



剖析地產代理 專業化發展路向 專業論壇

為了推動地產代理業專業化，地產代理監管局(監管局)於2013年6月19日舉辦題為「剖析地產代理專業化發展路向」的專業論壇，探討地產代理專業發展的路向和機遇。

繼去年於十五周年慶典首次舉辦專業論壇，得到業界的正面回應後，監管局這次再舉辦專業論壇，延續有關地產代理專業化的討論。論壇的講者包括監管局行政總裁伍華強先生、長遠房屋策略督導委員會委員蔡涯棉先生，及香港財務策劃師學會主席趙小寶先生。逾200名地產代理業界人士、公眾人士及與地產代理專業化有關的持分者出席論壇，就有關議題交流意見。

監管局主席陳韻雲女士致歡迎辭為論壇揭開序幕。陳韻雲主席認為業界要達至專業化要具備「三心」：決心、耐心、恒心。從業員需要下定決心方能在行業中起步，並以耐心建立專業水平，再以恒心維持高水準。她期望論壇幫助從業員進一步體現這三個心。

在論壇上，伍華強先生首先藉着對其他專業行業的觀察，分析專業化的定義和元素，鼓勵地產代理業界共同構建專業信念和文化。蔡涯棉先生則從地產

代理業界的角度，探討專業化帶來的挑戰和和機遇，闡述地產代理專業化的路向。趙小寶先生則分享財務策劃師的專業發展歷程，專業化帶來的裨益，為地產代理的專業化發展提供參考。

三位講者接着參與由香港理工大學建築及房地產學系教授許智文教授主持的論壇討論環節，進一步討論地產代理專業化議題及回答台下參加者的提問，交流意見。

論壇的整個過程錄影已上載至監管局網站，當日未能親身參與的持牌人可透過以下網頁重溫論壇的錄影：[持續專業進修計劃](#) > [持續專業進修活動精選影片重溫](#)

監管局主席陳韻雲女士在專業論壇上致歡迎辭。
EAA Chairman Ms Vivien Chan delivers the welcome address at the professional forum.





Professional forum on the professionalism of estate agents

To promote the professionalism of the estate agency trade, the Estate Agents Authority (EAA) organised a professional forum on 19 June 2013 to explore the direction of and opportunities brought by the professional development of estate agents.

Following the first professional forum held at the 15th Anniversary Ceremony, which generated positive feedback from the trade, the EAA held this forum to continue the discussion on the professionalism of estate agents. Speakers of the forum included Mr Augustine Ng, Chief Executive Officer of the EAA; Mr Michael Choi, Member of the Long Term Housing Strategy Steering Committee; and Mr Steve Chiu, Chairman of the Institute of Financial Planners of Hong Kong. Over 200 participants from the estate agency trade, members of the public and stakeholders involved in the development of the trade's professionalism attended the forum and exchanged views on the subject.

EAA Chairman Ms Vivien Chan delivered a welcome speech at the opening of the forum. She suggested that

determination, patience and persistence were crucial to achieve professionalism. It takes a practitioner's determination to get started in the industry, patience to build up his professional standard and persistence to maintain a high standard. She expected the forum would help the practitioners to understand better the virtues.

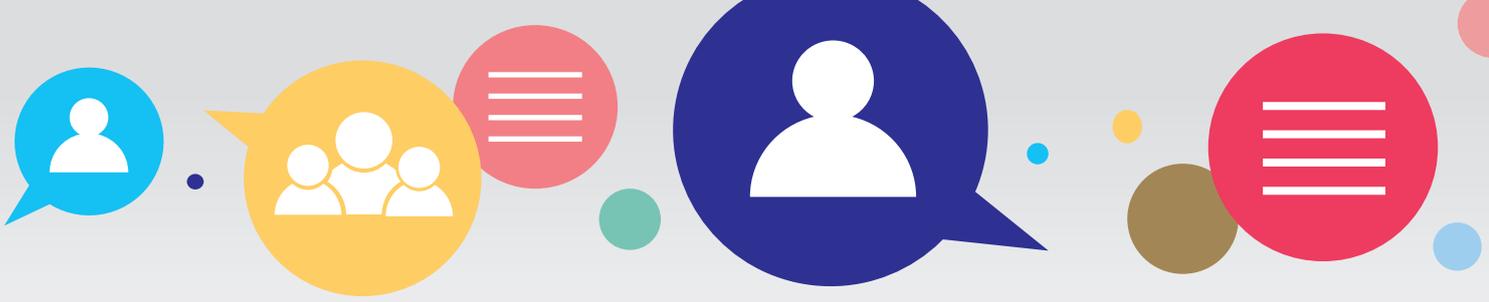
At the forum, Mr Augustine Ng explored the definition and elements of professionalism through reference to other professions. He also discussed the importance of cultivating common values and culture in the path to professionalism. Mr Michael Choi, from the perspective of a practitioner, analysed the challenges and opportunities brought by professional development and suggested ways to achieve professionalism. Mr Steve Chiu shared the experiences of professional development of financial planners and the benefits resulting from the development, providing reference for the professional development of estate agents.



