

**Presentation Requirements for Disclosure of Information in
different types of UPOH Advertisements and Promotional Materials – Circular No. 23-02 (CR)**

Summary Checklist for Licensees' Reference

A. For printable UPOH advertisements (Ad) and promotional materials (PM)

Printable Ad / PM	State (at the top)	State (anywhere on Ad / PM)	If not larger than A4	If larger than A4
1. Property No.		✓		
2. Date of Ad / PM		✓		
3. EA Business Name		✓		
4. Est. Completion Date		✓		
5. Licence or SPOB No.	✓		✓ size at least 12 pt.	✓ occupy at least 5% area
6. Caution Statement	✓			

B. For all other types of UPOH advertisements and promotional materials

(a) Audio Ad / PM (without visual)	Display (any time)	Display (entire time)	Display (at the end)	Read out (any time)	Read out (at the end)
1. Property No.				✓	
2. Date of Ad / PM				✓	
3. EA Business Name					✓
4. Est. Completion Date					✓
5. Licence or SPOB No.					✓
6. Caution Statement					✓
(b) Visual Ad / PM (without audio)	Display (any time)	Display (entire time)	Display (at the end)	Read out (any time)	Read out (at the end)
1. Property No.	✓				
2. Date of Ad / PM	✓				
3. EA Business Name		✓			
4. Est. Completion Date		✓			
5. Licence or SPOB No.		✓			
6. Caution Statement			✓		
(c) Visual Ad / PM (with audio)	Display (any time)	Display (entire time)	Display (at the end)	Read out (any time)	Read out (at the end)
1. Property No.	✓				
2. Date of Ad / PM	✓				
3. EA Business Name		✓			
4. Est. Completion Date		✓			
5. Licence or SPOB No.		✓			
6. Caution Statement			✓		✓

Attention: This summary checklist only serves as general reference for licensees with respect to certain requirements for disclosure of information in the UPOH advertisements and promotional materials. Licensees are reminded that they must at all times observe and comply with the Estate Agents Ordinance and its subsidiary legislation and the Code of Ethics and guidelines issued by the Estate Agents Authority, where applicable, in relation to such advertisements and promotional materials.