Date: 17/05/2020

Circular(1-2020)

Dear real estate companies and agencies,

Subject: Real Estate Advertising and Promotional Campaigns

We would like to thank you for your continued cooperation.

With reference to the above subject, and according to the circular number (11-2016) issued on 10/08/2016, we would like to inform you that after we monitored and audited real estate advertisements, we noticed that some offices are not complying with the above-mentioned circular or that the permit number is being incorrectly used, as well as conducting promotional campaigns by announcing prizes, facilities, discounts on prices, exemption from service fees or registration fees without obtaining the approval of RERA and Dubai Economy.

This is considered an infraction to the laws and procedures regulating real estate advertisements. We would like to affirm the importance of adhering to the issued circulars by all real estate companies, and that properties are not to be promoted without the approval of RERA and Dubai Economy.

We would like to affirm the importance of adhering to the issued circulars by all real estate companies.
obtaining an official permit that clearly displays the permit number on the advertisement.

All the conditions and legal provisions for the issuance of permits are to be explicitly adhered to.

In the event of non-compliance, the approved legal measures will be taken in this regard, noting that the value of the violation is not less than AED 50,000, and in the event of a repeat violation, the value will be doubled.

Best Regards,

Eng. Marwan Bin Ghulaita
CEO RERA