



監管局回顧2011年工作 及簡介2012年新工作

地產代理監管局（監管局）主席陳韻雲女士及行政總裁余呂杏茜女士於2012年1月17日舉行新聞發布會，回顧監管局在2011年的工作，及簡介2012年的工作重點。

陳韻雲女士表示，可能由於早前樓市交投淡靜，2011年應考資格考試的考生人數比2010年輕微下跌，下半年的跌幅較為明顯。牌照數目在2011年內則暫時未見下調，累積全年升幅後，持有個人牌照人士的數目於2011年12月31日達到34,719個。另外，監管局於去年收到590宗

投訴個案，較2010年下跌5%。

陳韻雲女士指出，監管局一向十分重視把關者的角色。除了資格考試及審批牌照申請兩個關卡，監管局在批出牌照後，亦會繼續監察持牌人是否符合「適當人選」的要求。如發現持牌人並非持牌的「適當人選」，監管局會撤銷其牌照，以確保持牌人達到發牌條件，保障消費者的權益。在2011年，牌照委員會共撤銷了9個牌照。

除嚴格把關以外，監管局亦會密切留意樓市及社會狀況，以及與樓市

相關的政府措施，並不時發出執業通告和指引，致力成為負責任和有效的規管機構。在2011年，監管局共發出了四份執業通告。其中，關於一手樓盤銷售操守及就保障客戶個人資料而發出的執業通告，俱為業界提供詳盡的實務性指引，而監管局亦觀察到地產代理業界都盡力依循通告的指引行事。

陳韻雲女士補充，監管局通過巡查地產代理商舖，以及與持牌人進行的聚焦小組會議等，就着新執業通告及社會關注的房屋議題，提醒地



監管局主席陳韻雲女士（左）與行政總裁余呂杏茜女士於新聞發布會上回顧局方在2011年的工作，並簡介2012年的工作重點。
EAA Chairman Ms Vivien Chan (left) and Chief Executive Officer Mrs Rosanna Ure review the EAA's work in 2011 and introduce its initiatives for 2012 at the press conference.

產代理必須依法行事，明確提醒客戶注意相關風險，保障客戶的權益。

陳韻雲女士又指出，監管局經已向政府遞交意見書，表達監管局全力支持政府就規管一手住宅物業銷售的建議法例。監管局會密切留意立法的進展，待有關法例及措施的詳情落實後，如有需要會向業界發出

EAA REVIEWS ITS WORK IN 2011 AND INTRODUCES ITS WORK IN 2012

Chairman of the Estate Agents Authority (EAA) Ms Vivien Chan and EAA Chief Executive Officer Mrs Rosanna Ure held a press conference on 17 January 2012 to review the EAA's work in 2011 and introduce new initiatives for 2012.

According to Ms Vivien Chan, probably due to the weaker property market in the latter half of 2011, the overall number of candidates participating in the qualifying examinations held in 2011 showed a slight decrease over 2010. The drop was more significant in the latter half of 2011. The number of licences, however, has not yet recorded a drop. There were 34,719 individual licences as at 31 December 2011. As for complaint figures, the EAA received 590 complaints in 2011,

which is 5% less than in 2010.

Ms Chan pointed out that the EAA takes its role as a gatekeeper very seriously. In addition to organising qualifying examinations and vetting licence applications, the EAA monitors the development of licensees who have obtained a licence to ensure they continue to fulfil the licensing requirement of being "fit and proper". If a licensee is found to be no longer "fit and proper", the EAA will revoke his/her licence. This will safeguard the standards of licensees and consumers' interests. The Licensing Committee of the EAA revoked nine licences in 2011 in this regard.

In addition to gatekeeping, the EAA also closely monitors the

ever-changing property market and social environment, as well as the Government's measures relating to the property market. As a responsible and effective regulator, the EAA issues practice circulars and guidelines from time to time. The EAA issued four practice circulars in 2011. Amongst them, the circular on the sale of first-hand residential properties and the circular on the protection of personal data provide the trade with detailed practical guidelines. The EAA has observed that practitioners have endeavored to follow the guidelines.

Ms Chan added that the EAA also conducted compliance inspections at estate agency shops and held focus group meetings with licensees. Through these measures

執業通告。監管局亦正研究就實用面積應用於二手住宅樓宇買賣及租賃事宜上推出執業通告。

踏入2012年，監管局經已成立15周年。余呂杏茜女士表示，監管局將會趁這個機會，推出一連串的活動，內容包括出版新小冊子、舉辦巡迴展覽、通過監管局網站及加強與媒體的合作，向公眾提供更多

有關物業買賣及地產代理服務的資訊。

監管局亦會繼續致力提升地產代理業界專業水平。監管局與廉政公署於2011年聯合推出的「誠信管理計劃」將會在2012年繼續推行。作為計劃的一部份，監管局即將與廉政公署合作出版《優質執業手冊》，藉以提升地產代理業界的專業水平

及形象。手冊包含了法規以外的指引，為業界提供專業服務的標準，業界可按業務上的實際需要應用手冊內的指引。手冊出版後，監管局將會舉辦相應的持續專業進修課程。



the EAA educated licensees on subjects such as the new practice circulars and other related issues, and reminded them that they should abide by the law and alert their clients to the risks involved in order to protect their clients' interests.

Ms Chan also pointed out that the EAA has submitted its views to the Government in response to its consultation paper and given full support to the proposed legislation to regulate the sale of first-hand residential properties. The EAA will pay close attention to the legislative process of the proposed legislation and may issue a new practice circular, if necessary, upon the passage of the bill. The EAA is also looking into the need of issuing a practice circular, which stipulates

the adoption of "saleable area" in the sale, purchasing and leasing of second-hand residential properties.

It has been 15 years since the EAA was established. Mrs Rosanna Ure announced that the EAA would take this opportunity to launch a series of consumer education programmes, including publishing a new booklet, organizing roving exhibitions, reaching out to the public through the EAA website and strengthening collaboration with the media.

The EAA will also continue to promote a high degree of professionalism in the trade. The Integrity Management Programme jointly organised by the EAA and the Independent Commission Against Corruption (ICAC) in 2011

will continue in 2012. As part of the programme, the EAA will soon co-publish *the Best Practice Checklist* with the ICAC to enhance the professional standards and image of the trade. The Checklist includes guidelines over and above legal requirements to provide practitioners a standard to which they could benchmark their professional services. Practitioners may follow the guidelines in their daily operations according to their own needs. The EAA will organise related continuing professional development programmes after the Checklist is published.