



### **EAA launches E-Services for licensees**

(5 July 2011) The Estate Agents Authority (EAA) launched its online E-Services for licensees on 30 June 2011. The EAA licensees can now update their personal particulars and manage their subscriptions of communications from the EAA online. The new initiative not only provides a greener and more convenient option for the licensees to update their information, but will also facilitate them to keep abreast of the EAA's work and comply with statutory requirements. The E-Services initiative was introduced to the representatives of trade associations in today's quarterly trade liaison meeting.

Licensees and former licensees whose licences have not expired for more than two years may use the services. Through the buttons located inside the section for "Licensee" and at the upper right hand corner of the EAA website, a licensee or former licensee may register for an E-Services account through the EAA website with the licence number, HKID or passport number, estate agent card serial number and the mobile phone number registered with the EAA. The user account will be effective immediately after successful registration. To protect the licensees' personal data, security measures have been incorporated.

The new platform significantly reduces the steps and time needed for licensees to update personal particulars and manage subscriptions to various communications of the EAA. With E-services, licensees or former licensees can update changes to their personal profile and receive email notifications of the status of update. E-Services also serve as a one-stop shop for the management of licensees' subscriptions to EAA's newsletters, reminders and notices. Licensees can now manage their subscriptions online instead of submitting requests through email or telephone.



E-services will also facilitate licensees to comply with statutory requirements under the Estate Agents Ordinance (EAO). Starting from 8 July 2011 individual licensees can file statutory notices under section 40 of the EAO by completing and returning online forms available on the EAA website. All licensees need to do is to fill in a few data fields. Licensees can also review their submission history through this online platform.

EAA Chief Executive Officer Mrs Rosanna Ure said, “It is the EAA’s objective to encourage and promote the use of electronic means to communicate with licensees and members of the public. The EAA expects E-Services to greatly facilitate licensees’ updating of personal particulars, and to help the EAA discharge its regulatory duties in a more cost effective and environmentally friendly manner.”

The EAA Administration introduced E-Services to the representatives of eight trade associations in today’s quarterly trade liaison meeting. The trade representatives welcomed the new initiative and agreed it would help to reduce the time and resources needed for information update. Other topics about the EAA’s work and issues raised by the trade were also discussed in the meeting.

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