

PRESS RELEASE: Appointment of Chief Executive Officer for inaugural real estate industry body

The Singapore Estate Agents Association (SEAA) was officially minted under the Registry of Societies on 5 November 2015. The Association aims to be the voice of the estate agency profession in Singapore among other objectives.

SEAA is pleased to announce the appointment of Mr Wong Cheong Hong as its Chief Executive Officer effective 3 May, 2016.

Mr Wong is a real estate veteran, having more than 30 years of experience in the industry. He was previously with the Housing Development Board and assumed appointments in various big corporations specializing in real estate development, property management, as well as sales and marketing prior to joining the real estate agency profession. This includes helming the Property Department in one of the prominent foreign banks in Singapore and establishing and leading the local operations in one of the largest US-based Real Estate Sales Organization in Singapore. Mr Wong's last appointment was Key Executive Officer (KEO) of Dennis Wee Realty Pte Ltd.

He holds a BSc in Estate Management and a Master of Business Administration.

SEAA President, Mr Michael Tan said "The new Association carries the vital mission of representing the Estate Agents (EAs) and Salespersons (SPs) in Singapore. Thus we were very stringent in our CEO selection process. We require a seasoned practitioner who is abreast of the ongoings in the industry, understand the challenges faced by the estate agents and salespersons on the ground, and who is able to relate to them so as to speak up for their needs. Moreover, it is timely to rally the industry together and this position plays a key role in that aspect. After going through interviews with several potential candidates, we find that Mr Wong fits the bill. He brings with him a wealth of relevant experience and knowledge and has the leadership qualities to propel the Association forward."

As Mr Wong would be the first CEO of the inaugural real estate body, he said "Being a KEO for the past six years has made me more in tuned with the ins and outs of the real estate agency industry. I am excited for the opportunity to contribute to the industry under the new Association which has the support of the major Estate Agents as well as the Council for Estate Agencies".

He added "We hope to unify the industry and bring about initiatives to value-add the EAs and SPs. SEAA is collaborating with the Singapore Mediation Centre ("SMC") to provide mediation

between Estate Agents, which is currently not under the purview of CEA. We are also rolling out more training programs including a leadership course to hone the skills of our current and future team leaders, raising the bar of professionalism for the industry.”

SEAA is planning a number of initiatives culminating in its official launch targeted for July 2016. More details will be released soon.

Mr Tan adds, "We would also like to express our appreciation to Dennis Wee Realty Pte Ltd for her support and availing Mr Wong Cheong Hong to serve the larger real estate agency community".

About SEAA

The Singapore Estate Agents Association (SEAA) was formed to represent the Estate Agencies and Salespersons in Singapore. With the support from Council for Estate Agencies (CEA) and the major Estate Agencies, SEAA aims to be a cohesively strong voice for real estate agencies and salespersons and to advocate and further their common interests.

Driven to promulgate and maintain the high standards of the real estate agency profession, SEAA ensures that the industry remains relevant and sustainable by promoting continuous learning, upgrading, ethical standards and professional development amongst its members. Visit www.seaa.org.sg for more information.

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