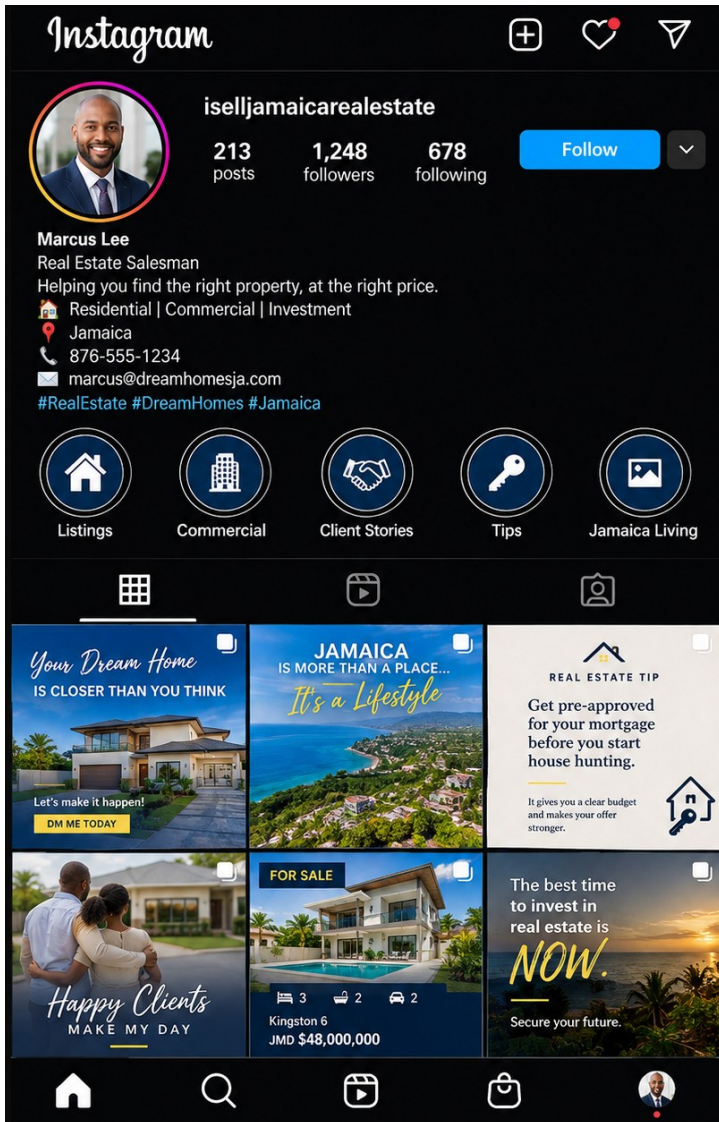


The Real Estate Journal

A quarterly publication of the Real Estate Board/Commission of Strata Corporations



REB Takes Defendant to Court Over Unlicensed Real Estate Activities



Dummy IG profile created for illustration purposes

The Real Estate Board (REB) has taken legal action against the defendant, in what represents one of the Board's more aggressive moves to clamp down on persons and entities allegedly engaging in real estate business without the required registration and licence.

The Board has filed a claim in the Supreme Court of

Jamaica seeking orders to prevent the defendant from continuing to advertise properties for sale, rental or lease until it is properly registered and licensed to conduct real estate business.

The legal action follows monitoring activities by the Board in July 2026, when its inspectors reportedly identified billboards bearing the defendant's logo advertising properties for sale in Kingston, St Andrew and St Ann.

The Board subsequently identified the defendant's social media account and website, where it says more than 600 property listings were being advertised for sale, rental or lease.

According to the Board's Particulars of Claim, the defendant has never applied for registration with the Real Estate Board and is not listed in the Board's Register of Real Estate Dealers and Salesmen.

Cease-and-desist notice

The Board issued a Notice to Cease and Desist to the defendant on July 29, 2026, instructing it to stop activities which the Board considered to constitute the practice of real estate business.

However, according to the claim, correspondence from the defendant's attorney dated August 17 indicated that its client listed properties on its website and charged what was described as "marketing fees."

Further correspondence followed. On August 26, the defendant indicated that signs and posters would be removed from properties, but that property listings on its website would remain.

The Board subsequently turned to the courts, asking for a determination of whether the defendant's activities fall within the statutory definition of the practice of real estate business.

What the Board alleges

The REB alleges that the defendant's activities include advertising and holding itself out to the public in connection with the sale, rental and leasing of properties.

The Board also alleges that the defendant assists in procuring prospects for property transactions, helps to procure sellers, purchasers, lessors and lessees, and charges or receives fees for marketing properties.

The Board is asking the Court to declare that these activities constitute the practice of real estate business

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REAL ESTATE Could be this funny!

Unlicensed Real Estate Activities

(Cont'd from page 1)

under the Real Estate (Dealers and Developers) Act. It is also seeking injunctions preventing the defendant from continuing such activities until it obtains the required registration and licence.

