

# KEY ACTIVITIES

1 April 2014 to 31 March 2015



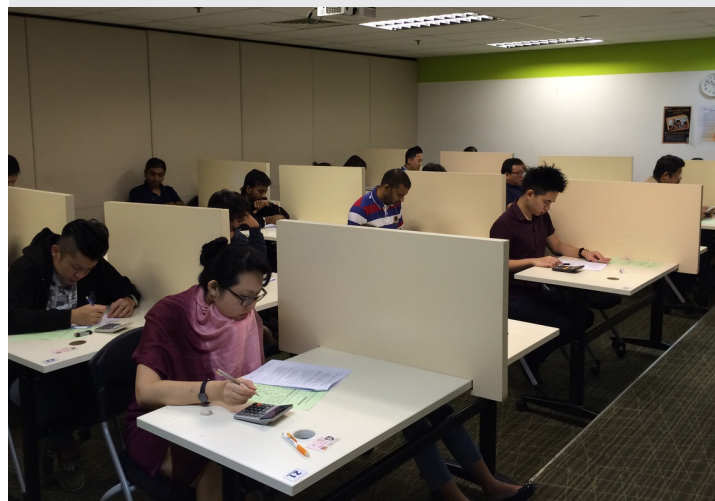
Educational seminars equip consumers with the necessary knowledge in property transactions

## April 2014

- Issued Practice Circular on basic guidelines facilitating lasting powers of attorney by third parties.

## May 2014

- Conducted the first Real Estate Salesperson examination based on the revised examination syllabus.
- Set up a Best Practices Depository on CEA website to serve as a resource for estate agents to share and adopt best practices in the real estate agency industry.
- Worked with the Personal Data Protection Commission on its Advisory Guidelines for the Industry on Personal Data Protection Act and Do Not Call Registry.
- Organised the Get It Right! CEA-CASE consumer seminar on 24 May 2014 to educate consumers on key considerations for buying new developments, leasing private residential properties and the potential pitfalls in property transactions.



New entrants to the industry sitting for the revised Real Estate Salesperson examination (Photo: NTUC Learning Hub Pte Ltd)

## June 2014

- Issued Practice Guidelines on conduct between salespersons to raise the standard of conduct and ethical behaviour among salespersons in the industry.
- In support of the visually impaired, CEA participated in the 'Dining in the Dark' event organised by the Singapore Association of the Visually Handicapped on 19 June 2014.

## July 2014

- Commenced membership with the Association of Real Estate License Law Officials from 1 July 2014.

## August 2014

- Received the Minister's Award (Team) on 7 August 2014 for effective approach for successful prosecution of CEA cases.
- Issued Practice Circular on revised lasting power of attorney forms.
- Participated in NTUC's U Live Symposium on 16 August 2014 to engage seniors on how to be savvy consumers in property transactions.



U Live Symposium participants engaged in a CEA quiz



Recipients of the Minister's Award (Team) with the Minister for National Development, Khaw Boon Wan



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Industry outreach session on anti-money laundering and countering-terrorism financing

## September 2014

- Participated in the inaugural Singapore Realtors Conference organised by the Singapore Institute of Surveyors and Valuers on 8 September 2014.

## October 2014

- Launched a weekly consumer education print advertisement campaign in four languages to raise public awareness of the important considerations when engaging a salesperson for property transactions.
- Conducted a joint outreach session with the Commercial Affairs Department on 10 October 2014 to brief Key Executive Officers of estate agents on the topic of anti-money laundering and countering the financing of terrorism.
- Hosted the visit of the Hong Kong Real Estate Services Training Board on 15 October 2014.
- Appointed the Examination & Professional Development Committee, Licensing & Practice Committee, and Disciplinary Panel for a new two-year term.
- Updated the CPD training roadmap to include new topics on the Practice Guidelines on conduct between salespersons and Practice Guidelines on marketing of foreign properties.
- Launched a free pilot e-learning web application on ethical advertising on 29 October 2014.
- Formed a workgroup to encourage the use of exclusive agency agreements by consumers.



CEA hosted the visit of the Hong Kong Real Estate Services Training Board

## January 2015

- Introduced e-learning for two Continuing Professional Development topics - "Professional Service Manual" and "Practice Guidelines on Conduct between Salespersons".
- Revised the syllabus of the Real Estate Agency examination with emphasis on practical knowledge to ensure its relevance to the real estate agency industry.
- Revised frequency of examinations - the Real Estate Salesperson examination conducted once in three months while the Real Estate Agency examination held once in four months.

## February 2015

- Issued revised Practice Circular on prevention of money laundering and countering the financing of terrorism.

## March 2015

- Published an online consumer guide on dispute resolution to raise awareness of the CEA Dispute Resolution Scheme.
- Participated in Walk with CASE on 15 March 2015 to raise consumer awareness of their rights and the responsibilities of real estate salespersons in property transactions.



CEA reached out to participants at Walk with CASE



CPD course conducted by RIA School of Real Estate (Photo: RIA School of Real Estate)