

27. PROPERTY

Guidelines

Reference

Overseas properties

- a. In the case of overseas properties (commercial and residential), if the property is still being developed, the development or building permit or building approval numbers and the identity of the relevant authorities or agency who issue the permit or approval should be stated in the advertisement. This is to ensure that the property is valid.
- b. Under the Council for Estate Agents's (CEA) guidelines, foreign real estate agencies would have to be either licensed in Singapore or have a tie-up with local registered agents to sell foreign properties. However, developers selling their own property do not come under this guidelines.
- c. The disclaimer "This is an overseas investment. As overseas investments carry additional financial, regulatory and legal risks, investors are advised to do the necessary checks and research on the investment beforehand" should be clearly stated in the advertisement.

Council for Estate Agents
www.cea.gov.sg

Local properties

- d. Advertisements for local properties that involve agents shall include the following:
 - i) Agent/s must use the names that are registered with CEA
 - ii) Agent/s must use the contact Numbers that are registered with CEA
 - iii) Agent/s must include CEA Reg No.
 - iv) Agent/s must include Estate Agents Name
 - v) Agent/s must include Estate Agents Licence No.

Sale of Land

- e. Land title reference number should be displayed in the advertisement copy.

28. RELIGION

Guidelines

Reference

- a. While overtly promoting a religion through advertisements is not allowed, advertisements notifying the public of a seminar, conference or event of a religion is permissible if they comply to the following terms:
 - Only the facts of the event may be stated : Venue, Speaker's Name, Organiser, Date, Time
 - No religious or exaggerated claims should accompany such advertisements
 - No quotations are allowed from the religious texts
 - It is not the activity of a cult i.e. non-mainstream religions
 - Should not criticise or offend other religions