



監管局發出 保障客戶個人資料執業通告

EAA issues new practice circular on the **protection of personal data**

公眾越來越關注個人資料的保障。為了提醒地產代理從業員在執業時必須保障客戶個人資料及應注意的事項，監管局發出了一份有關保障個人資料新執業通告，並已於2011年10月1日生效。

監管局於2011年9月20日舉行記者會，公布有關新指引的重點，並提醒管理層應建立妥善的措施及制度，以確保公司及員工遵從新通告的指引。新執業通告除了述明在《個人資料(私隱)條例》(《私隱條例》)之下，有關保障個人資料的基本原則之外，也會就着地產代理的日常工作，在收集、使用、處理個人資料及直接促銷等四大範疇，提供實務性的指引。

如地產代理在執業時未能遵守通告所載指引，將有機會受監管局紀律制裁，公司管理層也有可能因前線員工違規而被追究。

《私隱條例》早於1996年12月已開始實施，監管局過去也曾經發出數份與保障個人資料相關的執業

The issue of protecting personal data has aroused public concern in recent years. In order to remind estate agency practitioners the points to note on the protection of clients' personal data when carrying out estate agency work, the EAA issued a new practice circular, which took effect on 1 October 2011.

A press briefing was held on 20 September 2011 to announce the key points of the new guidelines. The EAA also reminded the management of estate agencies to adopt appropriate measures to ensure their frontline staff comply with the guidelines. The practice circular covers the principles relating to the protection of personal data under the Personal Data (Privacy) Ordinance (PDPO). It also provides detailed practical guidelines concerning the collection, use and handling of clients' personal data and conducting direct marketing in the course of estate agency business.

If a practitioner is found to have breached the guidelines stipulated in the practice circular, he may be subject to disciplinary action by the EAA. The management of the related estate agency may also be held accountable for failing to properly supervise their staff.



監管局執業及考試委員會主席梁永祥先生聯同規管及法律總監劉淑葵女士舉行記者會，簡介最新的保障客人個人資料執業通告。

Chairman of the Practice and Examination Committee of the EAA, Mr William Leung, and Director of Regulatory Affairs and General Counsel, Ms Eva Lau, brief the press on the new practice circular on the protection of clients' personal data by estate agents.

通告及有關資訊保安的指引，提醒業界遵循《私隱條例》的要求。為方便業界掌握相關指引，監管局整合了過去發出相關的執業通告及指引，並加入新的內容，發出這一份新的通告。

監管局執業及考試委員會主席梁永祥表示，地產代理從業員在日常的業務過程，經常都會收集和處理客戶的個人資料。所以，從業員認識《私隱條例》，以及保障個人資料的重要性，對保障客戶的個人資料非常重要。

欲了解新通告的詳細內容，請參閱監管局網頁 www.eaa.org.hk

The PDPO has been effective since December 1996. In order to remind the trade to comply with the PDPO, the EAA has issued several practice circulars in relation to the protection of personal data, as well as guidelines on data security. To ensure practitioners have taken on board the relevant guidelines and knowledge, the EAA consolidates and updates those practice circulars and guidelines and issue the new one.

EAA Chairman of the Practice and Examination Committee Mr William Leung Wing-cheung, said that as estate agency practitioners need to collect and handle clients' personal data in the course of their work, in order to protect clients' personal data, it is of the utmost importance that they understand the PDPO and the importance of protecting personal data.

The practice circular can be viewed on the EAA website: www.eaa.org.hk

相關持續專業進修講座

Related Continuing Professional Development seminar

執業通告生效後，監管局舉行相關的持續專業進修講座，向前線地產代理講解通告的內容，並派發「私隱政策聲明」及「收集個人資料聲明」範例供從業員參考。

在2011年10月10日舉行的講座，合共有逾170名地產代理出席參加。監管局邀請了個人資料私隱專員公署的代表聯同監管局人員，向參加者詳細講

After issuing the new practice circular on the protection of personal data, the EAA held Continuing Professional Development seminars on the subject to explain the circular's content to frontline practitioners. Samples of the "Privacy Policy Statement" and the "Personal Information Collection Statement" were also distributed for practitioners' reference.