陳韻雲主席與講者及主持合照。(左起)許智文教授、陳韻雲主席、伍華強先生、蔡涯棉先生及趙小寶先生。
Ms Vivien Chan with the speakers and moderator of the professional forum. (From left) Professor Eddie Hui, Ms Vivien Chan, Mr Augustine Ng, Mr Michael Choi and Mr Steve Chiu.

講者與主持於討論環節進一步討論地產代理專業化議題。
The speakers and moderator further explore the professionalism of estate agents during the panel discussion session.





The three speakers then participated in a panel discussion session, which was moderated by Professor Eddie Hui, Professor of the Department of Building and Real Estate of The Hong Kong Polytechnic University. During the session, the speakers further explored the professionalism of estate agents. They also answered questions from the floor and exchanged views with the participants.

The forum has been videotaped and uploaded to the EAA website. Those who missed the forum may view the video at: CPD Scheme > CPD Seminars' Highlights (Note: the forum was conducted in Cantonese and therefore the video is in Chinese only. Please switch to the Chinese version of the web page by clicking the language selection button on the top of the page to view the video.)

論壇得到業界及公眾人士的支持，座無虛席。
The forum was supported by members of the trade and public with a full house attendance.



監管局成員及業界代表亦有出席論壇，一起探討地產代理專業化這議題。
Members of the EAA and representatives of the trade also attend the forum to discuss the professionalism of estate agents.



監管局回顧2013上半年工作及簡介下半年工作重點

監管局於2013年7月31日舉行新聞發布會，由主席陳韻雲女士及行政總裁伍華強先生回顧監管局在2013年上半年的工作，及簡介2013年下半年的工作重點。

在發布會上，陳韻雲主席回顧了兩份執業通告的執行情況。首先，在有關提供二手住宅物業實用面積的執業通告於2013年1月1日生效之後，絕大部份的投訴及違規個案都是在執業通告生效初期發現，業界大致遵從了有關執業通告的要求。其次，規管一手住宅物業推廣活動及提供物業資料的操守的執業通告於2013年4月29日生效以來，監管局只發現1宗涉嫌違規個案，另接獲2宗相關投訴。

陳韻雲主席表示，資格考試考生人數在上半年輕微減少，近月的牌照數字也有下跌，而上半年的投訴數字則比去年同期輕微增加。陳主席又強調，監管

局是財政自給的機構，牌費為本局的主要收入來源，而牌費水平不應與變化的市況掛鈎，因此，監管局並無計劃減免牌費，目前亦無計劃增加牌費。

展望2013年下半年，監管局會繼續加強與業界溝通聯繫，並密切監察市況及牌照數目的走勢，秉持審慎理財的原則運作，亦會向業界發出執業通告及提醒函件。

監管局行政總裁伍華強先生表示，監管局將研究推出更多電子化服務予持牌人，包括網上續牌、網上報讀持續專業進修計劃課程及其他服務。就此，監管局董事局早前已通過內部資訊系統計劃的更新工程，以進一步提升效率、優化工作流程及支援電子化服務。此外，監管局會繼續推動消費者教育，包括出版消費者小冊子及製作消費者教育短片。

The EAA reviews its work in the first half of 2013 and plans for the second half

The EAA held a press conference on 31 July 2013, in which Chairman, Ms Vivien Chan, and Chief Executive Officer, Mr Augustine Ng, reviewed the EAA's work in the first half of 2013 and introduced its initiatives for the second half.

