
5 November 2021

**ALLIANCE FOR ACTION UNDER REAL ESTATE AGENCY
INDUSTRY –
ENHANCING THE PROPERTY SEARCH EXPERIENCE WITH
ACCURATE PROPERTY LISTINGS**

Property consumers and property agents can look forward to an enhanced property search experience with more accurate property search listings in the near future. The real estate agency industry and property portals will come together to form an Alliance for Action (AfA) on Accurate Property Listings, and work towards eliminating the longstanding problem of dummy and duplicate property listings¹ to better serve property consumers and raise the productivity of property agents.

2 Co-led by the Singapore Estate Agents Association, PropertyGuru and 99.co, with the five largest property agencies (PropNex, ERA, OrangeTee & Tie, Huttons Asia and SRI) and EdgeProp as members, the Alliance for Action (AfA) on Accurate Property Listings will explore ways of authenticating property listings on the listing portals. Its composition is in the Annex.

3 AfAs are industry-led coalitions that work in partnership with the Government to explore, prototype, and execute ideas over a six-month sprint, and represent a new way forward for collaboration between the private and public sectors.

4 The Council for Estate Agencies (CEA) will support the work of this industry-led AfA under the auspices of the Real Estate Industry Transformation Map (ITM). Said Mr Lim Chee Hwee, Executive Director of CEA,

¹ Dummy listings refer to advertisements which do not feature an actual property that is available for sale or rent, while duplicate listings refer to multiple advertisements of the same property.

“The AfA on Accurate Property Listings seeks to provide a transparent, efficient and reliable property listing search experience for property consumers and their property agents. We are delighted to have the various key stakeholders in the real estate industry coming together and taking ownership to improve the property transaction process for property consumers and property agents.”

5 This AfA is proposing to develop a prototype digital platform to conduct checks on the authenticity of a property listing and assign a unique serial number to each property before it can be published in the listing portals. The AfA plans to design and build the prototype by mid-2022. The digital platform, when developed, will benefit property consumers and property agents as they would not have to spend time and effort to sieve out the dummy or duplicate listings when they search for properties in the listing portals.

6 Said Mr Adam Wang, President of SEAA,

“The elimination of dummy or duplicate advertisements creates a positive user experience for property searchers. Buyers and tenants will have the confidence that the properties marketed are by property agents authorised to do so by the seller or landlord. This will reduce situations that cause buyers and tenants frustration, such as when they encounter non-genuine listings. Property agents who are helping their buyer or tenant clients to search for properties will also save time and effort, and better serve their clients and produce fruitful results.”

7 Said Mr Darius Cheung, Chief Executive Officer of 99.co,

“Fake listings are a huge problem - not only is it annoying and dangerous for consumers, it is also a massive productivity sink for property agencies and portals. However, none of us can solve it alone, which is why it remains unsolved despite a clear winning outcome. By driving towards 100% authenticated listings, we can greatly uplift consumer experience and agent productivity, and professionalism and trust in the estate agency industry. Building trust and simplicity have been the founding principles for 99 and we are proud to be part of this initiative and are committed to see it transform the industry.”

About the Council for Estate Agencies

The Council for Estate Agencies (CEA) is a statutory board established in 2010 under the Estate Agents Act to regulate and promote the development of a professional and trusted real estate agency industry. The key responsibilities of the CEA are to license property agencies and register property agents, promote the integrity and competence of property agencies and property agents, and equip consumers with the necessary knowledge to make informed decisions in property transactions involving property agents. For more information, please visit: www.cea.gov.sg.

**COMPOSITION OF
ALLIANCE FOR ACTION ON ACCURATE PROPERTY LISTINGS**

Role	Name	Job Title & Company Name
Co-Lead	Mr Darius Cheung	Chief Executive Officer, 99.co Pte Ltd
Co-Lead	Mr Ian Tan	Regional Director (Agent Trade Marketing), PropertyGuru Pte Ltd
Co-Lead	Mr Adam Wang	President, Singapore Estate Agents Association
Member	Mr Eddie Lim	Senior Vice President, PropNex Realty Pte Ltd
Member	Mr Thomas Tan	Chief Operating Officer, ERA Realty Network Pte Ltd
Member	Mr Steven Tan	Chief Executive Officer, OrangeTee & Tie Pte Ltd
Member	Mr Mark Yip	Chief Executive Officer, Huttons Asia Pte Ltd
Member	Mr Tony Koe	Chief Executive Officer, SRI Pte Ltd
Member	Mr Bernard Tong	Chief Executive Officer, EdgeProp Singapore
Senior Government Resource Person	Mr Lim Chee Hwee	Executive Director, Council for Estate Agencies