Some 170 estate agency practitioners attended the seminar held on 10 October 2011, during which



監管局舉行《保障個人資料新指引》講座。

The EAA held a seminar on the new practice circular about the protection of personal data.

解新執業通告及《私隱條例》的相關內容，提醒他們在收集、使用、處理客戶個人資料及進行直接促銷時，必須遵守通告及《私隱條例》的指引。

講座的內容綱要、在講座上派發的「私隱政策聲明」及「收集個人資料聲明」範例，可在監管局網站內以下位置下載：

持續專業進修計劃 > 持續專業進修活動精選
影片重溫

representatives from the Office of the Privacy Commissioner for Personal Data and the EAA explained the details of the circular and the Personal Data (Privacy) Ordinance (PDPO). Practitioners were reminded to comply with the circular and the PDPO in the course of collecting, using, handling clients' personal data and conducting direct marketing.

The gist of the seminar (available in Chinese only) and samples of the "Privacy Policy Statement" and the "Personal Information Collection Statement" (in both English and Chinese) distributed at the seminar have been uploaded to the EAA website for practitioners' reference. The materials can be found on the EAA website at:

CPD Scheme > CPD Seminars Highlights (please switch to the Chinese version of the web page by clicking the language selection button on the top of the page)

「問與答」

Questions and Answers

監管局就「保障個人資料」執業通告準備了十題「問與答」供業界參考，持牌人可到監管局網頁瀏覽「問與答」：

規管 > 執業通告 > 保障個人資料的執業通告 - 問與答

EAA has prepared 10 "Questions and Answers" on the practice circular on "Protection of Personal Data" for the trade's reference. Licensees may visit the EAA website (Compliance > Practice Circulars > Practice Circular on Protection of Personal Data - Questions and Answers) for the "Questions and Answers".



從業員被裁定違反私隱條例

Practitioner convicted of privacy contravention

一位買家數年前透過一間地產代理公司完成一項樓宇交易，其後該公司的一名從業員多次向他致電促銷。買家曾要求從業員停止致電促銷，但該名從業員並無理會。買家向私隱專員公署投訴，個案最後被轉介至警方作出檢控。法庭於2011年11月30日裁定該從業員及其公司違反《個人資料(私隱)條例》，分別被判罰款2000元及2500元，成為首宗僱員因違反《個人資料(私隱)條例》被定罪個案。

A purchaser completed a property transaction through an estate agency company several years ago. Subsequently a practitioner of the agency kept giving the purchaser promotional calls. The purchaser requested the practitioner to stop the direct sales calls but the practitioner ignored the request. The purchaser filed a complaint with the Office of the Privacy Commissioner for Personal Data and the case was referred to the Police for prosecution. On 30 November 2011, the Court convicted both the practitioner and the estate agency company for breaching the Personal Data (Privacy) Ordinance, and imposed on them fines of \$2,000 and \$2,500 respectively. This is the first case that an employee has been convicted of breaching the PDPO.

第二期內地與香港地產代理資格互認計劃

The second phase of the scheme of mutual recognition of professional qualifications for estate agents in the Mainland and Hong Kong

監管局行政總裁余呂杏茜女士於2011年10月到訪北京，與中國房地產估價師與房地產經紀人學會(中房學)副會長兼秘書長柴強博士會面，商討第一年互認計劃的跟進工作，以及就第二年的安排進行初步會談。

雙方基本上同意，2012年香港及內地的參加者名額應根據2010年達成的協議制定，並研究課程安排可否更為緊湊，由三天縮短為兩天。培訓課程及考試訂於2012年舉行，有關詳情將於稍後公佈，有興趣參加的持牌人，請留意監管局網站公布。

EAA Chief Executive Officer Mrs Rosanna Ure visited Beijing in October 2011 to meet Dr Chai Qiang, the Deputy President and Secretary of the China Institute of Real Estate Appraisers and Agents (CIREA). In the meeting they discussed follow-up actions to be taken after the first year of the mutual recognition scheme. They also discussed the implementation details for the second year of the scheme.

