

MEDIA UPDATE

14 NOVEMBER 2012

CEA'S PROSECUTION CASE AGAINST UNREGISTERED SALESPERSON WHO POSTED FLYERS IN PUBLIC PLACES

The Council for Estate Agencies (CEA) will charge Lum Chap Heng (59 years old, Singaporean male) in Court on 14 November 2012, for holding himself out as a salesperson without being registered with CEA. This is an offence under the Estate Agents Act. The charges are listed in [Annex A](#).

About the Case

2. CEA's allegations against Lum are as follows. From June to July 2011, Lum posted flyers carrying his mobile number on the void deck display notice boards and walls of HDB blocks at and around the Jurong West area, advertising for landlords and tenants. He also represented a flat owner to find potential tenants for her property. He negotiated property transactions directly and conducted flat viewings.

3. Lum presented himself to potential clients as "Roy" or "Ron Lim", an "Associate Manager" with HSR International Realtors Pte. Ltd. However, Lum was not registered with CEA and did not have a written agreement with the licensed estate agent for him to carry out estate agency work for them.

Advice for Consumers

4. Consumers are advised not to respond to any real estate agent's flyer, leaflet or advertisement that does not provide a salesperson's name, registration number, contact number, as well as the estate agent's name and licence number.

5. Consumers should only engage salespersons who are registered with CEA. They can check CEA's Public Register at www.cea.gov.sg or on the "CEA@SG" mobile app to verify a salesperson's registration details before engaging his or her services. Searches can be done on the Public Register using the salesperson's name, registration number and/or mobile number.

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

7. Consumers can refer to the "Consumer Resource Centre" on the CEA Website for the following resources:
 - (a) A consumer guide for tips on engaging salespersons;
 - (b) Information on CEA cases;
 - (c) Articles of interest for consumers;
 - (d) A schedule of consumer education talks which consumers can sign up for and attend; and
 - (e) Reference information on HDB and private property transactions.

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 LUM CHAP HENG

Lum Chap Heng will be charged in Court under the Estate Agents Act (EAA) 2010 for the following three charges:

- (a) Two 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) One charge 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.