



KNOW WHERE YOUR CLIENT'S MONEY COMES FROM

Criminals may use your business for money laundering and terrorist financing.

BE aware where the money comes from

ACT on your instinct

DISRUPT crime



Financial
Intelligence Centre

#Be.Aware

THE FIC LAUNCHES DIGITAL AWARENESS CAMPAIGN

The Financial Intelligence Centre (FIC) launched an awareness campaign aimed at equipping the property sector with the tools and know how to help identify and mitigate the risk of financial crime. The FIC's mandate is to assist in identifying the proceeds of crime, and the combating of money laundering and terrorist financing.

The property sector is a lure for criminals to hide their illicit proceeds, which poses a serious threat to South Africa's financial system. Criminals can potentially launder large amounts of money through a single property purchase, making the sector a target for abuse.

The campaign encourages estate agents to assist in the fight against financial crime and follow three behavioural steps:

Step 1: Be aware of the origin of their clients' money and other money laundering threats to which the sector may be exposed.

Step 2: Act and to take action i.e. file a report with the FIC when a transaction or activity "does not feel right".

Step 3: Disrupt crime, which is what the sector can do by meeting their FIC Act compliance obligations.

The FIC will unpack these three aspects of the campaign through articles, posters, podcasts, videos and other information channels which will be released to estate agents and property sector role players every week over six weeks. All the information will be housed on a dedicated campaign page on the FIC's website (www.fic.gov.za/campaign).

The #Be.Aware campaign will cover topics including, what is money laundering', the threats money laundering poses to the property sector, how the estate agencies and role players can mitigate these risks and the role of the FIC in ensuring the integrity of South Africa's financial system.

Updates will be available on the FIC website, the [FIC's LinkedIn page](#) and the dedicated, #Be.Aware campaign pages.

For queries related to the campaign, please e-mail communications@fic.gov.za or visit www.fic.gov.za to find out more about the work of the FIC.

COMING UP IN THE NEXT FEW WEEKS:

WEEK 2	Article: Helping estate agents stem financial abuse Posters: Know where your client's money comes from
WEEK 3	Article: No show house for financial crime Toolkit: Booklet for the property sector
WEEK 4	Podcast – interview on compliance and prevention
WEEK 5	Video: Vulnerable to money laundering
WEEK 6	Article: Wrapping up the #Be.Aware campaign for estate agents