Among the orders being sought is one requiring the defendant to remove existing property advertisements from its website and social-media platforms and preventing the publication of new property advertisements until the defendant is properly registered and licensed.

A warning to others

Beyond the specific dispute with the defendant, the legal action signals a broader enforcement approach by the Real Estate Board.

The Board is taking this bold and aggressive step in the hope of discouraging other persons and entities from acting similarly and operating outside Jamaica's regulatory framework.

The Board maintains that persons engaging in activities that fall within the statutory definition of real estate business must comply with the requirements of the law and obtain the necessary registration and licensing.

The action also reinforces the Board's regulatory mandate to protect members of the public and promote accountability and compliance within Jamaica's real estate sector.

"A message must be sent. It would be a dereliction of duty on the part of the Board to ignore what we believe is a clear violation of the law," said Acting Board CEO Mr. Cresfroid Brown. "We have a mandate to protect members of the public and prospective purchasers. Without regulation, there are no guardrails or accountability. We are therefore confident that the Court will rule in our favour and that its decision will send a clear signal to others to get their affairs in order."

Persons interested in practising real estate sales, rentals or leases in Jamaica are generally required to complete the 108-hour Pre-Licensing Salesman Course, offered online by the Real Estate Training Institute, the training arm of the Real Estate Board.

They may then establish their own business and operate independently after completing the Pre-Licensing Dealers Course, within the parameters established by law.

The Real Estate Board has repeatedly advised persons not to engage with unlicensed persons, to avoid making down-payments simply to view a property, to verify the registration status of real estate practitioners, and to contact the police when they have been affected by suspected real estate fraud.



REAL ESTATE BOARD

REAL ESTATE TRAINING INSTITUTE

What is the Real Estate Training Institute?

The Institute is the official training arm of the Real Estate Board. It offers Pre-Licensing Courses and Continuing Professional Development Courses (CPD).

The Pre-licensing Course for Salesmen is the starting point to a career in Real Estate

What are the Course Requirements?

Applicants to the Salesman Course are required to have five (5) passes in CSEC/CXC (or their equivalent), inclusive of Mathematics and English Language

How long does the course last?

The course is fully online, on a part time basis. Classes are held Monday to Thursday evenings, or all day on Saturdays and Sundays

CONTACT US

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CEO's Message Cresfroid Brown

As we continue to navigate an increasingly dynamic real estate environment, the Real Estate Board remains firmly committed to strengthening public confidence, promoting professionalism and protecting the interests of consumers and other stakeholders.

The articles featured in this issue of *The Real Estate Journal* reflect several important areas of our work and, collectively, reinforce a central message: effective regulation must evolve with the industry it serves.

One of our key responsibilities is ensuring that persons and entities conducting real estate business operate within the framework established by law. The Board's recent legal action against an entity alleged to have been conducting real estate activities without the required registration and licence demonstrates our commitment to fulfilling this responsibility. Regulatory oversight is not simply about enforcement; it is about creating an environment where consumers can have greater confidence that the persons with whom they transact are accountable and operating within the law.

At the same time, our approach to consumer protection continues to expand as the way people search for and engage with real estate services changes. Social

media has become an important marketplace for property seekers, but it has also created opportunities for fraudulent and unauthorised operators. Through our public education and social media campaigns, the Board is taking warnings directly to the platforms where many consumers now begin their property searches. We continue to encourage the public to verify the registration and licensing status of practitioners, exercise caution when making payments, and report suspected fraud.

Our commitment to accountability also extends to the professional standards that guide the sector. The planned review and modernisation of the Code of Ethical Conduct recognises that Jamaica's real estate market has changed considerably since the existing framework was introduced in 1998. Digital marketing, increasingly complex transactions, changing investment activity and heightened consumer expectations all require us to consider whether our ethical framework continues to provide clear and contemporary guidance. Importantly, this process is not intended to prejudge the conduct of the many practitioners who continue to operate professionally and ethically. Rather, it reflects the principle that regulation must evolve as markets evolve. Consumer protection will remain central to this process. We want ethical standards to translate into professional practices that are clear, understood and consistently applied, while ensuring that consumers receive accurate and material information and understand the capacity in which practitioners are acting. The ultimate objective is not simply the adoption of a new code, but stronger professional conduct, better consumer experiences and greater public confidence in the real estate sector.

Beyond our regulatory mandate, we also recognise our responsibility to the communities we serve and to the people who make the work of the Board possible. Our participation in the Save Our Boys and Girls Foundation 5K and the Guardian Life Blue Run 5K demonstrates our commitment to corporate social responsibility, employee wellbeing and community engagement. These activities provided opportunities for our team to support worthy causes, promote healthier lifestyles and strengthen camaraderie.

