

Yang Di-Pertua:

Dato' Sr Haji A'zmi bin Abdul Latif D.S.P.N

Pendaftar:

Sumarni Binti A. Rahman



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CIRCULAR 13/21

To : ALL REGISTERED ESTATE AGENTS

Date : 8 November 2021

Dear Sir/ Madam

The Board has been directed by the Executive Committee on the following matters:-

1) Social Media Advertisements

It has come to the attention of the Board that all social media advertisements i.e. video, Facebook posting, SMS posting, emails, Tik-Tok, etc. have not included the REN number, Firm details, contact numbers and disclaimers.

All Principals are required to direct their Real Estate Negotiators (RENs) to comply with the Malaysian Estate Agency Standards with regards to the inclusion of their REN numbers, Firm details, contact numbers and proper disclaimers when submitting their advertisements in social media. RENs should only advertise under the name of their Principals and must display the details as required under Standard 6 of the Malaysian Estate Agency Standards at all times.

2) Project Marketing

All Real Estate Negotiators (RENs) who are doing project marketing sales are **required to wear a REN tag.**

3) Probationary REN

It has come to the Board's attention that some firms are promoting their RENs as "Probationary RENs" and also allowing their "Personal Assistant" or "Secretary" to assist in viewing of properties.

...2/-

All Registrants are to take note that RENs are known as "Real Estate Negotiators" and not "Probationary RENs". Personal Assistant or Secretaries are not allowed to assist in the viewing of properties nor carry out the function as REN.

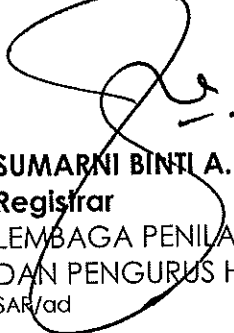
4) Leasing of License

The Board has received complaints that Registrants are leasing out their license to open up firms and branches mainly in Sabah and Sarawak. Please be informed that you are prohibited to lease out your Authority to Practise license.

Should you fail to comply with the above, the Board will not hesitate to take Disciplinary Action against you.

Please be guided accordingly.

Yours faithfully,



SUMARNI BINTI A. RAHMAN

Registrar

LEMBAGA PENILAI, PENTAKSIR, EJEN HARTA TANAH
DAN PENGURUS HARTA

SAR/ad