



Republic of the Philippines
Office of the President

Housing and Urban Development Coordinating Council
HOUSING AND LAND USE REGULATORY BOARD

HLURB ADMINISTRATIVE ORDER NO. 05
Series of 2016 Date: 01 APRIL 2016

TO : ALL CONCERNED

FROM : **ANTONIO M. BERNARDO**
Chief Executive Officer and Commissioner

SUBJECT : **RESOLUTION NO. R-932, S. of 2016**
AMENDING BOARD RESOLUTION NO. 921,
SERIES OF 2014 BY SUSPENDING THE
REQUIREMENT OF PRIOR APPROVAL FOR
ADVERTISEMENTS TO BE PUBLISHED IN
PERIODICALS SUCH AS NEWSPAPERS,
TABLOIDS AND MAGAZINES

Attached herewith is HLURB Board Resolution No. R-932, Series of 2016, *Amending Board Resolution No. 921, Series of 2014, By Suspending the Requirement of Prior Approval for Advertisements to be Published in Periodicals Such as Newspapers, Tabloids and Magazines*, approved by the Board on 28 January 2016.

The said Board Resolution was published in The Philippine Star on 01 April 2016, and, in accordance with the pertinent provisions of law, will take effect fifteen (15) days from its date of publication, on 16 April 2016.

Please be guided accordingly.

ANTONIO M. BERNARDO



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HOUSING AND LAND USE REGULATORY BOARD

BOARD RESOLUTION NO. 932
Series of 2016

AMENDING BOARD RESOLUTION NO. 921, SERIES OF 2014
BY SUSPENDING THE REQUIREMENT OF PRIOR APPROVAL FOR
ADVERTISEMENTS TO BE PUBLISHED IN PERIODICALS
SUCH AS NEWSPAPERS, TABLOIDS AND MAGAZINES

WHEREAS, under Section 7 of Board Resolution No. 921, Series of 2014, or "The Revised Implementing Rules and Regulations to Govern the Advertisements of Subdivision and Condominium Projects Under Presidential Decree No. 957, Otherwise Known as "The Subdivision and Condominium Buyers' Protective Decree" and All Other Projects Required by Law to be Registered with the Housing and Land Use Regulatory Board," the owner/ developer, dealer, or the authorized broker/s or salespersons/s shall be allowed to advertise about a project only after the issuance of the project's license to sell and after the Housing and Land Use Regulatory Board (HLURB) has approved the advertisement material in accordance with its issued rules and guidelines;

WHEREAS, the imposition of penalties and sanctions for any violation of HLURB's rules and guidelines on advertisements have observably deterred the dissemination of non-compliant advertisements, particularly those being published in periodicals which are easily monitored and thus, the requirement and process of prior approval by the HLURB on advertisement materials to be disseminated through periodicals such as newspapers, magazines and tabloids may be dispensed with without undermining buyers' protection;

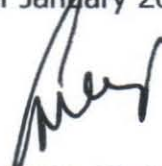
NOW THEREFORE, BE IT RESOLVED, AS IT IS HEREBY RESOLVED, that the requirement of prior approval for advertisements of subdivision and condominium projects as provided under Board Resolution No. 921, Series of 2014 to be disseminated through periodicals such as newspapers, tabloids and magazines, whether national or local in circulation be, as the same is hereby **SUSPENDED FOR SIX (6) MONTHS**, provided however that such suspension of the requirement of prior approval shall not exempt the advertisement of any project from compliance with HLURB's existing rules

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and guidelines on advertisements, from monitoring, and in case of violation and non-compliance, any owner/developer, dealer, or the authorized broker/s or salespersons/s who may have caused the dissemination or publication of such prohibited advertisement shall be subject to the imposition of fines and sanctions in accordance with HLURB's existing schedule of fines and penalties.

RESOLVED FURTHER, that the Chief Executive Officer of HLURB is hereby authorized to issue guidelines through memorandum circulars implementing or interpreting this Rules, provided that the provisions of such memorandum circulars shall not be inconsistent with or go beyond the provisions of this Rules.


APPROVED, this 28th day of January 2016, Quezon City.



CHITO M. CRUZ
HUDCC Chairman



AUSTERE A. PANADERO
Undersecretary, DILG

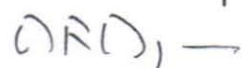


ANTONIO M. BERNARDO
Chief Executive Officer and Commissioner



MARIA CATALINA E. CABRAL
Undersecretary, DPWH

RIA CORAZON A. GOLEZ-CABRERA
Commissioner



EMMANUEL F. ESGUERRA
Deputy Director-General, NEDA



LUIS A. PAREDES
Commissioner

Undersecretary, DOJ



LINDA L. MALENAB-HORNILLA, MNSA
Commissioner

Attested:



CHARITO B. LANSANG
Board Secretary