



**EAA is concerned about property advertisements that
may bring disrepute to the trade**

(7 May 2014) The Estate Agents Authority (EAA) is concerned that some recent property advertisements using demagogic method for promotion may bring disrepute to the estate agency trade if they were issued by estate agents. The EAA is now following up on the case and would like to remind estate agents that they should be careful when issuing property advertisements and avoid any presentation that may bring discredit and/or disrepute to the trade.

The media recently reported that there were some property advertisements carrying altered photos and demagogic wording that may vilify other people. The EAA is of the view that estate agents should make effort to raise their professional image and the quality of their service. They should therefore be very careful and professional in issuing property advertisements and should refrain from any act which may bring discredit and/or disrepute to the estate agency trade, which would be in breach of the *Code of Ethics* issued by the EAA.

In addition, the EAA also reminds estate agents that using a person's photo in an advertisement to promote a property without his/her prior consent may result in legal actions from the parties concerned.

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