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# 監管局

## 2012年上半年工作回顧 與下半年展望

地產代理監管局(監管局)於2012年7月31日舉行新聞發布會,由主席陳韻雲女士及署理行政總裁韓婉萍女士回顧監管局在上半年工作及簡介下半年工作重點。

陳韻雲女士表示,為推動地產代理向客戶提供準確清晰的物業資料,監管局於今年5月發出新執業通告,要求地產代理由2013年1月1日起,就二手住宅物業向客戶提供物業樓面面積資料時,必須提供從差餉物業估價署取得或首次轉讓的買賣協議中述明的實用面積。

為了協助業界達到通告內的要求,監管局正循多個途徑教育業界,包括教育性巡查、持續專業進修計劃講座、與前線地產代理的聚焦小組會議,及編製一套相關『問與答』刊於監管局網站內的專頁。同時,監管局正詳細審閱《一手住宅物業銷售條例》內容,如有需要,會考慮發出相關執業通告,以協助地產代理遵守法例。

韓婉萍女士表示,監管局將於今年11月慶祝成立15周年紀念,會推出公眾教育活動,包括出版新的消費者小冊子、在不同地區舉辦巡迴展覽,並推出電視及電台廣告,推廣有關置業和實用面積的知識。

陳韻雲女士亦回顧了監管局的上半年的常規工作。她表示，今年上半年的資格考試考生人數雖比去年同期大幅減少四成，但牌照數目仍維持高水平，而監管局收到的投訴數字則較去年同期略為減少。

另外，今年較早前，有持牌人涉嫌在內地網站上發布違規的本港一手樓盤廣告，就此監管局已開立檔案跟進。陳韻雲女士重申，不論廣告刊登的網站公司所在地，凡涉及持牌人宣傳香港樓盤的廣告，

監管局都會監察及跟進懷疑違規的情況。監管局亦會與網站保持緊密溝通，確保網上物業廣告符合規定。

另外，監管局與廉政公署延續「誠信管理計劃」，今年3月出版《優質執業手冊》，鼓勵業界提供優質專業的服務，並舉辦了相關的講座，超過400人次參加。在今年下半年，監管局亦會致力優化持續專業進修計劃，以鼓勵從業員不斷進修增值。



監管局主席陳韻雲女士(左)和署理行政總裁韓婉萍女士於新聞發布會上回顧局方在2012年上半年的工作，並簡介下半年的工作重點。

EAA Chairman Ms Vivien Chan (left) and Acting Chief Executive Officer Ms Ruby Hon review the EAA's work in the first half of 2012 and introduce its initiatives for the second half at the press conference.

## EAA reviews its work in the first half of 2012 and plans ahead

The Estate Agents Authority (EAA) held a press briefing on 31 July 2012 in which EAA Chairman Ms Vivien Chan and Acting Chief Executive Officer Ms Ruby Hon reviewed the EAA's work in the first half of the year and introduced its work for the second half.

According to Ms Vivien Chan, in order to encourage estate agents to provide accurate and clear property

information, the EAA issued in May a new practice circular. The circular requires estate agents to provide the saleable area information of a second-hand residential property when providing floor area information to their clients starting from 1 January 2013. The saleable area information must be obtained either from the Rating and Valuation Department or the agreement for sale and purchase of the first assignment of the property.



To assist the trade in meeting the requirements in the circular, the EAA has been conducting educational visits to estate agency shops and holding CPD seminars and focus group meetings with frontline estate agents to educate them. In addition, the EAA has published a set of relevant “Questions and Answers” available to the trade and public on its designated webpage. Ms Vivien Chan also pointed out that the EAA was reviewing the “Residential Properties (First-hand Sales) Ordinance” in detail and may issue a new practice circular to assist the trade in complying with the law if necessary.

Ms Ruby Hon said that the EAA will celebrate its 15<sup>th</sup> Anniversary in November this year. The EAA will launch a series of consumer education initiatives to promote the points to note on property transactions and saleable area. The initiatives include publishing a new consumer education booklet, organising roving exhibitions in various districts and launching related TV and radio advertisements.

Ms Vivien Chan also reviewed the EAA’s regular work in the first half of the year. Despite a significant 40% year-on-year drop in the number of qualifying examination candidates in the first half of 2012, the number of licences remained at a high level. The number of complaint cases received, on the other hand, showed a slight decrease over that of the first half of 2011.

Moreover, earlier this year, the EAA noticed that some licensees were suspected to have published non-compliant advertisements for some Hong Kong first-hand residential properties on a Mainland website. The EAA had opened files to look into the cases. Ms Vivien Chan reiterated that the EAA would monitor all advertisements promoting Hong Kong properties published by licensees and follow up any non-compliant cases, regardless of the geographical location of the website service providers. The EAA would also liaise closely with the website service providers to ensure the compliance of online property advertisements.

In addition, the EAA and the Independent Commission Against Corruption jointly published a *Best Practice Checklist* in March this year as part of the Integrity Management Programme launched earlier. The *Checklist* is aimed at encouraging the trade to provide quality professional services. Related seminars have been held with a total attendance of over 400. In the latter half of 2012, the EAA will launch a series of initiatives to enhance the CPD Scheme in order to encourage practitioners to keep up to date.

