



**The EAA clarifies to trade representatives
questions relating to the circular on saleable area**

(19 October 2012) The practice circular requiring estate agents to provide the saleable area information of second-hand residential property to their clients will come into effect on 1 January 2013. In order to assist and equip the estate agency trade to prepare for the implementation, the Estate Agents Authority (EAA) clarified to trade representatives again questions about the new guidelines at today's quarterly trade liaison meeting.

Since the circular on saleable area was issued in May, the EAA has been concerned about the preparatory work undertaken by the trade. With a view to assisting the trade to understand the requirements of the circular and prepare for implementation, the EAA held four related Continuing Professional Development (CPD) seminars and explained the circular's content to the trade through educational visits to estate agency shops. The EAA has also answered enquiries from the trade and public. A set of "questions and answers" has been compiled and frequently updated on the EAA website to enhance the understanding of the trade and consumers on the subject and address their concerns.

At the trade liaison meeting today, the EAA Administration further explained and clarified to the attending representatives of eight trade associations the content of the circular and implementation details. The EAA reminded the trade that estate agents should be reasonably satisfied that the floor area information provided to clients and used in advertisements for second-hand residential properties is accurate. They should not provide misleading information to consumers.



EAA Chief Executive Officer Mr Augustine Ng said, “The EAA will continue to organise related CPD seminars, conduct educational visits and update the set of ‘questions and answers’, with a view to equipping the trade with a comprehensive and in-depth understanding of the guidelines before the circular comes into effect on 1 January next year.”

Mr Ng added that the EAA attached great importance to promoting information about the saleable area to the public. To support this, the EAA has held roving exhibitions this month and will launch related TV and radio advertisements by the end of the year.

On another matter, in view of the complicated laws relating to deeds of gift and the related complaints the EAA occasionally receives, the EAA is considering issuing a practice circular on the subject. It will remind estate agents the points to note when handling properties concerning deeds of gift and will better protect consumers’ rights. The EAA consulted the trade representatives on this issue at today’s liaison meeting.

In addition to the matters concerning the above practice circulars, other topics about the EAA’s work were also discussed at the meeting, such as the mutual recognition scheme of professional qualifications between estate agents in the Mainland and Hong Kong and the reform measures of the CPD scheme.

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