As we look ahead, the Real Estate Board will continue to strengthen its regulatory and public education functions, embrace new ways of reaching consumers, and work collaboratively with stakeholders to support a more professional, transparent and trusted real estate sector.

I encourage all practitioners, developers, consumers and other stakeholders to remain engaged with the work of the Board. Your participation, vigilance and commitment to ethical practice are important to the continued development of Jamaica's real estate industry.

Together, we can build a sector that is not only compliant with the law, but defined by professionalism, accountability, integrity and public confidence.

REB Runs for a Cause



The Real Estate Board is putting its best foot forward, as it uses 5K events to give back, build team spirit and encourage healthier lifestyles among its staff.

Over the past few months, the Board has participated in two major charity runs, bringing together employees and guests in support of causes ranging from education to cancer awareness.

The Board first joined the Save Our Boys and Girls Foundation 5K Run/Walk on Sunday, July 26, at Hope Gardens, with approximately 15 members of staff participating. The inaugural event was aimed at supporting the Foundation's efforts to create greater educational opportunities for students in need.

On Sunday, September 20, the Board returned to the road with a larger contingent of approximately 30 staff members and guests for the Guardian Life Blue Run 5K at Emancipation Park in New Kingston. Organised by Guardian Life Limited and Running Events, the Blue Run supports the Jamaica Cancer Society and promotes awareness of prostate cancer, while encouraging Jamaicans to embrace healthier lifestyles.

For the Real Estate Board, however, the 5Ks are about more than crossing a finish line.

They form part of the organisation's commitment to corporate social responsibility, employee wellbeing and community engagement.

"Giving back has always been at the heart of what

we do at the Real Estate Board," noted Marketing Manager, Damian Wilson. "We believe that making a difference goes beyond our mandate; it is a responsibility to the communities we serve."

The events have also provided an opportunity for employees to step away from their usual office routines and come together in a more relaxed setting. Running and walking side-by-side has helped to strengthen camaraderie, boost team morale and reinforce the importance of working together.

By encouraging employees to participate in physical activities such as 5Ks, the Board is promoting exercise and healthier lifestyle choices while creating opportunities for staff to pursue wellness together.

At the Save Our Boys and Girls Foundation 5K Run/Walk, the Board joined hundreds of participants, including senior government officials, in supporting the education awareness initiative. Among those participating were the Prime Minister, the Speaker of the House of Representatives, the Minister of Health and Wellness, and the Minister of Culture, Gender, Entertainment and Sport.

Photos from both events were subsequently shared across the Board's social media platforms, giving the public a glimpse of the organisation's community involvement.

For the Real Estate Board, the message is simple: giving back, getting fit and building a stronger team can all happen one step at a time.

#S-0000 **Active**



Jane Doe

✉ jdoerealestate@gmail.com

☎ 876-840-0000

LICENCE DETAILS

LAST ISSUED:
April 1, 2026 to March 31, 2027

LAST DEALER EMPLOYED:
Jamaican Lands Realtors Ltd.

AREA(S) OF PRACTICE:
Sales, Rentals and Leases

5 CPDs Completed **1**

Use our Search Register to view an image of the professional (where available) along with their contact information, area(s) of practice, and other relevant details.



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- Occupational Environmental Safety & Health For Real Estate Professionals
 - Teamwork

BEFORE BUYING INTO A DEVELOPMENT SCHEME

Check to see if that development and developer are registered with the Real Estate Board



876 926-9748/9



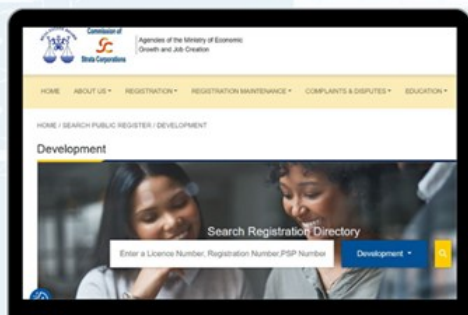
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THE Real Estate Board (REB) is preparing to rewrite the ethical rules governing Jamaica's real estate industry, with a new Code of Ethical Conduct being developed to respond to a market that has changed significantly since the existing rules were introduced in 1998.

Digital property marketing, more complex transactions, changing investment activity, and heightened consumer expectations are among the developments prompting the regulator to revisit the 28-year-old framework.

According to the REB, the review could result in clearer standards covering how properties are advertised and represented, what information is disclosed to consumers, conflicts of interest, professional competence, and the relationships between real estate professionals and the parties involved in transactions.

"The existing *Code of Ethics Regulations* date from

1998. Over the past almost three decades the real estate market has evolved considerably, including changes in the nature and complexity of transactions, digital marketing and communication, investment activity, consumer expectations, professional practice, and the broader compliance environment," Dr Tina Beale, senior director/principal of the Real Estate Training Institute/Real Estate Board, told the Jamaica Observer.

