

EMBARGOED UNTIL 1 OCTOBER 2025, 10.30 AM

Singapore Estate Agents Association (SEAA) Officially Becomes Singapore Institute of Estate Agents (SIEA)

Singapore, 1 October 2025 – The **Singapore Estate Agents Association (SEAA)** has officially been renamed the **Singapore Institute of Estate Agents (SIEA)**, effective from today. This milestone follows the successful coming together of SEAA and the Institute of Estate Agents (IEA), Singapore uniting the real estate industry under a single, stronger professional body.

The new name reflects the association's evolving role as the leading professional body for real estate agencies and agents in Singapore, emphasising its commitment to raising professional standards, fostering ethical practices, and providing greater support to members.

Along with the name change, SIEA is unveiling its **new logo (see Annexe A)**, which reflects the association's core values of trust, integrity, professionalism, and progress. The refreshed visual identity indicates a future-focused approach to Singapore's dynamic real estate scene while honouring the heritage and achievements of its predecessor organisations.

Mr Eugene Lim, President of SIEA, said:

"The transformation from SEAA to the Singapore Institute of Estate Agents (SIEA) marks an exciting new chapter for our industry. We are strengthening our collective voice, raising professional standards, and enhancing the support we provide to our members. Our new identity and logo reflect our vision for a future where estate agents are recognised for their integrity, expertise, and contribution to Singapore's property market."

SIEA will continue to **represent the interests of real estate agencies and agents, engage with government agencies, and shape public policies** impacting the real estate sector. Members can look forward to **expanded training, professional development opportunities, and enhanced support services**, which will help them navigate an increasingly complex and competitive market.

The institute invites stakeholders, members, and the public to visit its new website at **www.siea.org.sg** for the latest updates, resources, and information about its initiatives.

About SIEA 新加坡房地产代理协会

The Singapore Institute of Estate Agents (SIEA) was formed to represent the real estate agencies and agents in Singapore and is the leading industry Institute for the real estate agency industry. With the support of the Council for Estate Agencies (CEA) and the major property agencies, SIEA aims to be a cohesive and strong voice for property agencies and agents, advocating for and furthering their common interests.



Singapore Institute of Estate Agents

Driven to uphold the high standards of the real estate agency profession, SIEA ensures that the industry stays relevant and sustainable by promoting continuous learning, skill development, adherence to ethical standards, and professional growth among its 16,000 members.

The Institute also works closely with regulatory bodies and stakeholders to shape real estate policies and laws, while providing ground-up, objective feedback on policies and operational issues faced by consumers, real estate agencies, and agents. It also collaborates with them on industry initiatives that benefit its members.

Previously known as the Singapore Estate Agents Association (SEAA), SIEA was renamed upon the successful coming together with the Institute of Estate Agents (IEA), Singapore, in June 2025.

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Annexe A:

Two variations of the SIEA logo



The refreshed design is built on **professionalism and trust**, reflecting the values that unite our community.

- **Deep Green Colour:** Signifies stability, growth, and prestige, echoing Singapore's aspirations for a sustainable and forward-looking property market.
- **Bold, Dynamic Font:** Symbolises the strength, resilience, and adaptability of estate agents navigating an ever-changing market.
- **House-like element:** A subtle yet meaningful house-like element is incorporated into the text—the “A” in SIEA—representing the property market our members serve. It also resembles an upward arrow, symbolising the Institute's ongoing progress. This element is crafted to blend smoothly with contemporary letterforms, creating a visual identity that is clean, memorable, and industry-relevant.