In principle, the EAA and the CIREA agreed that the participant quota for both sides in 2012 should be set according to the agreement signed in 2010. There was also a tentative discussion on whether future training course could be made more compact, by reducing the duration from three to two days. The details of the 2012 training course and examination would be announced in due course. Licensees who are interested in attending the course could keep this matter in view by visiting the EAA website.



余呂杏茜女士在北京期間，應邀出席了中房學2011年年會的開幕式，並且擔任演講嘉賓。
While in Beijing, Mrs Rosanna Ure attended the opening ceremony of the 2011 Annual Conference of the CIREA as one of the guest speakers.

規管一手住宅物業銷售建議法例公眾諮詢

Public consultation on the proposed legislation to regulate the sale of first-hand residential properties

為提高一手住宅物業銷售的透明度，以加強對消費者的保障，政府於2010年10月成立「立法規管一手住宅物業銷售督導委員會」（督導委員會），具體討論立法規管一手樓宇銷售事宜。監管局的代表是委員會的成員之一，積極參與有關討論，並就監管局在規管地產代理銷售一手樓的活動經驗提供意見。

督導委員會於2011年10月完成工作，並向運輸及房屋局提交了詳細的建議。運輸及房屋局在考慮督導委員會的建議後，草擬了建議法例，於2011年11月29日展開為期兩個月的公眾諮詢，以聽取公眾對建議法例的意見。

建議法例包括以下幾個重點：

1. 全面規管一手住宅物業的銷售；
2. 為售樓說明書和價單訂下全面、詳細和明確的規定。發展商須於物業開售前最少七天公布售樓說明書，和須在開售前最少三天公布價單；
3. 採用已有標準定義的「實用面積」，並以此為表達每個單位面積及呎價的唯一基準；
4. 賣方須設立成交紀錄冊用作披露成交資料。有關資料須於簽訂臨時買賣合約的24小時內和簽訂買賣合約的1個工作天內載入紀錄冊；
5. 禁止作出失實陳述和發放虛假或具誤導性的資料。違例者最高罰款500萬元和監禁七年；和
6. 設立擁有相關法定權力的執法當局，負責執行建議法例。

為幫助地產代理業界了解有關建議法例，運輸及房屋局代表於2011年12月15日出席了一次特別為業界而設的簡布會，出席的地產代理業人士有53人，包括來自八個地產代理商會和多間經常參與一手住宅樓盤銷售的地產代理公司代表。局方除介紹有關建議法例的主要內容外，亦就建議法例與業界交流意見。

In order to enhance the transparency of the sale of first-hand residential properties and consumer protection, the Government established the Steering Committee on the Regulation of the Sale of First-hand Residential Properties by Legislation (the Steering Committee) in October 2010 to discuss specific issues on regulating the sale of first-hand flats by legislation. The EAA was a member of the Steering Committee, participated actively in the discussion and gave advice making reference to its experience in regulating the sales activities of estate agents in first sales.

The Steering Committee completed its work in October 2011, and submitted detailed recommendations to the Transport and Housing Bureau (THB). Having considered the Steering Committee's recommendations, THB came up with a draft legislation and launched a two-month public consultation exercise to listen to the views of the public on the proposed legislation.

The draft legislation comprises the following key features:

1. Regulating the sale of first-hand residential properties;
2. Setting out comprehensive, detailed and specific requirements for sales brochures and price lists. Property developers will have to make public the sales brochures at least seven days and the price lists at least three days before the commencement of sale;
3. Adopting "saleable area" which has a standardized definition as the only basis for quoting the unit area and unit prices of flats;
4. Requiring developers to maintain a Register for disclosing transaction information within 24 hours after the signing of the preliminary agreements for sale and purchase and within 1 working day after the signing of the agreements for sale and purchase;
5. Prohibiting misrepresentation and the dissemination of false or misleading information. A person who commits such an offence is liable for a maximum