"The Board therefore considers this an appropriate time to undertake a comprehensive review and modernisation of the ethical framework.

The existing rules already address professional conduct, competence, client money, conflicts of interest, advertising, disclosure and fair treatment. But the REB now wants to determine whether those provisions remain sufficiently comprehensive and clear for the way property business is conducted today.

Among the emerging issues expected to be considered are digital communications and the changing nature of property marketing, along with transparency, conflicts of interest, and evolving professional relationships.

The Board, however, is careful not to characterise the existing regulatory framework as inadequate or suggest that the decision to review the rules has been prompted by widespread misconduct among practitioners.

“The Board would not wish to prejudice the outcome of the review or characterise the regulatory framework as being deficient. There are many practitioners who operate professionally and ethically,” Beale said.

“Instead, we recognise that regulation must evolve as markets evolve.”

She added that the exercise could eventually have implications for the information consumers receive when buying, selling or investing in property, and how clearly real estate professionals disclose their role and interests in a transaction.

Consumer protection, she said, will be a central consideration.

“This could include ensuring that consumers receive accurate and material information, understand the capacity in which a practitioner is acting, are informed of relevant conflicts, and have greater confidence that their interests are being handled professionally and transparently,” Dr Beale told Sunday Finance.

Instead, the REB wants to develop a contemporary framework that translates broader legal and professional obligations into clearer standards of ethical conduct that practitioners can understand, apply, and to which they can be held accountable.

Exactly how that accountability will work has not yet been determined. Dr Beale said the enforcement framework will depend on the legal form and authority under which the new code is ultimately adopted. She added that any enforcement or disciplinary measures would have to be consistent with the Real Estate (Dealers and Developers) Act and other applicable laws.

“Where legislative or regulatory amendments are required to give particular provisions effect, those would have to proceed through the appropriate legal and policy processes,” she said.

The first step, however, is assembling the group who will develop the new framework.

The REB recently invited expressions of interest for a five-member panel comprising a chairperson; three industry representatives; and an independent, public interest representative.

Once the panel is appointed it will begin developing the draft code before moving into stakeholder consultations and the subsequent process

required for adoption and implementation.

The REB has not yet set a timeline for completing the exercise, saying further information will be provided once the panel has been constituted and its work programme established. It also said it would disclose the status of applications for the panel once the selection process is concluded.

Consumers could also get an opportunity to contribute before the rules are finalised. In addition to having an independent public interest representative on the panel, the REB said it will consider wider stakeholder and public consultation before the final framework is adopted.

The Board said it ultimately wants ethical standards to become part of the culture of real estate practice in Jamaica as the industry continues to develop.

“The success of the initiative should ultimately be measured not simply by whether a code is adopted but by whether it results in improved understanding and compliance among practitioners, stronger consistency in professional conduct, better consumer experiences, and greater public confidence in the sector,” Dr Beale said.

The Jamaica Observer | Karena Bennett
August 23, 2026

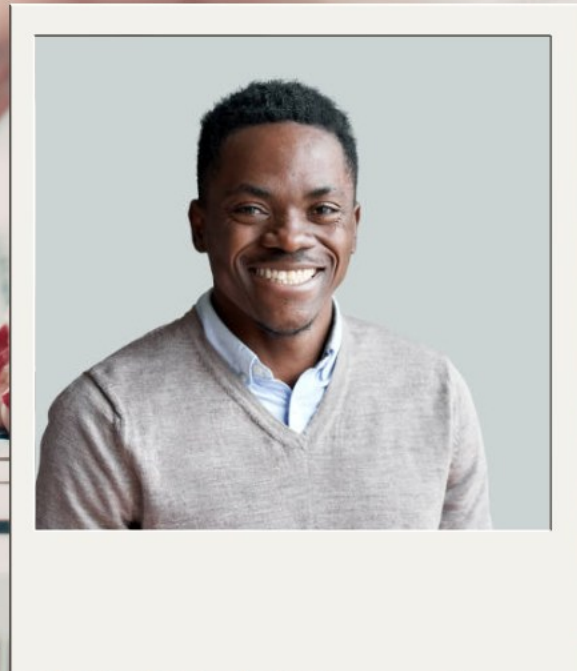


Members of the public are strongly discouraged from transferring or paying money to anyone before formally engaging them, especially for the purpose of viewing a property purported to be for rent.

