

Our Ref: PC 04/12

Date: 23 August 2012

Key Executive Officers

Dear Sir/Madam

### **CEA Practice Circular 4/12**

The Council for Estate Agencies (CEA) has observed that there is a rising trend of estate agents and salespersons offering free gifts (eg. electronic devices or furniture) or cash vouchers to induce consumers to make use of their services. This matter was referred to in para 2(d) of the Licensing Circular LC 9-12 dated 1 August 2012.

2. Using free gifts or cash vouchers to induce consumers to engage an estate agent and/or salesperson's service is an undesirable practice, and is a form of cash-back. The practice is also not in line with CEA's goal of raising the professionalism of the estate agency industry. Hence, please be informed that with immediate effect, estate agents and salespersons are not to advertise or offer any free gifts, including cash or cash vouchers, to consumers or clients.

3. For your compliance, please.

Yours sincerely

Yeap Soon Teck  
Dy Director (Licensing)  
for Executive Director  
Council for Estate Agencies