

# Key enhanced guidelines

## On overseas real estate investments

### **Advertisements should clearly state:**

- what investors are buying into (interest in the land, building, property within the building or right of use)
- building permit/building approval numbers and identity of the issuing authority/agency for properties being developed
- any restrictions on foreign ownership or subsequent sale
- any potential tax liabilities, rates and other costs

### **Advertisements of physical property should not mislead or exaggerate on:**

- land, buildings erected or to be erected, actual location, infrastructure, accessibility, physical nature
- legal title, formalities
- financial position of the developer
- price, terms of payment, loan facilities

## On investment seminars

### **Advertisements should not:**

- exaggerate the potential results/benefits of participating in the seminar.
- give the impression that an investment strategy is "fool-proof", "fail-proof" or will quickly, always, consistently generate positive results/benefits
- make inaccurate, misleading or exaggerated claims on qualifications of speaker/trainer or use the latter's past experience to create unrealistic expectations. They should state whether speaker/trainer is regulated by the Council for Estate Agencies (CEA) or has any tie-ups with CEA-regulated entities

### **If seminar involves any sale/booking activity, advertisement must indicate so**

*Note: This table is non-exhaustive. For the full list, please refer to CASE's website*