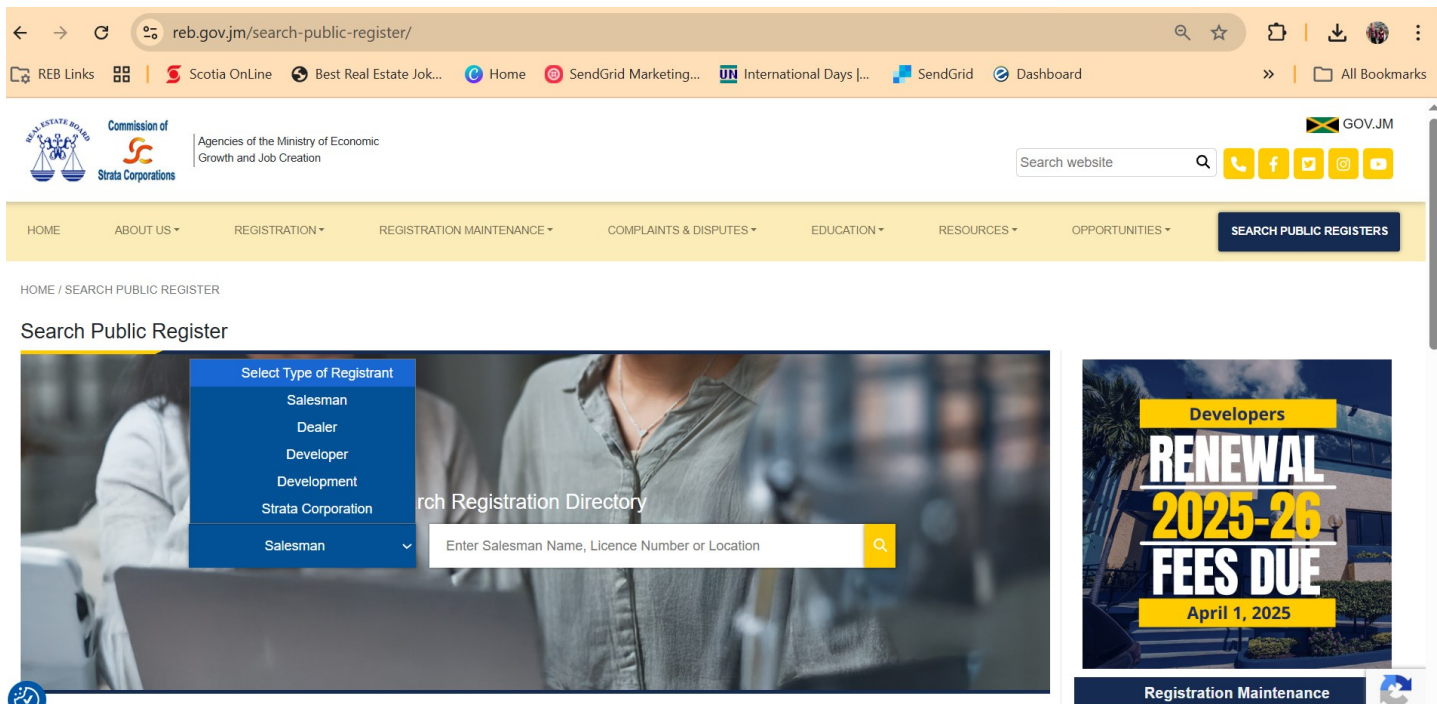
Persons are also advised to request valid identification when engaging individuals offering rental properties.

<https://reb.gov.jm>

Know who to trust — helping the public identify **duly registered and licensed real estate dealers and salesmen!**



The organization participated in the NHT Home it! Expo on July 11, 2026 at the Emancipation Park. The booth was supported by three members of staff representing the Customer Service Department, Real Estate Training Institute and the Commission of Strata Corporations.



Before you commit, be sure to verify.

Check if a practitioner or developer is registered and licensed with the Real Estate Board of Jamaica. You can also confirm the status of a strata, development, dealer, or salesman via the Public Register.

Visit: www.reb.gov.jm

Knowledge is power—avoid potential scammers.



Two of the approximately 30 members of staff who joined thousands of individuals and organizations in the Blue Run 5K, aimed at raising awareness about prostate cancer and the importance of early detection.