監管局鼓勵從業員多了解建議法例的內容，以及提出意見。建議法例及諮詢文件可於各區民政事務處索取，或於運輸及房屋局網頁（www.thb.gov.hk）下載。諮詢期於2012年1月28日完結。

監管局會密切留意建議法例的立法進展，待有關法例及措施的詳情落實後，如有需要，會向業界發出執業通告。



運輸及房屋局的代表向地產代理從業員講解規管一手住宅物業銷售建議法例。（左起）首席助理秘書長（特別職務）朱潘潔雯女士、首席助理秘書長（房屋）（私營房屋）馮建業先生、副秘書長（房屋）李麗儀女士、高級政務主任（私營房屋）（特別職務）高怡慧女士。

Representatives of the Transport and Housing Bureau brief the estate agency practitioners on the proposed legislation to regulate the sale of first-hand residential properties. From left: Mrs Hedy Chu, Principal Assistant Secretary (Special Duties), Mr Eugene Fung, Principal Assistant Secretary (Housing)(Private Housing), Ms Annette Lee, Deputy Secretary (Housing), Miss Sharon Ko, Senior Administrative Officer (Private Housing)(Special Duties).

penalty of a \$5 million fine and seven years' imprisonment;

6. Setting up an enforcement authority with relevant powers to implement the proposed legislation.

THB's representatives attended a briefing session exclusively for the estate agency trade to help the trade understand more about the proposed legislation on 15 December 2011. A total of 53 members of the trade attended, including representatives from eight trade associations and various estate agency companies frequently involved in the sale of first-hand properties. In addition to introducing the key features of the proposed legislation, THB also exchanged views with the trade on the draft legislation.

Practitioners are encouraged to understand more about the proposed legislation and express their views. The proposed legislation and the consultation paper can be obtained at District Offices or downloaded from THB's website (www.thb.gov.hk). The consultation period will end on 28 January 2012.

The EAA will closely monitor the legislative process of the proposed legislation. Upon the implementation of the legislation and relevant measures, the EAA may issue a practice circular to the trade if necessary.

業界聯絡會議 Trade Liaison Meeting

監管局在2011年12月15日舉行季度業界聯絡會議，與八個商會的代表討論了多個議題，包括與保障客戶個人資料執業通告相關的問題與解答、監管局稍後與廉政公署聯合出版《優質執業手冊》，及內地與香港地產代理專業資格互認安排進展等。

監管局正研究要求業界將實用面積的資料應用於二手樓宇買賣及租賃事宜上。就此，監管局在業界聯絡會議及兩個從業員聚焦小組會議內收集意見。業界普遍明白，採用實用面積是公眾要求及大勢所趨，而從業員亦一向有透過差餉物業估價署的「物業資訊網」網上服務，查詢住宅物業（鄉村式屋宇除外）的實用面積、樓齡及其他資料。監管局會詳細諮詢業界意見，再草擬執業通告。

The EAA held a quarterly trade liaison meeting on 15 December 2011 and discussed a number of topics of concerns to the trade with representatives of eight trade associations. Topics included the questions and answers on the practice circular on personal data protection, the *Best Practice Checklist* which would be co-published by the EAA and the Independent Commission Against Corruption in the near future, and the progress of the mutual recognition scheme of professional qualifications between estate agents in the Mainland and Hong Kong.

As the EAA is considering the feasibility of requiring the trade to adopt "saleable area" in the sale and purchase and leasing of second-hand properties, the EAA collected views from the trade at the trade liaison meeting and two other focus group meetings for practitioners. The trade generally understands that there is a growing public demand for adopting "saleable area". Practitioners have also been using the service of "Property Information Online" provided by Rating and Valuation Department on enquiry on saleable area, age and other information of residential properties (excluding village type houses). The EAA will consult the trade in detail before drafting the relevant practice circular.

