



Forum on online property advertisements

(4 March 2009) The Estate Agents Authority (EAA) held a forum on online property advertisements today for the purpose of helping the attendees have a good understanding of the relevant legal requirements when advertising online.

About 30 participants from six estate agency trade associations, estate agency companies and ten website operators attended the forum and had fruitful exchanges.

During the forum, estate agency practitioners were reminded that online advertisements were also considered a form of advertisement under the Estate Agents Ordinance and that practitioners needed to comply with all relevant requirements related to advertising when placing them.

The requirements include stating the number of the licence or the statement of particulars of business and the business name of the estate agency, obtaining written consent from the vendor before issuing the advertisement, advertising a property at the price and terms set by the client, and removing the advertisements once the property is no longer available for sale.

The EAA also briefed participants on its “cyber patrol” efforts and the most common types of non-compliant advertisements.

“The EAA envisages that online property advertisements will become more and more popular, said Mr Anthony Wong, EAA Director of Operations. “We would, therefore, like to take this opportunity to exchange views with estate agencies and website operators on how to achieve a high level of compliance.”

Mr Wong urged estate agency companies to establish a management system to monitor the posting of online property advertisements. He also advised agencies to put a revision date on each online advertisement so that consumers know how up to date the information is.



Last year, the EAA conducted cyber inspections of 138 online property advertisements. The EAA will continue to liaise closely with the different parties and step up enforcement if needed.



EAA Director of Operations Mr Anthony Wong, PMSM explains the legal requirements related to advertising at today's online property advertisements forum.

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