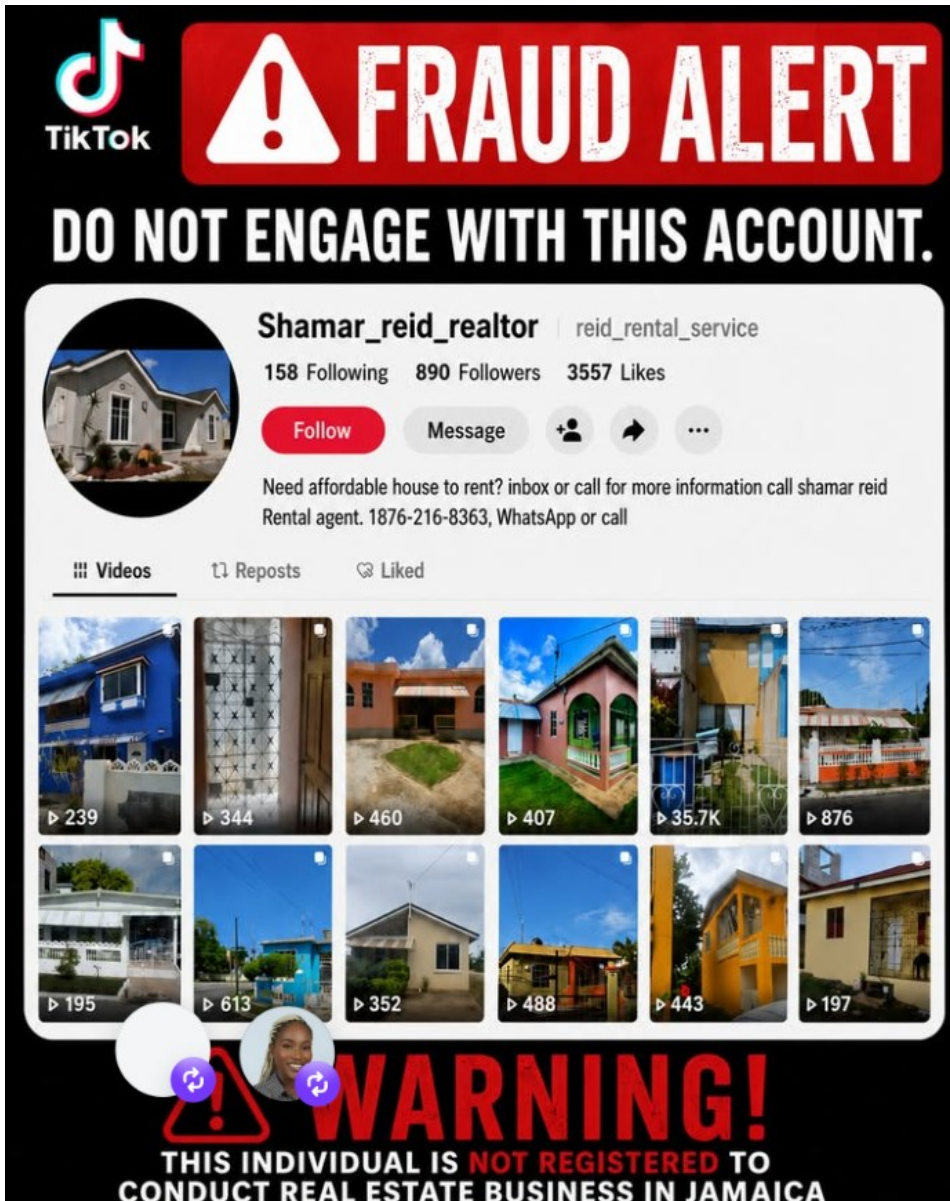


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Name and Shame Campaign takes to Social Media



The Real Estate Board (REB) is taking an increasingly aggressive approach to tackling fraud in the real estate sector, using social media to publicly highlight suspicious accounts and profiles posing as legitimate real estate practitioners.

The Board's strategy is simple: meet fraudsters where they operate and warn members of the public before they become victims.

Through a series of social media posts, the Board has been highlighting accounts suspected of

engaging in fraudulent or unauthorised real estate activity. The posts typically include screenshots of the accounts, displaying the name, profile photograph and description, making it easier for members of the public to identify and avoid them.

The strategy appears to be resonating with the public.

A June 26 Instagram post featuring Jaheem Williams, to whom \$50,000 was transferred simply to view a property on Wellington Drive, Kingston, has become one of the most viewed posts on the Board's Instagram

page.

Williams also provided to his victim, proof of his credentials. However, when examined by the Board, both the purported REB licence and driver's licence were found to be fraudulent. The post generated significant public engagement, recording more than 650 likes, 62 comments, 264 reposts and 660 shares or sends.

Another post featuring Shamar Reid also attracted considerable attention, receiving more than 90 likes, 55 reposts and 51 shares.

The Board continued the campaign throughout August and September.

An August 5 post warned the public about a fraudulently duplicated profile using the identity of licensed salesman Philip McKinley. On August 26, the Board highlighted "ja_best_rental service," an account alleged to have been taking legitimate property listings from other salesmen and reposting them as its own.

On September 4, the Board highlighted "Cameron Rental Service," followed by a September 14 post featuring "Adrian Douglas Realtor," whom the Board identified as not being a registered practitioner.

The posts form part of the Board's wider public education campaign, which urges members of the public to exercise caution when dealing with persons offering real estate services online.

The Board particularly warns against making deposits simply to view a property and encourages members of the public to verify the licensing status of anyone offering real estate services by contacting the REB or checking the Board's online register. Persons are also encouraged to report suspected cases of fraud, to the police.

Cont'd from previous page

Persons who believe they have been victims of fraud are also encouraged to report the matter to the police.

“Social media is full of bad actors in the real estate sector, so we meet the audience and perpetrators where they are and encourage members of the public not to engage with those persons or accounts,” explained Marketing Manager, Damian Wilson.

