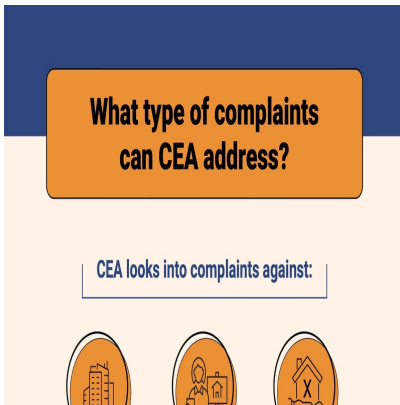




Before a Property Agent Advertises Your Home: Build the Written Consent File

Description

A property listing can spread across portals and social media in minutes. An owner should therefore settle authority and accuracy before the first upload, not after a wrong price, reused photograph or false availability claim appears. One written consent file gives the seller or landlord a clean way to approve, correct and, if necessary, report the advertising.

This guide is for a Singapore seller or landlord whose property is about to be marketed by an agent. The decision is to record valid advertising consent, verify listing facts and preserve evidence for correction or a CEA complaint.

Consent comes before advertising

CEA's consumer guidance requires property agents to obtain the owner's consent before advertising a property. The file should identify every legal owner, the appointed salesperson and agency, the property, sale or lease purpose, permitted channels, asking-price instruction and the date consent begins. A casual "go ahead" is poor evidence when instructions later diverge. [CEA consumer guidance](#).

Facts need an owner-side source

Create a listing sheet from the title or lease information, approved floor plan, current photographs and written price instructions. Separate a verified fact from marketing language. Floor area, tenure, bedroom count, availability, inclusions and photographs are common points where one copied listing can propagate an error.

Control photographs and occupants

Consent to market the property is not automatically consent to expose faces, family photographs, vehicle numbers, access cards or security details. Decide which images may be used, whether digital

enhancement is allowed, and which features must not be shown. Remove metadata or documents that disclose unnecessary personal information.

Keep a correction trail

When an error is found, send one numbered correction instruction listing the portal or post, the wrong statement, the replacement and the deadline. Save before-and-after evidence. This shows whether the problem was an isolated mistake, a slow takedown or continued advertising after authority ended.

Escalate with a usable record

CEA provides a complaint channel for conduct by property agencies or agents. A strong report identifies the agent and agency, transaction, dates, consent scope, advertisements, correction requests and harm. It avoids accusations that the evidence cannot support and keeps any contractual or civil dispute in the appropriate route. [CEA complaint route](#).

The two working tools

The first original unit is a written-consent record with enough detail to distinguish appointment from advertising scope. The second is a listing-evidence checklist that ties every consequential claim to an owner document. Together they let both sides update one source of truth instead of reconstructing instructions from scattered messages.

Consent field	What to record	Evidence
Authority	Owners, agent, agency, appointment type	Signed agreement and CEA registration check
Scope	Sale or lease, price instruction, channels, start and expiry	Dated written consent
Content	Area, tenure, rooms, inclusions, image permissions	Listing fact sheet and approved photographs
Correction	URL, screenshot, requested change and completion	Before-and-after log

Keep the decision usable after today

A first check can go stale before the task is finished. Put consent comes before advertising, facts need an owner-side source and control photographs and occupants on separate dated lines instead of combining them into one `done?` box. Attach the authority page or document beside the line it supports, record the person who checked it, and write the exact event that will force another check. That event may be a changed account, amended filing, new appointment, revised timetable, altered access route, later test run or updated dataset. The format matters because a future reader must be able to see which fact changed without repeating every part of the exercise.

Next, give the two original tools different owners. The person maintaining a written-consent record specifying owners, agent identity, channels, price terms and expiry should preserve the inputs and arithmetic or branch logic. The person maintaining a listing-evidence checklist for floor area, tenure, photos, price instructions and correction history should confirm that the final action followed the chosen route. One person may perform both roles, but the evidence should still distinguish calculation from execution. This prevents a correct plan from being mistaken for proof that the payment, filing, trip, report, repair, training or release actually happened.

Before relying on the result, ask a second reader to reproduce the conclusion from the saved material without being told the preferred answer. They should be able to match the right person, entity, account, property, route, service or software version; identify the controlling date; and explain the strongest stop condition. If they reach another branch, do not average the two answers. Reopen the disputed source, definition or input. A decision that cannot be reproduced is not ready for a consequential step.

Worked example

A landlord allows one portal listing at S\$4,200 but later finds a social post at S\$3,900 using an old furnished photograph. The correction file records both URLs, the approved channel and price, the image mismatch, the takedown instruction and the agent's response. The evidence distinguishes an unauthorised variant from a disagreement about market strategy.

The example is a calculation or decision illustration, not a report of an interview, purchase, visit, transaction, taste test or personal outcome. Replace its inputs with the reader's own current evidence.

Where this can go wrong

- Assuming the agency agreement alone records every advertising channel and image permission.
- Approving a polished draft without checking tenure, area, availability and inclusions.
- Sending several inconsistent correction messages instead of one controlled instruction.
- Publishing personal or security-sensitive details that are unnecessary to market the home.

Before acting

1. Verify the agent and agency on CEA's Public Register.
2. List every owner and the exact advertising scope.
3. Approve a dated fact sheet and selected images.
4. Set an expiry or withdrawal process for consent.
5. Preserve URLs, screenshots and corrections if a problem occurs.

Limits and useful next reading

The correct remedy depends on the appointment agreement, facts and loss. CEA handles regulatory complaints, while contractual or civil claims may follow another route. Owners should not make public allegations beyond the evidence or interfere with a legitimate active transaction without advice.

For the next related decision, [verify a property agent on CEA's register](#). It is also useful to [choose the right property-dispute route](#).

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