

ALL ESTATE AGENCY FIRMS ARE REQUIRED TO ENSURE COMPLIANCE BY THEIR EMPLOYEES IN SIGNING UP FOR THE PRIVYSEAL CONSUMER PROTECTION INITIATIVE

Following the EAAB's successful pilot of the PrivySeal Consumer Protection Initiative in June 2016, the EAAB now requires all registered estate agents to sign up, at no cost, for their estate agent Privyseal at www.privyseal.com.

Pursuant to the article in AGENT magazine issue 123 and the subsequent e-mail communication on 22 July 2016, the EAAB is gratified to note that a significant number of estate agents have already signed up and are making use of their Privyseals.

The EAAB has, however, decided to extend the time period in which estate agents may register for Privyseal to **31 August 2016**, prior to advising property consumers during September 2016 to only deal with estate agents with Privyseals.

Given that the use of Privyseal is mandatory to protect consumers and ensure that estate agents are fully compliant, it is imperative that all principal estate agents ensure that all estate agents in their service sign-up for their Privyseals, and make use of them in their e-mail signature, and on the firm's website by 31 August 2016.

Principals should notify the EAAB once all their estate agents have signed up for their Privyseals by submitting a spreadsheet of names of employees and their Privyseal URL's to info@privyseal.com so that compliant estate agency firms can be featured in various property publications, and other media which the EAAB will be doing from September onwards.

Please use the infographic below to see what steps are required by your agents to get and make use of their Privyseals. You may also view the Getting Started Guide, see [here](#).

To find out more, please read the article on page 24 and 25 of the *Agent*, Issue 123, see [here](#). We trust that this initiative will benefit all estate agencies, estate agents and serve to protect consumers.

Yours sincerely

Bryan Chaplog
Chief Executive Officer

11 AUGUST 2016