紀律研訊個案 — 提供不準確樓盤景觀資料

Inquiry hearing case — Providing inaccurate information of a development concerning its view

監管局曾就一手樓盤銷售發出執業通告，提醒地產代理從業員向準買家提供物業的相關資料時，須以有關發展商提供的售樓說明書及文件所載的資料為準，及採取一切合理步驟及盡一切應盡的努力核實有關資料，不得作出任何可能誤導準買家的陳述。

一名準買家到某新樓盤的銷售處參觀，被一間地產代理公司的兩名持牌人(甲及乙)游說購買單位。期間該準買家表示，得悉樓盤的前方將興建新的發展項目，特意詢問持牌人甲，哪個樓層的單位不會被新項目遮擋景觀，甲回答約25樓的單位已不會被遮擋。

準買家隨後再問持牌人乙相同的問題，並追問新項目的層數。乙答覆新項目應為16至30層高，所以購買30樓以上的單位就不會被新項目遮擋景觀。

然而，根據屋宇署的資料，新發展項目樓高16至33層，因此該樓盤25樓至33樓的單位仍有可能被遮擋景觀。該名準買家不滿兩名持牌人沒有提供準確的資料，遂向監管局投訴，並且呈交了在參觀樓盤期間，與該兩名持牌人的對話錄音作為證據。

監管局紀律委員會就上述個案進行紀律研訊。紀律委員會認為，該兩名持牌人在向客戶提供樓盤的景觀資料時，沒有盡量小心和盡一切應盡的努力查核所提供的資料是否準確，未有遵守《操守守則》第3.5.1段中所述「地產代理和營業員在履行職務時必須盡量小心和盡一切應盡的努力」的守則，故決定暫時吊銷兩名持牌人的牌照七天，並在他們的牌照上附加條件，要求他們在一年內取得12個持續專業進修計劃核心科目的學分。

The EAA has issued practice circulars on the sale of first-hand residential properties to remind estate agents not to make any representation that would mislead prospective purchasers. When providing property information to their clients, practitioners should do so only on the basis of the information contained in the sales brochure and documents provided by the developer, and only after they have taken all reasonable steps and exercised all due diligence to verify the information.

Two licensees (A and B) persuaded a prospective purchaser to make a purchase at the sales office of a development. The prospective purchaser was aware that there would be a new development project in front of the development for sale. He specifically asked licensee A whether the view of flats above certain level would not be blocked by the new development. Licensee A replied that the flats at 25th floor and above would not be affected by the new development.

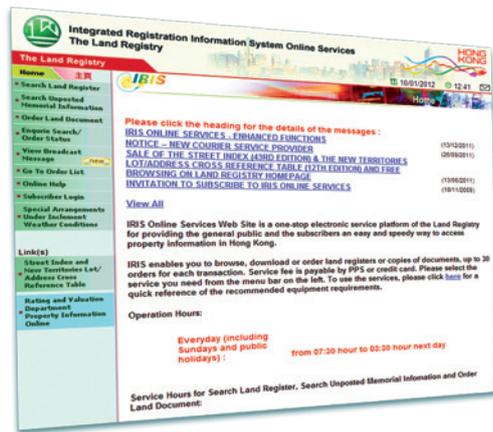
The prospective purchaser then asked licensee B the same question and further inquired about the building height of the new development. Licensee B told him that the building height of the new development would range from 16 to 30 storeys and the new development would not block the view of flats located above the 30th floor.

However, according to the information from the Buildings Department, the building height of the new development would range from 16 to 33 storeys. There was therefore a possibility that the view of flats from the 25th to 33rd floors of the development for sale would be blocked. The prospective purchaser was disappointed with both licensees' failure to provide accurate property information, so he lodged a complaint with the EAA. He also submitted a voice recording of his conversation with the two licensees as evidence.

The EAA Disciplinary Committee conducted an inquiry hearing into the case. The Disciplinary Committee was of the view that the two licensees did not exercise due care and due diligence to verify the information when providing their client with information about the view of flats of the development. The licensees did not comply with paragraph 3.5.1 of the Code of Ethics, which stated that they should exercise due care and due diligence in fulfilling their duties. The Committee decided to suspend the licensees' licences for seven days and a condition was attached to their licences, requiring them to obtain 12 points under the Continuing Professional Development Scheme within one year.



