



香港地產建設商會

THE REAL ESTATE DEVELOPERS ASSOCIATION OF HONG KONG

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To : **REDA Corporate Members**
(Members of Executive Committee & Legal SubCommittee via fax)

Date : 25 April 2007

Subject : **Sales Descriptions of Uncompleted Residential Properties**

Dear Members

As you are aware, our Guidelines for Sales Descriptions of Uncompleted Residential Properties provide that both the saleable area and gross floor area are to be listed in our sales brochures.

We have recently been requested by the Housing, Planning and Lands Bureau to enhance the conspicuousness of floor area presentation in sales brochures (e.g. with larger font sizes) and to disclose the saleable area as well as the gross floor area in price lists. You will appreciate that their request was intended to enhance the clarity of information provided and in this spirit, we would recommend that they be adopted as soon as practicable.

Please also be reminded to make available the pamphlet "*Notes to Purchasers of First-hand Properties*" from the Consumer Council and the Estate Agents Authority at your sales offices. As a matter of good practice, you are also requested to display the number of your customer service hotline prominently at your sales offices.

Your cooperation and continued support is much appreciated.

Stewart Leung
Vice Chairman, Executive Committee