

## 有關提供二手住宅物業面積的執業通告經已生效

有關地產代理在處理二手住宅物業交易時採用實用面積的執業通告，已於2013年1月1日正式實施。該通告要求持牌人就推銷二手住宅物業發出廣告宣傳及向客戶提供物業樓面面積的資料時，必須從差餉物業估價署或物業首次轉讓的買賣協議取得實用面積，並向客戶提供相關的資料。

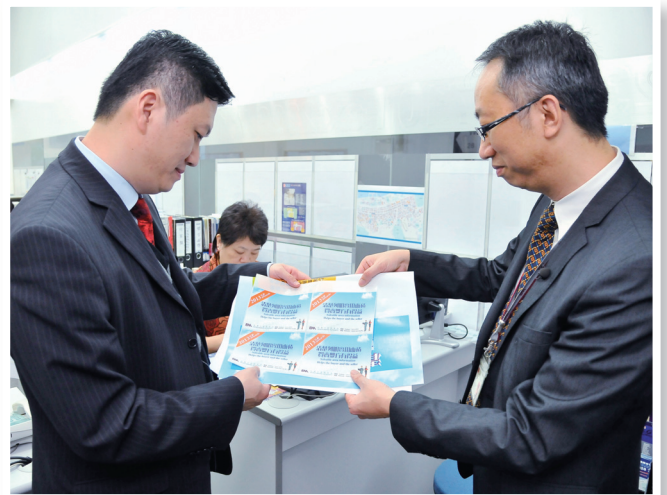
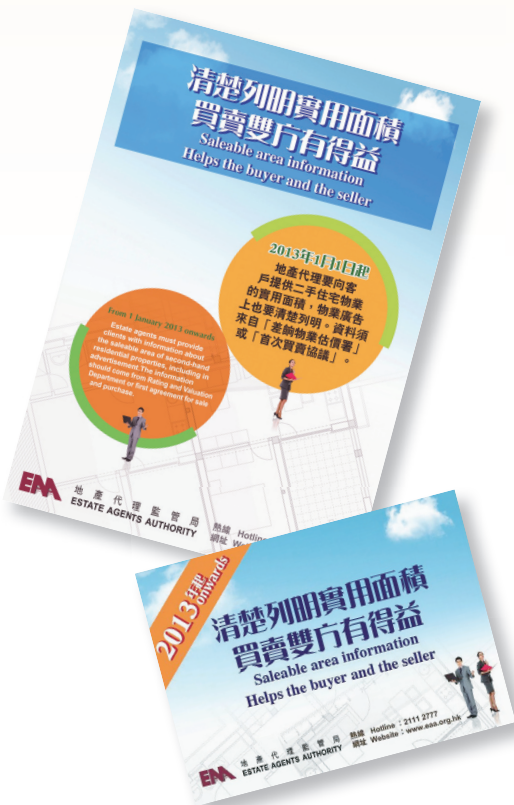
倘若物業的實用面積未能從上述的訂明來源中取得，持牌人可以提供物業的建築面積或其他樓面面積資料。通告容許持牌人在提供實用面積的同時，也可提供建築面積，但在廣告中表述實用面積的字體不可比表述建築面積的字體小。

持牌人須注意，執業通告規管的範圍不止限於店鋪的櫥窗廣告和派發的宣傳單張，還包括網上及報章上的廣告，以至口頭向客戶介紹物業等。執業通告正式實施後，監管局在巡查時如發現懷疑違規的個案或收到投訴時會秉公處理。

為了加深持牌人對執業通告的了解，監管局在網站上加設了相關的專頁。監管局並將有關通告的疑問集成一套「問與答」，持牌人可登入以下網址瀏覽：  
[www.eaa.org.hk/url/saleablearea.htm](http://www.eaa.org.hk/url/saleablearea.htm)

監管局會繼續舉辦持續進修講座，及通過巡查地產代理商舖，協助業界了解通告的內容，以達致通告的要求。同時，監管局會繼續加強向公眾宣傳實用面積的概念，除印製海報及貼紙供持牌人於店舖內張貼，亦已透過電視短片和展覽等途徑，協助消費者熟習實用面積的概念。