紀律研訊個案 — 沒有在緊接買賣協議訂立之前進行土地查冊 Inquiry hearing case — Failure to carry out a land search immediately before entering into an agreement for sale and purchase



土地查冊載有重要的物業資料，持牌人在處理住宅物業交易時，應在緊接買賣雙方訂立臨時買賣合約（臨約）之前，就有關物業進行土地查冊，並向買方提供土地查冊結果的文本。

一名持牌人在一宗住宅物業交易中為買賣雙方行事。買賣雙方在某天黃昏簽訂臨約，該名持牌人在簽約前就物業進行土地查冊，並向買方提供土地查冊結果的文本。

不過，該名持牌人是在簽訂臨約之前一天進行查冊，而他向買方提供查冊結果文本上的日期亦正是簽訂臨約的前一天。

監管局紀律委員會認為，該持牌人沒有在緊接該物業的買賣協議訂立之前，就該物業進行土地查冊，並向該物業的買方提供一份土地查冊結果的文本，未有遵守《地產代理常規（一般責任及香港住宅物業）規例》（《常規規例》）第13(4)條的規定。因此，紀律委員會決定對該名持牌人作出譴責，罰款港幣\$2,000，並在其牌照上附加條件，要求他在一年內取得持續專業進修計劃的12個核心科目的學分。

A land search contains important property information. In the sale and purchase of a residential property, estate agency licensees should, immediately before a Provisional Agreement for Sale and Purchase (PASP) is entered into, carry out a land search in respect of the property concerned and provide a copy of the land search to the purchaser.

In one case, a licensee was acting for both the vendor and the purchaser in a residential property transaction. Both the vendor and the purchaser signed the PASP late in the afternoon. The practitioner had conducted a land search before the signing of the PASP and supplied a copy of it to the purchaser.

However, the land search was conducted by the licensee one day before the PASP was entered into, as shown by the date on the land search.

According to the EAA Disciplinary Committee, the licensee did not carry out a land search and supply a copy of it to the purchaser immediately before the sale and purchase agreement was entered into as required by section 13(4) of the Estate Agents Practice (General Duties and Hong Kong Residential Properties) Regulation ("Practice Regulation"). The Disciplinary Committee decided that the licensee should be reprimanded and fined \$2,000. A condition was also attached to his licence, requiring him to obtain 12 CPD points in the core subjects of the CPD Scheme within one year.

紀律委員會主席馬豪輝先生的意見

Comments from the Chairman of the EAA Disciplinary Committee Mr Ma Ho-fai

物業的土地查冊內載有重要的物業資料，包括物業的擁有權及有效的產權負擔。因此，根據《常規規例》第13(4)條的規定，從業員必須在緊接買賣雙方訂立買賣協議前，就物業進行土地查冊，換句話說，持牌人必須在買賣雙方訂立買賣協議之前，向買方提供**最新**的查冊結果。否則，有可能會導致客戶無法得知有關物業的最新資料，後果可以十分嚴重。

目前，土地註冊處於每天早上七時半更新土地登記冊所載的物業資料。除非有相反的證據支持，否則，持牌人所提供的土地查冊紀錄如能顯示(1)物業的土地登記冊的日期是與買賣協議的日期一致；及(2)所載物業的資料是買賣協議訂立當天早上七時半更新的該物業資料；即被視為已遵守《常規規例》第13(4)條內就有關物業進行土地查冊的規定。

就上述的個案而言，有關的持牌人雖然是在買賣雙方簽訂臨約之前就物業進行土地查冊，但查冊是在簽約前一天進行。因此，查冊結果所載的資料，並非在簽臨約前可取得的最新的物業資料，因為土地登記冊上有關該物業的資料在簽約當天早上七時半應會再度更新。因此，監管局認為該持牌人沒有遵守《常規規例》第13(4)條的規定而向他施以紀律處分。



A land search contains important property information, including the ownership and the subsisting encumbrances affecting the property. As a result, the time requirement of carrying out a land search “immediately before” an agreement for sale and purchase is entered into as prescribed in section 13(4) of the Practice Regulation is that licensees should carry out and provide the purchaser with the **most up-to-date** copy of the land search of the property before the purchaser enters into an agreement with the vendor. Otherwise, the client may not be able to know about the most up-to-date information about the property, which could lead to serious consequences.

