



Republic of the Philippines
Office of the President

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

HLURB MEMORANDUM CIRCULAR NO. 01-A
Series of 2015 (MAY 28, 2015)

TO : ALL CONCERNED

FROM : THE COMMISSIONER AND CHIEF EXECUTIVE OFFICER

SUBJECT : AMENDATORY AND SUPPLEMENTAL GUIDELINES ON 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

Pursuant to Section 12 of the Housing and Land Use Regulatory Board (HLURB) 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 (P.D. 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", this Amendatory and Supplemental Guidelines is hereby issued.

RULE I

AMENDMENTS TO MEMORANDUM CIRCULAR NO. 01, SERIES OF 2015

Section 1. Other Advertising Requirements. Section 14 of M.C. No. 01 s. of 2015) which reads:

In print advertising, the license to sell number must be of the same font type and size, and resolution as the advertiser's telephone number. In all cases, the mandatory contents as provided under Sections 12 and 13 hereof shall be readable or comprehensible.

is hereby amended to read:

In print and out-of-home advertising, the license to sell number must be of the same font type and size, and resolution as the owner's, developer's, broker's or salesperson's telephone or mobile phone number, website, or email address, whichever is the largest as included in the advertisement. In all cases, the mandatory contents as provided under Sections 12 and 13 hereof shall be readable or comprehensible.

Rule II Supplemental Guidelines

Section 2. Statements of the Project's Time of Completion.

- 2.1 Advertisements of projects with issued certificate of completion or with site inspection report or fact sheet indicating that the project appears complete may state that the project is completed and need not include the date of completion indicated on the license to sell.
- 2.2 Advertisements of projects with approved date of completion which is already past due but with no issued certificate of completion or site inspection report or fact sheet indicating that the project appears complete shall, in lieu of "Date of Completion", state "Required Date of Completion" plus the date of completion indicated on the license to



sell. In such a case, the advertisement approval may be suspended if the project is monitored and found not to have been completed according to the approved work program or program of development and such condition shall be stated in the the letter of advertisement approval.

- 2.3 Advertisements of projects granted with additional or extension of time shall indicate therein the new date of completion as approved or granted by HLURB.

Statements such as "ready for occupancy", "ready to move-in" or any other of similar import shall only be allowed if a certificate of occupancy has already been issued to the project.

Section 3. On Site Advertisement. Advertisements to be located or posted within or at the project site itself need not state the location of the project.

Section 4. Approval of Omnibus Advertisement. Any RFO approving an omnibus advertisement of two or more projects registered in different RFOs shall include as a condition of the approval that the advertisement may only be disseminated after the advertiser has secured all of the required approval/s from the RFO/s where all the projects are registered.

Section 5. Uniform Format of the License to Sell Number. The license to sell number of the project as required to be included in the advertisement shall conform with the following format:

HLURB LS No. XXX

where "LS No." stands for "License to Sell Number" and "XXX" for the license to sell number issued by the RFO. For example:

HLURB LS No. 001

where "001" is the actual license to sell number issued to the project.

The date of issuance of the license to sell need not be indicated in the advertisement.



Section 6. Uniform Format of the Advertisement Approval Number. A uniform numbering of the advertisement approval number shall be observed by all RFOs issuing the same, following the format herein provided:

HLURB RFO AA-YEAR/MM-XXX

where "RFO" stands for the HLURB Regional Field Office issuing the certificate of registration, "AA" stands for Advertisement Approval, "YEAR/MM" for the year and month of issuance of the certificate of registration, and "XXX" for the actual advertisement approval number issued by the RFO. For example:

HLURB ENCR AA-2015/04-001

where "ENCR" stands for "Expanded National Capital Region", "AA" for Advertisement Approval, "2015/04" for April, 2015, and "001" for the advertisement approval number issued by NCRFO.

Section 7. Separability Clause. The provisions of this Guidelines are hereby declared separable, and in the event that any provision herein is declared null and void, the validity of all other provisions shall not be affected thereby.

Section 8. Effectivity Clause. This Guidelines shall take effect immediately.

For strict compliance and implementation.



ANTONIO M. BERNARDO
Commissioner and Chief Executive Officer