The high level of engagement generated by the posts also demonstrates the reach social media can provide for consumer protection messages.

Rather than waiting for members of the public to encounter fraudulent practitioners through online searches or property listings, the Board is taking the warning directly to the platforms where many property seekers now begin their search.

The initiative reinforces the Board’s message that a property listing on social media does not automatically make the person behind it legitimate.

In the increasingly digital real estate marketplace, the Board is making it clear that the fight against fraudulent operators will extend beyond traditional regulatory measures — and onto the social media platforms where they operate.

The posts form part of the Board’s wider public education campaign, which urges members of the public to exercise caution when dealing with persons offering real estate services



The Commission of Strata Corporations hosted its quarterly Annual Returns Workshop on Friday, September 25, 2026. The session included 17 participants, including two members of staff. The workshop was designed to provide practical guidance to participants in relation to Annual Returns submissions and related strata matters, supporting the Commission’s ongoing public education and compliance efforts.

A promotional banner for the Real Estate Board. At the top left is the Real Estate Board logo, which features a scale of justice and the text 'REAL ESTATE BOARD'. To the right of the logo is a group of five diverse young people in school uniforms. Below this is a blue banner with the text 'High school, University/College or a post-secondary institution?'. To the right of this is a yellow banner with the text 'Introduce your students to a career in Real Estate!'. At the bottom of the banner is a photograph of four adults in blue and green shirts talking. At the very bottom is a blue bar with contact information: 'Contact the Board at info@reb.gov.jm' and a phone icon with the number '876-926-9748/9'.

Paid Time off Is in 'A Complicated Place.' What Should HR Do?



Many workers are reluctant to use their paid time off as financial pressures, layoff fears, and AI concerns put a damper on vacation plans.

It's a trifecta of problems that's taking a bite out of one of employees' favorite on-the-job perks. (According to the 2026 SHRM Employee Benefits Survey, leave is tied with retirement savings as the second most important benefit.) And it's an issue that employers will want to address.

"PTO is in a complicated place right now," said Donna Dorsey, CHRO of Chicago-based benefits platform Alight. "Employees know they need time away to recharge, but many still feel anxiety about stepping away from work. Financial stress, concerns about job security, and broader uncertainty around how work is changing can make people feel like they need to prove their commitment through constant availability."

A slew of recent figures spells out the issues surrounding PTO anxiety: 52% of U.S. workers said the rising cost of living is causing them to stay home this summer, according to job site Monster. Telecommunications firm NumberBarn finds more than 1 in 4 employed Americans worry taking vacation could make them appear more replaceable because AI can

continue performing work while they're away. And 59% of employees feel anxious about leaving because of work piling up, missing opportunities, and seeming as though they are less committed to their work than those still in the office, according to LiveCareer data.

A survey last fall of more than 3,000 U.S. workers from FlexJobs that 23% of employees didn't take a single vacation day in the past year.

"Increased financial pressures around economic uncertainty and inflationary pressures are likely forcing people to make some decisions around whether or not a vacation is an option for them or not," said Toni Frana, career expert for LiveCareer, a career platform, in Niceville, Fla. "Uncertainty in job security and stability can definitely impact the decision to skip PTO as well. Many may opt to save the money they'd normally use for a vacation as a way to pad their finances in the event of a change in employment status."

Employees being resistant to taking time off can have a negative impact on both employees and employers. It can lead to burnout, which can result in lower engagement, reduced productivity, and higher turnover rates.

"Mental health and well-being are key elements of

job satisfaction and productivity, with PTO being a major component of employee support,” Matthew Owenby, chief strategy officer and head of human resources at Aflac, told SHRM last year. “Job candidates take mental health coverage, as well as PTO, into consideration when looking at future job opportunities. These areas are becoming essential for retaining and attracting talent. PTO should no longer be viewed as just a job perk, but as a vital part of a company’s commitment to employee well-being.”

LEADERS SET THE TONE

If employees are not taking PTO as much as they have previously, “That is a cultural signal employers should pay attention to,” Dorsey said.

“If employees feel guilty or fearful about using time they have earned, it may suggest that rest is quietly discouraged, even if the policy says otherwise,” she said.

And if leaders are not using PTO, Frana said, that is a sign for employees that they shouldn’t use it, either.

Leaders set the tone through what they say, what they reward and what they model, Dorsey added. “A healthy PTO culture makes it clear that dedication is not measured by always being available,” she said. “Sustainable performance requires recovery, and employees should not have to choose between protecting their wellbeing and protecting their reputation at work.”

WHAT EMPLOYERS CAN DO

Because now is a particularly stressful time for employees inside and outside of work, employers should put more weight on encouraging employees to take their earned PTO, experts say.

“Encouraging time away is not just a well-being message; it is a business sustainability issue,” Dorsey said. “People do their best work when they have the space to recover, reset and return with energy.”

