

有關「簽署地產代理協議」的電視短片經已推出

《地產代理條例》訂明，地產代理從業員獲客人委託買賣或租賃住宅物業時，必須與客人簽署地產代理協議。監管局亦十分鼓勵消費者在委託地產代理時，與代理簽署地產代理協議，清楚列明主要的委託條款。因為，地產代理協議除了訂明地產代理的基本責任外，還可以確立及釐清客戶與代理雙方的權責、協議有效期、地產代理對交易有否利益衝突等主要條款。既能提高交易的透明度，亦可保障客戶與代理雙方的權益。

有見及此，監管局特別製作了一段關於「簽署地產代理協議」的電視短片。短片由2013年2月15日起，在各主要電視頻道上播放。另設有廣東話、英文及普通話的旁白版本在電台廣播。持牌人可到監管局網站內的「消費者專區」>「短片」或於<http://youtu.be/y6vX8QsDveY>瀏覽短片。

監管局期望透過短片，提醒消費者在委託地產代理從業員進行住宅物業買賣或租賃時，謹記與從業員簽訂地產代理協議，以保障雙方權益。

同時，監管局亦印製了相關的海報及貼紙，供地產代理商舖張貼於店內，讓地產代理從業員和公眾都能夠清晰知道有關資訊。

另外，新一輪的消費者資訊推廣巡迴展覽於今年3月底開始，展覽分別在港鐵香港站、荃灣站及九龍塘站舉行，設有展板簡介監管局的主要職能和工作，藉着一些違規個案的分析，提醒物業消費者在委託地產代理及進行物業交易時，應注意的部分事項；並簡介有關實用面積執業通告的要求。

監管局同時於展覽場內放置《置業須知》、《訂立租約須知》及最新編印的《精明物業交易錦囊》供市民取閱。

上文提到的《精明物業交易錦囊》是監管局最新編印的消費者小冊子。這本刊物由十個模擬置業個案結集而成，藉着這些短篇個案，分析地產代理的責任及角色，以及置業人士應注意的事項。

個案所涵蓋的題材廣泛，包括有關實用面積的最新執業指引、土地查冊的重要性、查證物業是否「凶宅」的途徑、物業僱建所帶來的問題、按揭估價等。

置業涉及大量金錢，又牽涉繁複的法律條文，因此，監管局期望透過這本小冊子，加深消費者對物業交易和委託地產代理的認識，減少發生爭拗的機會。



有關「簽署地產代理協議」的電視短片(可於監管局網站重溫：消費者專區>短片)
TV API on "Signing Estate Agency Agreement" (available at EAA website: Consumer Corner > Videos)

TV Announcement in Public Interest on “Signing Estate Agency Agreement” has been launched

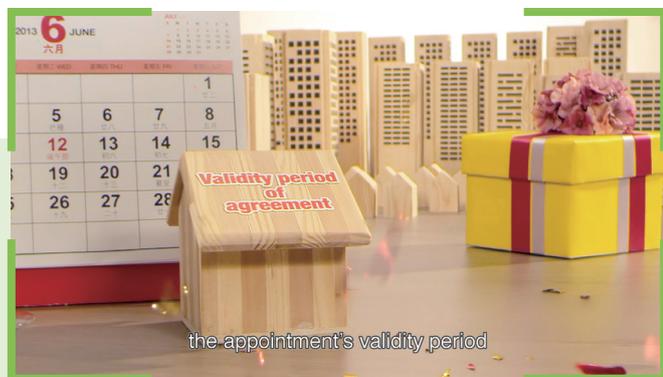
Under the Estate Agents Ordinance, estate agents are required to sign an estate agency agreement with their clients when being appointed to buy, sell or lease a residential property. The EAA also encourages consumers to sign the agreement with the estate agent and state clearly the key terms of the appointment. The agreement sets out the basic responsibilities of the estate agent, clarifies the rights and duties of the estate agent and their clients, the validity period of the agreement, and the estate agent’s potential conflicts of interest etc. It will enhance the transparency of the transaction and better protect the interests of both parties.

Therefore, the EAA has produced a TV Announcement in Public Interest (API) on “Signing Estate Agency Agreement” which has been aired on various major television channels since 15 February 2013. Narrative versions in Cantonese, English and Putonghua are also being broadcast on radio stations. Licensees can view the API at the “Consumer Corner” > “Videos” of the EAA’s website or at <http://youtu.be/qgS99C1RfYU> (with English subtitles).

Through this API, the EAA is reminding consumers to sign an estate agency agreement with estate agents when appointing them to buy, sell or lease a residential property. Hence, the rights and interests of both parties will be better protected.

At the same time, the EAA has also produced relevant posters and stickers for licensees’ posting in shops, so that the trade and consumers will be aware of this information.

In addition, a new round of roving exhibitions would be launched in March to April this year. The exhibitions would be held at the Hong Kong Station, Tsuen Wan Station and Kowloon Tong Station of the MTR network respectively. There would be display panels introducing the key functions and work of the EAA, highlighting the points to note for consumers in appointing estate agents and during property transactions, through analyses of some non-compliant cases. The requirements of the practice circular on saleable area would also be covered in the exhibitions.



Pamphlets titled “Guide to Purchasing Properties”, “Notes on Signing a Tenancy Agreement”, and the newly published consumer booklet, “Smart Property Transaction Tips”, would also be available at the exhibitions.

“Smart Property Transaction Tips” is the latest consumer booklet published by the EAA. This booklet consists of ten simulated scenarios in property transactions. Through these short cases, the EAA explains to consumers the role and responsibilities of estate agents and the points to note in property transactions.

The cases cover a wide range of topics, including the latest practice circular on saleable area; the importance of land search; ways to verify whether a property is “haunted”; the risks associated with unauthorised building works; and information on valuation and mortgages and so forth.

Home buying involves a large sum of money with complicated legal issues. Therefore, the EAA wishes to enhance consumers’ understanding of property transactions and the appointment of estate agents through the consumer booklet; thus reducing the chance of any disputes.



供地產代理商舖張貼於店內的海報及貼紙
Poster and sticker for posting in estate agency shops

監管局最新編印的消費者小冊子
Newly published consumer booklet