

**Kingland Enterprise Co., Ltd. and
Deyi Advertising Co., Ltd.**

1756th Commissioners' Meeting (2025)

Case: Kingland Enterprise and Deyi Development violated Fair Trade Act when marketing “King Twinstar” presale housing projects

Keyword(s): Presale home, list of shares of individual units, real estate

Reference: Fair Trade Commission decision of June 11, 2025 (the 1756th Commissioners' Meeting); Disposition Kung Ch'u Tzu No.114044

Industry: Real Estate Development Activities (6700), Real Estate Agencies Activities (6812)

Relevant Law: Article 25 of the Fair Trade Act

Summary:

1. The FTC found out on April 9, 2024 that during the sales process of the “King Twinstar” presale housing project in Taipei City, the sales personnel failed to provide, in writing or through public display at the sales site, the table of rights of shared land for individual unit—an item of important transaction information—for prospective homebuyers to review. Meanwhile, they were also suspected of improperly restricting buyers' access to the presale home purchase contract. Such conduct constituted violation of Article 25 of the Fair Trade Act.
2. Findings of the FTC after investigation:
 - (1) Kingland Enterprise Co., Ltd. (hereinafter referred to as “Kingland Enterprise”) built the housing project and started to market the units itself on December 1, 2023. Later, the company delegated Deyi Development Co., Ltd. (hereinafter referred to as “Deyi Development”) as the sales agent from April 25 to November 25, 2024.
 - (2) Kingland Enterprise stated that the table of rights of shared land for individual unit had been displayed publicly at the site since the beginning of the sales. Moreover, consumers could request to take home a photocopy of the presale purchase contract for review without paying any deposit. However, after speaking with its sales staff, Kingland Enterprise realized that they had refused to provide homebuyers with the table of rights of shared land for individual unit, and had requested them to pay a deposit to acquire a photocopy of presale home purchase

contract. It is suspected that the incident occurred because the sales center was relocated in April 2024, the project manager was on leave for vacation in July 2024, or the sales staff were unfamiliar with the placement of relevant documents so that the table of rights of shared land for individual unit could not be provided. Meanwhile, they might misunderstand that the consumers were requesting the deluxe bound version of the contract thus resulted in requiring a deposit before providing the contract for review.

3. Grounds for disposition:

- (1) Presale home transactions involved significant amounts of money and complicated contract fulfillments, and buildings that were not yet completed thus buyers had limited access to information. Disclosure of important presale home transaction information could definitely help buyers to make rational purchase decisions, protect consumers, and reduce the risk of future disputes. The table of rights of shared land for individual unit would include the floor areas of main structure and ancillary structures of each unit, as well as the areas of the common parts and shared-portion ratios. This information was essential to homebuyers' decision making. Furthermore, the presale purchase contract was unilaterally drafted by the builder and contained key information in purchase decision making, such as the building's environment, exterior, layout, arrangement, construction materials and facilities. Such information was crucial for providing a clear picture of the object of transaction and the rights and obligations of both parties. Since the contract provisions contained professional terminology and complicated regulations, homebuyers should be given sufficient opportunity to fully review it before paying any deposit, so that they could make a careful assessment.
- (2) When marketing the housing project, Kingland Enterprise and Deyi Development indeed failed to provide homebuyers with the table of rights of shared land for individual unit and required buyer to pay a deposit before taking home the presale contract. By leveraging their favorable position arising from the information asymmetry, the companies did not adequately disclose important transaction information prior to contracting and improperly restricted homebuyers' right to review the contract. This constituted an unfair act described in Article 25 of the Fair Trade Act.
- (3) After assessing the duration, the profit obtained, the presale home sales record and the cooperativeness in the investigation, the FTC cited Article 42 of the Fair Trade Act and fined Kingland Enterprise NT\$1.6 million and Deyi Development NT\$800,000.

Appendix:

Kingland Property Corporation, Ltd.'s Uniform Invoice Number:
97477509

Deyi Development Co., Ltd.'s Uniform Invoice Number: 93547125

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