At present, the Land Registry updates the register information of properties at 7:30am everyday. Subject to contrary evidence, a licensee shall be considered to have complied with the requirement of carrying out a land search under section 13(4) of the Practice Regulation if he is able to produce a land register bearing the same date of the agreement for sale and purchase and showing that the information of the property contained therein is updated to 7:30am of that day.

In this particular case, although the licensee conducted a land search before the sale and purchase agreement was entered into, it was carried out one day before the agreement was signed. As such, the land search did not show the latest information of the property immediately before the agreement was entered into, as the information in the land register would have been updated by the Land Registry at 7:30am on the day of the signing of the agreement. Therefore, the EAA imposed disciplinary sanctions on the licensee for failing to comply with section 13(4) of the Practice Regulation.



活動紀要 Events and activities



2011年10月13日

監管局主席陳韻雲女士(前排右)出席地產代理界慶祝中華人民共和國成立六十二周年聯歡大會。監管局副主席梁永祥先生及行政總裁余呂杏茜女士也應邀出席聯歡會。

13 October, 2011

EAA Chairman Ms Vivien Chan (right on the front row) attends a banquet celebrating the 62nd anniversary of the founding of the People's Republic of China organised by estate agents. EAA Vice-chairman Mr William Leung and Chief Executive Officer Mrs Rosanna Ure are also guests of the banquet.

2011年10月26日

監管局舉辦第二次從業員「聚焦小組」，與持牌人就執業的情況交流意見。

26 October, 2011

The EAA organises the second focus group meeting with licensees to exchange views with them on their practice.



2011年10月27日

深圳市房地經紀行業協會與香港專業地產顧問商會到訪監管局。行政總裁余呂杏茜女士(前排左三)、規管及法律總監劉淑葵女士(前排右一)和執行總監黃維豐先生(前排右二)接待代表團。

27 October, 2011

A delegation from the Shenzhen Real Estate Broker Trade Association and Hong Kong Chamber of Professional Property Consultants visits the EAA. The delegation is received by EAA Chief Executive Officer Mrs Rosanna Ure (third from left on front row), Director of Regulatory Affairs and General Counsel Ms Eva Lau (first from right on front row) and Director of Operations Mr Anthony Wong (second from right on front row).



2011年12月8日

監管局主席陳韻雲女士及行政總裁余呂杏茜女士出席香港新界地產代理商聯會第一屆常務執行委員會就職典禮。陳韻雲女士在典禮上致辭。

8 December, 2011

EAA Chairman Ms Vivien Chan and Chief Executive Officer Mrs Rosanna Ure attend the 1st Executive Committee Inauguration of the H.K.N.T. Estate Agents & Merchants Association. Ms Vivien Chan delivers a speech at the ceremony.



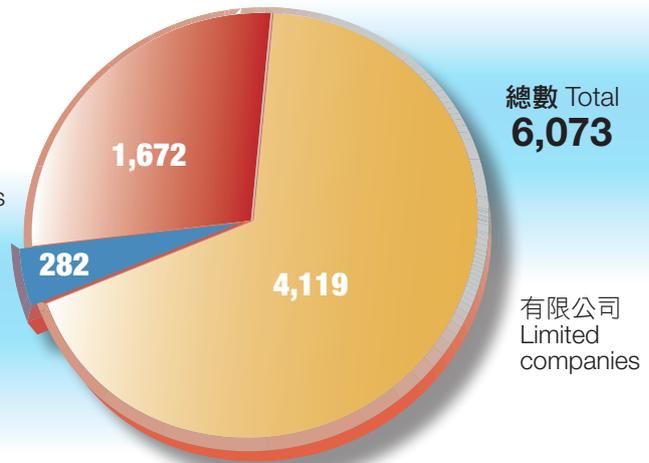
統計數字 Statistics

▶ 牌照數目 (於2011年11月30日計算) Number of licences (as at 30/11/2011)

