



Dear estate agency shop owners/managers,

**Practice Circular on property advertisements effective soon**

The Estate Agents Authority (“EAA”) issued a new Practice Circular (No. 18-02(CR)) on 15 October 2018 to set out further guidelines on issuing property advertisements which shall take effect on 1 December 2018. The EAA would like to remind you that you need to take all appropriate steps to ensure the property advertisements issued by your company comply with the new guidelines.

In addition to obtaining the prior written consent of the vendors/landlords and taking all reasonable steps to verify the accuracy of the information contained in the advertisements before issuance, estate agency companies must **assign a unique identification number (“Property Number”) to each property to be advertised and state clearly and legibly the Property Number as well as the date on which the advertisement is issued or updated (“Advertisement Date”) on the advertisement.**

Estate agency companies must also ensure that all information contained in the advertisements is accurate and valid as at the Advertisement Date. All advertisements issued should be removed as soon as is practicable after the property concerned is no longer available for sale or leasing, or the termination of the estate agency agreement concerned (whichever is the earlier).

Two examples are provided at the back of this letter for your reference. You are strongly advised to read the Practice Circular at the website of the EAA ([www.eaa.org.hk](http://www.eaa.org.hk)).

Should you have any enquiries on the above, please contact the EAA’s hotline at 2111 2777 or email [enquiry@eaa.org.hk](mailto:enquiry@eaa.org.hk)

Estate Agents Authority

16 November 2018

Examples


(1) Property advertisement in a newspaper

## XX Newspaper

1 December 2018

### ABC Garden

- XXX XXXXX XXX
- XXXXXXXX XXX
- XXXXXXXXXX
- XXXX



**\$XX million**

Property Number: XX-XXXX


If no Advertisement Date is stated in the advertisement, the date of the newspaper shall be deemed to be the Advertisement Date

The Property Number must be stated clearly and legibly in the advertisement

(2) Property advertisement in a shop window

### ABC Garden

- XXX XXXXX XXX
- XXXXXXXX XXX
- XXXXXXXXXX
- XXXX XXX X



**\$XX million**

Advertisement Date: 1 December 2018

Property Number: XX-XXXX

The Property Number and the Advertisement Date must be stated clearly and legibly in the advertisement

Note: there is no specific requirement on the location and size of the wording with regard to the Property Number and Advertisement Date in the advertisement but they should be stated clearly and legibly.