實用面積有統一定義，不但提高物業交易的透明度，更提供了一個客觀的基礎，令消費者可就不同物業的樓面面積作出比較。因此，於二手住宅物業銷售中統一採用實用面積，對香港物業市場的發展可謂是一個里程碑，就連海外組織亦表示關注。國際地產代理規管機構協會ARELLO (The Association of Real Estate License Law Officials)於2012年11月的會員通訊中曾對此作出報導，簡介執業通告的要求。有關的報導刊載於以下網址(僅有英文版本)：  
[www.arello.org/assets/library/November\\_Boundaries.pdf](http://www.arello.org/assets/library/November_Boundaries.pdf)



透過教育性巡查，監管局向持牌人講解執業通告的要求，並派發海報及貼紙供持牌人於店舖內張貼。

Through educational visits, EAA explains to licensees the requirements set out in the practice circular. Posters and stickers are also distributed for posting in shops.

供持牌人張貼於店舖內的海報及貼紙

Poster and sticker for posting in estate agency shops



有關實用面積的電視短片(可於監管局網站重溫：消費者專區>短片)

TV Announcement in Public Interest on saleable area (available at EAA website: Consumer Corner > Videos)

## Practice circular on provision of floor area information for second-hand residential properties now in force

The practice circular on provision of saleable area information for second-hand residential properties came into operation on 1 January 2013. The practice circular requires estate agents to provide information on the saleable area of a second-hand residential property to their clients in advertisements and in provision of the floor area information of the property. The saleable area of the property should be obtained from either one of the prescribed sources: the Rating and Valuation Department or the agreement for sale and purchase of the first assignment of the property.

If the saleable area of the property cannot be obtained from the prescribed sources, licensees may provide the

gross floor area or other floor area information of the property. The circular allows estate agents to provide information on both the saleable area and the gross floor area of a property. However, the font size regarding the saleable area used in advertisements shall be no smaller than that of the gross floor area of the property.

Licensees should note that the practice circular covers not only the advertisements in shop windows and promotional leaflets, but also online and newspaper advertisements and verbal presentations to clients. Upon implementation of the practice circular, the EAA will handle all complaints received and/or suspected non-compliant cases found during compliance inspections impartially.



To enhance licensees' understanding of the practice circular, the EAA has launched a webpage containing related information. A set of relevant "questions and answers" was also compiled at: [www.eaa.org.hk/url/saleablearea.htm](http://www.eaa.org.hk/url/saleablearea.htm)

The EAA will continue to help the trade to understand and comply with the requirements set out in the circular through organising CPD seminars and educational visits at estate agency shops. At the same time the EAA will continue to step up the promotion of the concept of saleable area to the public. In addition to providing posters and stickers for licensees' posting in shops, the EAA also helps consumers to familiarise themselves with the concept through an Announcement in Public Interest aired on TV and roving exhibitions.

With a standardised definition, saleable area does not only help to raise the transparency of property transactions, it also provides an objective basis for consumers to compare the floor area of different properties. Adopting saleable area in the sale of second-hand residential properties is therefore a milestone in the development of the Hong Kong real estate market which attracts overseas attention. The Association of Real Estate License Law Officials (ARELLO), an international association of estate agency trade regulatory bodies, reported the initiative in its November 2012 newsletter and briefly introduced the requirements set out in the practice circular. Licensees may view the article at the website: [www.arello.org/assets/library/November\\_Boundaries.pdf](http://www.arello.org/assets/library/November_Boundaries.pdf)



地產代理就推銷二手住宅物業發出的廣告宣傳如載有樓面面積資料，則必須提供實用面積。

If floor area information is provided in an advertisement promoting a second-hand residential property, information on saleable area must be provided.

監管局於商場舉行巡迴展覽推廣消費者資訊，協助公眾適應採用實用面積。

Roving exhibitions held at shopping arcades to help the public to familiarise themselves with the concept of saleable area.