營業員牌照 Salesperson's licences	19,299
地產代理(個人)牌照 Estate agent's licences (individual)	+ 15,383
個人牌照總數 Total no. of individual licences	34,682
地產代理(公司)牌照 Estate agent's licences (company)	2,729

▶ 營業詳情說明書數目 (於2011年11月30日計算) Number of statements of particulars of business (as at 30/11/2011)

獨資經營 Sole proprietorships
合夥經營 Partnerships



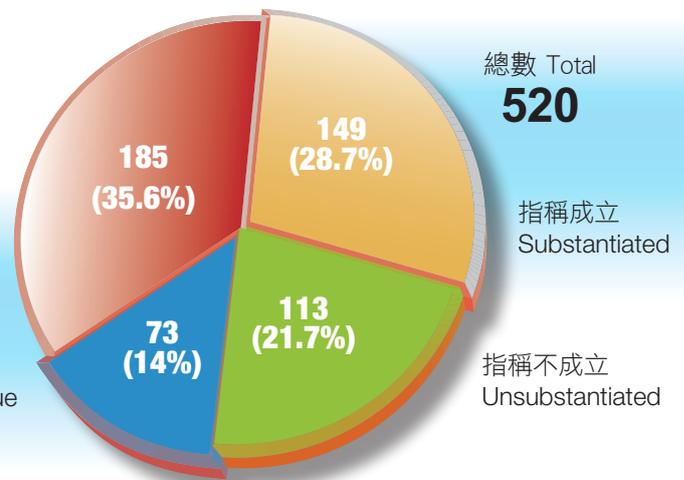
▶ 接獲的投訴/破產個案數目 (2011年1月至11月) Number of complaint / bankruptcy cases received (January to November 2011)

投訴個案 Complaint cases	543
破產個案 Bankruptcy cases	32

▶ 已處理的投訴個案結果* (2011年1月至11月) Results of completed complaint cases* (January to November 2011)

其他 (例如投訴人撤回投訴或因其他原因而終止調查)
Others (e.g. cases withdrawn by the complainant or curtailed because of some other reasons)

資料不足 Insufficient information to pursue



▶ 已處理的破產個案數目 (2011年1月至11月) Number of completed bankruptcy cases (January to November 2011)

33*

* 部分是往年接獲的個案
Some cases were carried over from previous years



▶ **巡查次數 (2011年1月至11月)**

Number of compliance inspections (January to November 2011)

「一手」樓盤 First-sale sites	893
代理商舖 Agency shops	1,253
網上物業廣告 Online property advertisements	530

▶ **主動調查完成而指稱成立之個案 (2011年1月至11月)**

Number of substantiated non-compliance cases conducted by the self-initiated investigation (January to November 2011)

83*

* 部分是往年接獲的個案
Some cases were carried over from previous years

▶ **對持牌人或前持牌人採取的行動 (2011年1月至11月)**

Actions taken against licensees or ex-licensees (January to November 2011)

被暫時吊銷的牌照數目 Number of licences suspended	41
被撤銷的牌照數目 Number of licences revoked	9

▶ **考試及考試日期**

Examination and date

參加人數

No. of candidates

合格率

Pass rate

地產代理資格考試

Estate Agents Qualifying Examination

24/2/2011	1,800	42.9%
20/4/2011	2,078	38.5%
18/8/2011	2,472	52.9%

營業員資格考試

Salespersons Qualifying Examination

25/2/2011	1,617	47.9%
21/4/2011	2,147	36.1%
24/6/2011	2,748	40.5%
19/8/2011	2,415	60.0%
21/10/2011	1,677	34.5%

《專業天地》由監管局寄發。如果你不希望再收到此刊物，請致電 2111 2777或電郵至enquiry@eaa.org.hk通知監管局。
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