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## PRESS RELEASE

### Consumer Council and REALB Sign MoU

In a significant step towards safeguarding consumer interests and elevating Real Estate industry standards, the Consumer Council of Fiji (CCoF) and the Real Estate Agents Licensing Board (REALB) have strengthened their partnership through the signing of a Memorandum of Understanding (MoU). The MoU, signed earlier today, signifies a collaborative effort to address consumer and real estate agent issues, while fostering transparency and professionalism within the real estate market.

The key provisions of the MoU encompass shared awareness responsibilities, where CCoF and REALB will conduct joint consumer advocacy and awareness campaigns on consumer welfare and rights, as well as address challenges faced by real estate agents. The collaboration extends to technical support, with both organizations providing expertise and guidance to each other on matters relevant to the industry's framework. This collective approach strengthens their ability to enforce regulations effectively, ensuring optimal outcomes for consumers and real estate professionals alike.

This comes in light of the Councils ongoing awareness and advocacy on issues surrounding property purchases, leasing and tenancy, where consumers continue to face significant challenges. The MoU thus includes resource sharing to conduct training sessions, capacity-building programs, and awareness campaigns as needed. The two bodies will also collaborate on research projects focused on consumer protection and real estate-related matters.

"This collaboration demonstrates the Council's dedication to protecting consumer rights and promoting best practices in the real estate industry," stated Council CEO Seema Shandil upon signing the MoU. "By working together, we will better address consumer concerns, establish a fair marketplace, and empower consumers to make informed decisions."

Recognizing the significance of continuous learning and improvement, REALB has warmly welcomed this opportunity for collaboration to foster professional development and maintain a consumer-friendly Real Estate sector.

REALB's Registrar Mr Peni Komainavoka says in an industry that is continuously evolving, collaboration becomes the cornerstone of progress.

"This partnership will allow us to combine our strengths, expertise and capabilities in our shared vision, for building a robust real estate sector that is responsible and ethical in all its dealings with the public," Mr Komainavoka said.

For any queries, consumers can contact the CCoF on the national toll-free number 155 or email [complaints@consumersfiji.org](mailto:complaints@consumersfiji.org).



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