

Our Ref: PC 04-13

Date: 27 June 2013

Key Executive Officers

**PRACTICE CIRCULAR PC 04-13 : MARKETING OF DEVELOPMENT PROJECTS WHERE APPROVAL FOR SALE HAS NOT BEEN GRANTED BY THE RELEVANT AUTHORITIES YET**

This practice circular serves to provide guidance to estate agents and salespersons on the marketing of development projects where the relevant authorities have yet to grant approval for the sale to be carried out.

2. With immediate effect, estate agents and salespersons are required to comply with the following:

- a) When salespersons and estate agents advertise projects where the relevant authorities have yet to grant approval for the sale, the contents of the advertisements must not imply or mislead that the projects have been approved for sale;
- b) There must be specific text in the advertisements that draw to the attention of the consumers that approval from the relevant authorities has yet to be obtained for sale of the advertised project. For example, text such as "pending approval for sale", and "seeking indication of interest" should be prominently indicated in the advertisement;
- c) The advertisement must not look identical to an advertisement for a project already approved for sale. Text such as "New Launch", "Register for VVIP Preview", "Sales Team", "Sales Hotline" and other words that may mislead consumers shall not be placed in the advertisements as the property was not yet approved for sale;
- d) The contents of the advertisements must comply with the Code of Ethics and Professional Client Care set out in the First Schedule of the Estate Agents (Estate Agency Work) Regulations and the Practice Guidelines on Ethical Advertising (PG2/2011); and
- e) Estate agents and salespersons must not collect cheques nor conduct sales for a project that has not yet been approved for sale by the relevant authorities.

3. Please inform your salespersons to comply with this practice circular. If you require further clarification, please call us at [1800-643-2555](tel:1800-643-2555), or e-mail us at [feedback@cea.gov.sg](mailto:feedback@cea.gov.sg). Thank you.

Yours sincerely,

Yeap Soon Teck

Deputy Director (Licensing)

Council for Estate Agencies

[This is a computer generated letter. No signature is required.]