HR can help by making PTO easier “to take in practice, not just in policy,” she said. That means helping managers plan for time off early, build clear coverage plans, encourage realistic handoffs, and set expectations around disconnecting. “Taking a week off should not feel like punishment before someone leaves or cleanup duty when they return. When teams know how work will be handled in advance, employees can truly unplug and the business can keep moving,” Dorsey said.

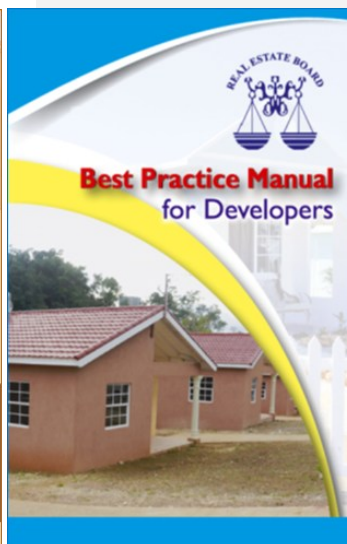
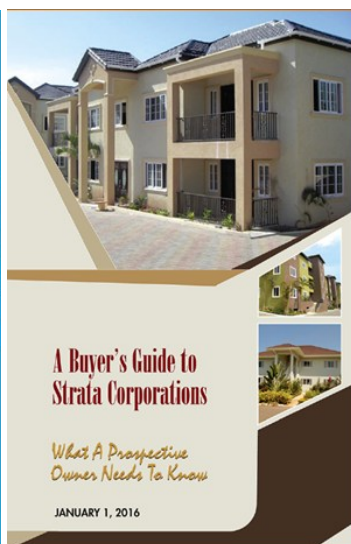
Frana agreed, saying that clear guidelines around the use of PTO, particularly what coverage will look like when someone is going to be out of the office, is important. “It helps employees feel secure about using the PTO benefits the company provides. When there is clarity on this, employees will feel more comfortable taking some time away from the office, especially if work won’t pile up for them when they are out or put an unnecessary burden on the team members who are in the office while they are away.”

Managers also play an important role in removing guilt from the conversation, so HR and company leaders need to make sure managers are adequately trained and communicate with their reports on the value of taking PTO.

“Even small signals, such as hesitation, delay or too many follow-up questions, can make employees feel like taking PTO creates a burden,” Dorsey said. “HR leaders can coach managers to respond with support, plan coverage thoughtfully, and model healthy boundaries themselves. The strongest message leaders can send is that rest is not just allowed; it’s necessary.”

SOURCE:

Mayer, K. (2026, Aug 8). PTO Is in ‘A Complicated Place.’ What Should HR Do? *SHRM*. <https://www.shrm.org/topics-tools/news/benefits-compensation/pto-is-complicated-place-what-should-hr-do>

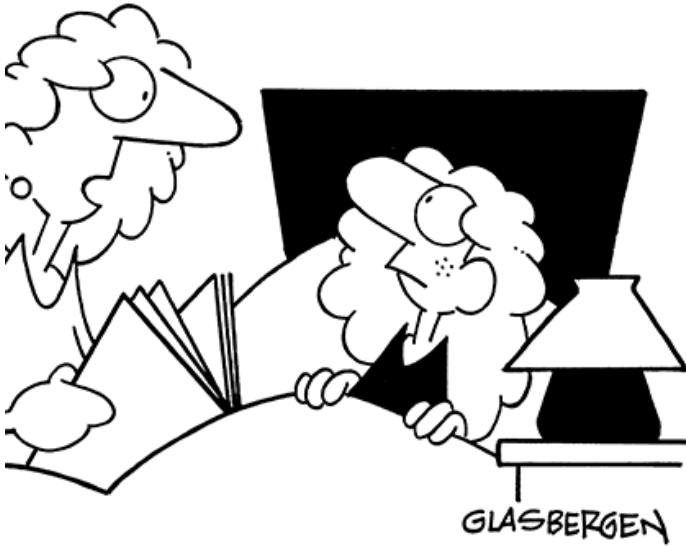


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Who Knew Real Estate

was this Funny



“And they lived happily ever after until they received the property tax bill for their castle.”

I WENT BY THE HOUSE I GREW UP IN AND ASKED IF I COULD GO IN AND LOOK AROUND. THEY SAID NO AND SLAMMED THE DOOR.



PARENTS CAN BE REAL JERKS...



My dealers just told me I was fired for having poor communication skills.

I don't know what to say to that.

A real estate agent walks into a house and says, “I’ve got good news and bad news.”

The buyer asks, “What’s the good news?”

“The house is in a fantastic location, has a beautiful view, and it’s priced below market value.”

“And the bad news?”

“The beautiful view is of the neighbour’s wall, the fantastic location is beside a construction site, and the seller just raised the price.”

