



Circular

Circular No. 02-11 (CR)

First Sales

In view of rising complaints in the first-hand property market, the attention of practitioners is drawn to the following matters, further to Circulars Nos. 01-02 (CR) and 01-17 (CR).

Law and order at sales sites

- Practitioners should observe and comply with the guidelines on order at the sales site issued by the developer.
- Practitioners should co-operate with the officers maintaining order at the site and the police to avoid disturbing the residents and passers-by and creating danger or nuisance on the road and to road-users.
- Practitioners should adhere to the principles of fair competition and avoid physical confrontation with other agents. Any act of violence among practitioners would attract public attention and cause irreparable damage to the image of the trade as a whole.

Incentives and finance

- Practitioners should inform buyers of the details of any incentive scheme they may have and state clearly whether the incentives are offered by the developer or the agency company. Any incentive scheme should be confirmed in writing before the buyer commits himself to the purchase.
- Property financing schemes exist in great variety and should preferably be explained to buyers in detail by representatives of the bank or developer concerned.

Effective control

- Estate agency companies should establish procedures and system in respect of each first-sale development they market to maintain effective control of their staff deployed thereat.
- There should be clear division of labour among the estate agency company's staff and an effective chain of command among its management staff, particularly where staff at a sales site are pooled from different branches/districts.
- Staff working within the sales site should be easily identifiable and their work clearly defined. Only licensed staff are allowed to carry out estate agency work.
- Estate agency companies should handle complaints promptly and co-operate with the Authority.

Practitioners who do not observe and follow any of the above may, in addition to breaching the law, by their conduct bring discredit or disrepute to the estate agency trade which may in turn affect their being fit and proper persons to hold licences.

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This Circular should be made available for the
information of all staff engaged in estate agency work