.

3. Said Ms Purnima Shantilal, Director (Licensing & Investigations) of CEA: "Sim was allegedly found practising without CEA's registration after his prospective clients checked our Public Register and reported the matter to us for investigation. Consumers are strongly urged to verify the identity of their salespersons with our Public Register before engaging them. We wish to reiterate that we will not hesitate to take strong enforcement action against any person who performs estate agency work without registering with CEA."

New Search Feature on Public Register of Estate Agents and Salespersons

4. The CEA's Public Register of Estate Agents and Salespersons at www.cea.gov.sg has been enhanced to allow consumers to search the particulars of a salesperson, using the salesperson's mobile number (see Annex B). This is in addition to current search options using the salesperson's name or registration number.

5. Consumers are advised not to respond to any real estate agency flyer, leaflet or advertisement that does not provide a salesperson's details or registration number. Consumers should only engage salespersons who are registered with CEA. They should report to CEA when they encounter any persons who are carrying out estate agency work, but who are not listed on the Public Register.

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'S CHARGES AGAINST SIM SOON LEONG, RAYMOND

Sim Soon Leong, Raymond will be charged in Court under the Estate Agents Act (EAA) 2010 for the following 8 charges:

- (a) 4 charges for holding himself out as a salesperson without first being a registered salesperson of a licensed estate agent, under Section 29(1)(a) of the EAA 2010; and
- (b) 4 charges for holding himself out as a salesperson of a licensed estate agent without first getting an authorisation by written agreement from the licensed estate agent, under Section 41(2) of the EAA 2010.

2. The punishment for each offence under Section 29(1)(a) and Section 41(2) of the EAA 2010 is a fine not exceeding \$25,000/- or imprisonment for a term not exceeding 12 months or both.

NEW SEARCH FEATURE ON PUBLIC REGISTER OF ESTATE AGENTS AND SALESPERSONS

The screenshot shows the website for the Council for Estate Agencies (CEA). The page title is "Public Register of Estate Agents and Salespersons". The main content area includes a section titled "What is the purpose of the Public Register of Estate Agents and Salespersons?" with a sub-section "Terminology: Under the new Estate Agents Act" listing definitions for "Estate agents" and "Salespersons". Below this, it explains the purpose of the register and lists several key features for consumers, such as checking if an agent is licensed or registered, and if they have been disciplined. A search form is located at the bottom, with a red circle highlighting the "Salesperson Mobile No." field.

Public Register of Estate Agents and Salespersons

What is the purpose of the Public Register of Estate Agents and Salespersons?

Terminology: Under the new Estate Agents Act

- "Estate agents" means estate agency businesses (sole proprietors, partnerships, and companies)
- "Salespersons" means Individuals who perform estate agency work

The purpose of the register is to enable the public to make an informed decision when choosing a salesperson or estate agent by enabling consumers to:

- Check whether a real estate agent is a licensed estate agent,*
- Check whether a person is a registered salesperson,*
- Know whether a real estate agent or salesperson has been disciplined by the Council within the last three years.
- Know whether any awards have been conferred on a real estate agent or salesperson by the Council

* Estate Agents are granted licence by CEA and the salespersons of the estate agents are registered. They can perform estate agency work only if they have a valid licence or registration. In the Public Register, the validity period of the licence or registration is shown against the name of the estate agent or salesperson. The initial licence and registration period of 2 and 3 years (from Jan 2011) has been staggered for different estate agents and salespersons. This will better facilitate the industry and CEA administratively in the subsequent renewal for all estate agents and salespersons on a two-yearly basis.

Search Form:

Search Estate Agent | Search Salesperson

Salesperson Name :

Salesperson RegNo. :

Estate Agent Name :

Salesperson Mobile No. :

Search