

MEDIA RELEASE

MEASURES TO RAISE PROFESSIONALISM OF THE REAL ESTATE AGENCY INDUSTRY AND TO SAFEGUARD CONSUMER INTEREST

The Council for Estate Agencies (CEA) will implement further regulatory measures to raise the professionalism of the real estate agency industry and to safeguard consumer interest.

Estate Agent Card

2 From 1 March 2011, all salespersons are required to display their Estate Agent Card when carrying out estate agency work. The Estate Agent Card will carry the following information:

- Name and licence number of the estate agent;
- Name and registration number of the salesperson;
- Recent photograph of the salesperson; and
- Expiry date of registration of the salesperson.

3 Sample copies of the Estate Agent Card are shown in [Annex A](#). All salespersons must display their card prominently during the course of their work. Non-compliance of this regulation is an offence against the Estate Agents (Estate Agency Work) Regulations 2010. Offenders are liable on conviction to a fine of up to \$10,000, or imprisonment of up to 6 months, or both.

Photographs of Salespersons on Public Register

4 From 1 March 2011, CEA's Public Register will be enhanced to display photographs of all registered salespersons.

5 Consumers are advised to access CEA's Public Register at www.cea.gov.sg to verify the information on the Estate Agent Card against that on the Public Register before engaging the services of salespersons (see *Annex B*). Consumers should also report to CEA when they encounter any person not listed on the Public Register but carrying out estate agency work illegally. This will raise overall standards of the industry, as consumers can be more discerning in assessing the salesperson they engage.

Dispute Resolution Scheme

6 Consumers who are unable to obtain a satisfactory resolution with the Estate Agent in the event of a dispute have recourse to CEA's Dispute Resolution Scheme. This was implemented on 3 January 2011. The key elements of the scheme are summarised in *Annex C*.

Initiatives to Promote Consumer Awareness and Education

7 On these latest measures to protect consumer interest, CEA Executive Director, Mr Chionh Chye Khye commented: *"Beyond the regulatory role, promoting consumer awareness and education are key focuses of CEA's work. CEA will work with CASE, HDB and the industry to raise consumer awareness, and to educate them on their rights and responsibilities when appointing salespersons for property transactions."*

Issued by:

COUNCIL FOR ESTATE AGENCIES

24 February 2011

ANNEX A – SAMPLE COPIES OF ESTATE AGENT CARD


Landscape Format




Portrait Format



ANNEX B – PUBLIC REGISTER OF ESTATE AGENTS AND SALESPERSONS ON CEA’S WEBSITE





Integrity • Service • Excellence

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CEA Website

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PUBLIC REGISTER

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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 Estate Agent
Search Salesperson

Estate Agents Name :

Estate Agents Licence No :

Estate Agents by Index

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Latest News

- [Updates On Application Outcomes And Provisional Measures For Estate Agent Licences and Salesperson Registrations](#)
- [Release Of Application Outcomes For Estate Agent Licences and Salesperson Registrations](#)
- [New Codes To Regulate Conduct Of Estate Agency Work](#)

Latest News Updated on 09-Jan-2011

Salesperson Details

Salesperson Name	: SANDRA LIM POH GEK	<div style="border: 1px solid #ccc; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center; font-size: 2em; font-weight: bold;">Photo</div>
Salesperson Registration Number	: R123456A	
Registration Period	: 01 Jan 2011 to 31 Dec 2012	
Awards	: NA	
Disciplinary Actions	: NA	
Estate Agents Name	: RAINTREE REALTY PTE LTD	
Estate Agents Licence Number	: L3123456K	

ANNEX C – CEA’S DISPUTE RESOLUTION SCHEME

Objective

To provide a cost-effective and expeditious means to resolve disputes between consumers and estate agents.

Scope

Covers disputes arising from or relating to the provision of estate agency work involving residential transactions, and where consumers have entered into the prescribed estate agency agreements from January 2011 onwards.

Procedures for Initiating Dispute Resolution Process

- If consumer initiates it,
 - Estate agent and salesperson(s) in dispute with consumer are required to participate. Failure to do so may constitute a contravention of the regulations;
 - Choice of dispute resolution centre for mediation and arbitration shall be decided by consumer (see below for appointed centres);
 - Consumer may choose to proceed to arbitration without going through mediation. Parties can only proceed for mediation once under this scheme.
- If estate agent initiates it,
 - Consumer may be asked to elect for mediation or arbitration. If consumer does not respond within the stipulated timeframe, estate agent may proceed to take legal action against the consumer.

Costs

- Mediation – estate agent and consumer each pay 50%
- Arbitration
 - estate agent pays minimum 50%; consumer pays maximum 50%;
 - actual apportionment to be determined by arbitrator;
 - arbitrator has discretion to order consumer to pay up to 100% of costs incurred if claim is frivolous, vexatious or an abuse of process;
 - fees for legal representation are payable by respective parties.

Appointed dispute resolution centres

Appointed Mediation Centres	Appointed Arbitration Centres
<ul style="list-style-type: none">• Consumers Association of Singapore (CASE)• Singapore Institute of Surveyors and Valuers (SISV)• Singapore Mediation Centre	<ul style="list-style-type: none">• Singapore Institute of Arbitrators (SI Arb)• Singapore Institute of Surveyors and Valuers (SISV)