

UPDATE ON DIRECT MARKETING

Good Morning,

I wrote the following email yesterday to Mr Mbeje, Divisional Head Enforcement & Legal Services Division National Consumer Commission (NCC)

Dear Mr Mbeje,

I am copying Jan le Roux from Rebosa and Debra Vial, Advocate at the Property Practitioner Regulatory Authority and her colleague Clarence Catin.

I watched your webinar with Rebosa last week regarding the new direct marketing regulations. It unfortunately left me with more questions than answers.

I offer extensive training for property practitioners (estate agents) and a few challenges have been identified with the registration process.

Could the NCC kindly provide a Guidance Note urgently so as to address these issues:

1. Must agents personally register, or only the agencies they work for?
2. I notice that a CIPC number and BEE certificate are required. However, individual agents who are employed by agencies, or who work as independent contractors, do not have CIPC numbers or BEE certificates. As a result, individual agents are unable to register, and sole proprietor property practitioners cannot register either.
3. Where do agents find the pre-emptive block register to check which consumers have registered?
4. How is the R0.12 data cleansing fee collected? How exactly does this work because the website makes no reference to this.

I look forward to your urgent response because property practitioners are very concerned about non-compliance.

Kind Regards

Miltons Matsemela Oosthuizen