

The Year in Review

(1 April 2013 to 31 March 2014)

APRIL /13

- Launch of the Software-as-a-Service infocomm solutions for estate agents on 4 April 2013 by the Infocomm Development Authority of Singapore (IDA) with the support of CEA and industry associations to promote infocomm adoption and enhance productivity of the real estate agency industry.
- CEA and the Consumers Association of Singapore (CASE) organised a public seminar "Safeguarding Consumer Interests in Property Transactions" on 27 April 2013. The Guest of Honour was Tan Chuan-Jin, then Acting Minister for Manpower and Senior Minister of State for National Development.
- Launch of the CEA-CASE consumer guide "Sale, Purchase and Rental of Properties" on 27 April 2013.
- Launch of the Practice Guidelines on the Professional Service Manual on 27 April 2013 to promote professionalism and ethical service in the real estate agency industry.

MAY /13

- Visit of the Minister for National Development, Khaw Boon Wan to CEA on 6 May 2013.
- Revision of the format of the Real Estate Salesperson Examination to ensure its relevance to the real estate agency industry.

JUNE /13

- Delegation of authority to estate agents with more than 100 salespersons to investigate certain advertisement-related complaints.

AUGUST /13

- CEA received the Minister's Award (Team) on 7 August 2013 for raising standards in the real estate agency industry through qualification assessment, examinations and Continuing Professional Development (CPD).
- CEA collaborated with the Salvation Army Family Services Support to organise its first corporate social responsibility project "Home Visitation cum Distribution of Groceries" on 13 August 2013.
- Launch of the Get It Right! CEA-CASE Consumer Seminar series, in collaboration with the industry associations, on 17 August 2013.

SEPTEMBER /13

- Visit of the Chief Executive Officer of Hong Kong Estate Agents Authority, Augustine Ng on 3 September 2013.
- CEA participated in the plenary session of the Asia Pacific Real Estate Congress 2013, organised by FIABCI Singapore in partnership with the Singapore Institute of Surveyors & Valuers and SAEA Ltd, on 4 and 5 September 2013.
- Visit of the Minister of State for National Development, Desmond Lee to CEA on 27 September 2013.



CEA-CASE Consumer Seminar



Minister Khaw's visit to CEA



Salesperson focus group discussion



Infocomm technology networking event

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OCTOBER /13

- Launch of the CPD Training Roadmap for Key Executive Officers and salespersons.
- Inaugural Best Practices Seminar held on 11 October 2013 for Key Executive Officers to share and learn best practices within the real estate agency industry.
- Re-appointment of the Council President and seven Council members for a three-year term, and appointment of four new members for a three-year term.

NOVEMBER /13

- Second Get It Right! CEA-CASE Consumer Seminar held on 2 November 2013.
- New features added to CEA@SG mobile app to provide access to online consumer resource centre, e-newsletter and press releases.
- Issue of Practice Circular on the Prevention of Money Laundering and Countering the Financing of Terrorism.
- Issue of Practice Circular on the Revised CPD Guidelines for Estate Agents and CPD Activity Providers, and Requirements for CPD Trainers.

JANUARY /14

- Completion of the annual licence and registration renewal/ continuation exercise. As at 1 January 2014, there were 31,783 registered salespersons and 1,495 licensed estate agents.
- CEA worked with the Lions Befrienders and Thye Hua Kwan Moral Society to organise a home visitation cum distribution of groceries to the elderly on 24 January 2014.

FEBRUARY /14

- CEA organised an infocomm technology networking event with IDA on 14 February 2014 to facilitate adoption of technology (such as geospatial, data analytics and 3-D modelling technologies) by estate agents.
- CEA organised its first focus group discussion with salespersons to gather views for shaping future policies.
- Third Get It Right! CEA-CASE Consumer Seminar held on 22 February 2014.
- Re-appointment of the CEA Audit Committee for a two-year term.

MARCH /14

- Launch of the online consumer guide "Consumer Tips on Buying Foreign Properties" on 17 March 2014.
- Launch of the Practice Guidelines on Marketing Foreign Properties, which provides details on the responsibilities of estate agents and the preparatory activities required when they market foreign properties.
- CEA participated in the 50plus Expo from 28 to 30 March 2014 to educate elderly consumers on the responsibilities of real estate salespersons.
- Issue of Practice Circular on Revisions in the Provision of Core CPD Activities.
- Issue of Practice Circular on Changes to the Housing & Development Board Resale Processes.



Get It Right! Seminar



Public engagement with seniors at 50plus Expo



Best Practices Seminar



Distribution of groceries to the elderly