

**[HLURB Administrative Order No. 01, s. 2015,
January 30, 2015]**

**RESOLUTION NO. R-921, 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**

Adopted: 30 January 2015

Date Filed: 06 March 2015

Attached herewith is HLURB Board Resolution No. R-921, Series of 2014, *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*, approved by the Board on 02 December 2014.

The above was published in The Philippine Star on 30 January 2015, and, in accordance with the provisions of law, will take effect fifteen (15) days from its date of publication, on 14 February 2015.

Please be guided accordingly.

(SGD) ANTONIO M. BERNARDO
Chief Executive Officer and Commissioner

Attachment:

**Board Resolution No. 921
Series of 2014**

**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 Article IV, Section 5(c) of Executive Order No. 648 (E.O. No. 648), as

amended by Executive Order No. 90, and to Section 36 of Presidential Decree No. 957 (P.D. No. 957), the following rules and regulations ("Rules") are hereby promulgated by the Housing and Land Use Regulatory Board (HLURB) to implement Section 19 and other related provisions of P.D. No. 957 and to regulate the advertisements of subdivision and condominium projects and all other similar projects required by law to be registered with the HLURB.

Section 1. Title. This Rules shall be referred to as the "2014 Revised Implementing Rules and Regulations on Advertisements".

Section 2. Scope of Application. This Rules shall apply to all announcements and advertisements about a project that is required by law to be registered with the HLURB.

When used in this Rules, the word "project" shall include the following which are required by Law to be registered with the HLURB:

- 2.1 All subdivisions, including residential, commercial, farmlot, and industrial subdivisions;
- 2.2 All condominiums, including residential and commercial condominiums;
- 2.3 Any other similar projects, including cemeteries, memorial parks, and columbaria.

Section 3. Objectives. This Rules aims to ensure that the public and prospective buyers are fairly and truthfully informed of the development, construction, sales and operations, and other facts or activities relating to a project in order that the public and prospective buyers may not be misled or deceived through misrepresentations that may be made in an announcement or advertisement.

Section 4. Definition of Terms. When used in this Rules, the following terms or words shall, unless the context otherwise indicates, mean or be understood as follows:

- 4.1 "Advertisement" refers to any form of information, whether in words or in illustrations, relating to a project, its operations or activities, disseminated or communicated for the purpose of marketing and selling the project, or any lot, including any building or improvement thereon, or any unit thereof, through any of the various media such as but not limited to newspapers, magazines, television, radio, billboards, brochures, leaflets, flyers, digital and electronic signages and communications, scale models, or through buyers' briefings, seminars, or trippings.
- 4.2 "Announcement" refers to any form of information, whether in words or in illustrations, disseminated or communicated in the same manner as an advertisement, solely for the purpose of initially informing or notifying the public about a project but not for the purpose of marketing or selling such project, or any lot, including any building or improvement thereon, or any unit thereof.
- 4.3 "Broker" refers to any person, natural or juridical, that is required by P.D. No. 957 to be registered with the HLURB before it can undertake,

for commission or other compensation, to sell or negotiate the sale of any lot including any building or improvement thereon, or any unit in a project belonging to another.

- 4.4 "Cease and Desist Order" refers to an order issued by the HLURB directed against a developer enjoining it from committing certain acts in relation to its project by reason of a violation of Presidential Decree No. 957, Batas Pambansa Blg. 220, or any of their implementing rules and regulations or any guidelines or circular issued thereunder.
- 4.5 "Cemetery" refers to a public or private land used for the burial of the dead and other similar uses.
- 4.6 "Columbarium" refers to any structure, either freestanding or part of another building, containing niches for the inurnment of cremated human remains. A columbarium may include an "ossuary" which refers to the internment space for the bones of the dead.
- 4.7 "Commercial Condominium" refers to the entire parcel of real property divided or to be divided primarily for commercial purposes into commercial units, including all structures thereon.
- 4.8 "Commercial Subdivision" refers to a tract or parcel of land registered under Act No. 496, as amended by Presidential Decree No. 1529, which is partitioned primarily into individual lots for commercial use with or without improvements thereon and offered to the public for sale in cash or in installment terms.
- 4.9 "Condominium Project" refers to the entire parcel of real property divided or to be divided into condominium units, including all structures thereon.
- 4.10 "Dealer" refers to any person, natural or juridical, that is required by P.D. No. 957 to be registered with the HLURB, before it can directly engage as principal in the business of buying and selling of any lot including any building or improvement thereon, or any unit in a project, whether on a full- time or part-time basis.
- 4.11 "Developer" refers to a person, natural or juridical, who develops or improves for and in behalf of the owner of a project. When used in this Rules, the developer shall also pertain or include the owner.
- 4.12 "Dissemination" refers to the publishing, airing or broadcasting, posting, distributing, digital or electronic networking, or through any other manner an advertisement or announcement is communicated or made known to the public.
- 4.13 "Farmlot subdivision" refers to a subdivision project primarily intended for agricultural production, with a minimum lot area of 1000 sq.m. and with a 25% maximum allowable buildable area.
- 4.14 "Industrial Subdivision" refers to a tract or parcel of land registered under Act No. 496, as amended by P.D. No. 1529, partitioned primarily into lots for sale or lease to establishments engaged primarily in industrial production or services. The degree of development may be