

## Record of Pre-sale Briefing for First Sale of Residential Properties

### I. Estate Agency Company :

Name of Estate Agency Company : \_\_\_\_\_ SPOB No. : \_\_\_\_\_

Address : \_\_\_\_\_

Tel : \_\_\_\_\_ Fax : \_\_\_\_\_ E-mail : \_\_\_\_\_

Controller : \_\_\_\_\_ Lic No. : \_\_\_\_\_ Signature : \_\_\_\_\_

Controller reports to (Name(s) and Lic No.) : \_\_\_\_\_

### II. Venue of Pre-sale Briefing :

Venue : \_\_\_\_\_

Date : \_\_\_\_\_ Time : From \_\_\_\_\_ to \_\_\_\_\_ No. of Attendees : \_\_\_\_\_

### III. Contents of Pre-sale Briefing :

A : Information of the Development (Name of the Development : \_\_\_\_\_)

*(The information includes but is not limited to the latest version of the items below.)*

- Sales Brochures     
  Price Lists     
  Sales Arrangements     
  Register of Transactions  
 Other Information concerning the Development : \_\_\_\_\_

*(If necessary, please attach additional sheets to this form.)*

B : Guidelines under Circular No. 10-02 (CR), Circular No. 13-04 (CR) & Circular No. 15-03(CR)

(including but not limited to the items below)

#### Order at First Sale Sites

- |   |   |
|---|---|
| <input type="checkbox"/> Wear Estate Agent card and/or staff card.<br><input type="checkbox"/> Do not be over-aggressive (e.g. stalking or persistent solicitation, etc.).<br><br><input type="checkbox"/> Do not obstruct public places with folding tables, chairs, sun shades, banners or advertising hoardings.<br><input type="checkbox"/> Do not conduct any business soliciting activities at Mass Transit Railway stations. | <input type="checkbox"/> Do not stand on the carriageway or intercept vehicles.<br><input type="checkbox"/> Do not strike or impede vehicles or distract drivers.<br><input type="checkbox"/> Do not solicit business or distribute leaflets at shopping malls or housing estates without the requisite permission.<br><input type="checkbox"/> Do not quarrel or fight with other estate agents, salespersons or passers-by. |
|---|---|

#### Conduct in First Sale of Residential Properties

- |  |   |
|--|---|
| <input type="checkbox"/> Do not offer or make loans to a prospective purchaser.<br><input type="checkbox"/> Do not make any representation that may mislead prospective purchasers.<br><input type="checkbox"/> Set out in writing any incentives offered to prospective purchasers.<br><br><input type="checkbox"/> Do not seek or accept any expression of intent (whether or not accompanied by a payment of money) before the relevant price list is made available to the public or the sale of the property has commenced.<br><input type="checkbox"/> Do not make any statement to assure prospective purchasers that they will successfully obtain a mortgage loan or the desired terms to finance their purchase. | <input type="checkbox"/> Do not provide information concerning floor area and price per square foot other than by reference to the saleable area.<br><br><input type="checkbox"/> Ensure the sales brochures and price lists provided to prospective purchasers are the latest version.<br><input type="checkbox"/> Unless appointed by the vendor as the sole sales agent, inform prospective purchasers that other sales agents have also been appointed by the vendor and allotted with different flats.<br><input type="checkbox"/> Unless specifically required by the vendor, do not ask a prospective purchaser to provide identification documents and/or credit cards. |
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**Declaration of Submission of Registrations of Intent**

- If an individual licensee submits, through the Estate Agency Company he works for, the registration(s) of intent using (i) his name solely or together with other individual(s) and/or company(ies) jointly; or (ii) the name of a company of which he is a shareholder and/or director, as registrant(s), must notify the Estate Agency Company he works for the number of such registrations of intent and the number of cashier orders he has so submitted.

**C : Other Guidelines on Order and Conduct issued by Estate Agency Company**

- \_\_\_\_\_  \_\_\_\_\_
- \_\_\_\_\_  \_\_\_\_\_

**IV. Staff Attendance Record of Pre-sale Briefing :**

Please attach additional sheets or submit **“Staff Attendance Record of Pre-sale Briefing for First Sale of Residential Properties and List of Staff to be Deployed”**.

**V. Remarks :**

1. “Other Information concerning the Development” in Section A above should include property type of the Development (flats / houses), number of units for sale, and other information provided by the vendor.
2. For each development, provide or cause to be provided a pre-sale briefing to staff to be involved in promotional activities for the development prior to their conducting any such activities.
3. Ensure staff to attend the briefing. The contents of the briefing must include the items listed in Section A and Section B above; however, Estate Agency Company may provide additional information according to its actual needs.
4. Keep proper records of the briefing (including the date and time of the briefing is held, the contents of the briefing and the attendance records of the staff concerned), and supply such records to EAA upon request.
5. Take all reasonable steps to ensure that the staff is familiar with the information and all relevant guidelines.
6. EAA officers will conduct random checks at first sale sites to verify whether the requirement under item 2 above has been complied with.
7. **“Controller” stated above shall represent the Estate Agency Company to liaise with EAA officers, submit the briefing records, and take follow-up actions for the briefing records and/or any other related matters.**