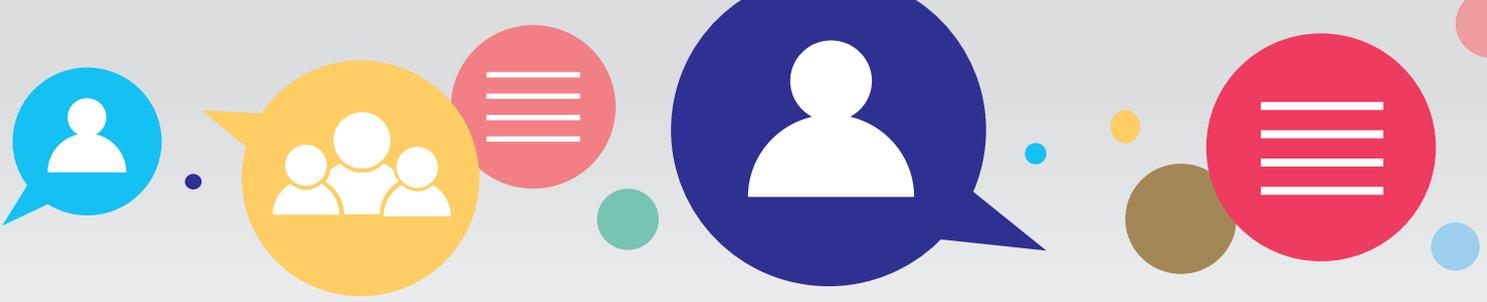
At the press conference, Ms Vivien Chan reviewed the results of the implementation of two Practice Circulars. Regarding the Practice Circular on saleable area of second-hand residential properties, which came into effect on 1 January 2013, it was noted that most of the complaints and non-compliant cases were found in the early stage after the Circular became effective. Overall, the majority of the trade has complied with the requirements of this Circular. Regarding the Practice Circular on the conduct of promotional activities and provision of property information for the first sale of residential properties, it was noted that since it came into effect on 29 April 2013, only one non-compliant case had been found, and only two complaint cases had been received.

Ms Vivien Chan pointed out a slight drop in the number of candidates sitting for the qualifying examinations during the period and a drop in the number of licences in recent months. The number of complaint cases

received, on the other hand, showed a slight increase over that of the first half of 2012. Ms Chan also emphasised that the EAA is a self-financing body and licence fees are its main source of income, which should not be linked to the changing market conditions. Hence, the EAA has no plan to reduce licence fees and also no current plan to increase licence fees either.

In the second half of 2013, the EAA will continue to enhance its communications with the trade. The EAA will closely monitor the market situation and the trend of licensee numbers, and will observe the principle of prudent spending. It will also issue Practice Circulars and reminders to the trade.

According to Mr Augustine Ng, the EAA will study the provision of more electronic services for licensees, including online applications for renewal of licences, online enrolment for CPD activities and other applications. In this connection, the EAA Board had earlier endorsed the project of upgrading the EAA's internal IT system to enhance efficiency, optimise workflow and support e-Services. In addition, the EAA will also continue its effort in consumer education, including publishing a new consumer education booklet and producing consumer education videos.



監管局主席陳韻雲女士(左)和行政總裁伍華強先生於新聞發布會上回顧局方在2013年上半年的工作，簡介下半年的工作重點，並介紹剛出版的小冊子《操守守則實例》。

EAA Chairman, Ms Vivien Chan (left), and Chief Executive Officer, Mr Augustine Ng, review the EAA's work in the first half of 2013 and introduce its initiatives for the second half at the press conference. The newly published booklet "Illustrations to Code of Ethics" is also introduced.

《操守守則實例》

陳韻雲主席於發布會上，宣布監管局新出版一本名為《操守守則實例》的小冊子。該小冊子以案例闡釋《操守守則》的內容，藉以加深持牌人對《操守守則》的認識。監管局希望，該小冊子有助業界進一步提升服務水平及操守。

《操守守則實例》已上載至監管局網站供業界閱覽，業界也可於監管局辦事處索取小冊子的印刷本，數量有限先到先得。監管局稍後會舉辦相關的持續專業進修計劃課程，敬請留意網站上的公布。

Illustrations to Code of Ethics

At the press conference, Ms Vivien Chan also promulgated a new booklet titled "Illustrations to Code of Ethics". The booklet was published with the aim of enhancing licensees' understanding of the Code of Ethics. It enables licensees to get a better grasp of the requirements of the Code of Ethics through real-life examples. The EAA hopes the publication of the booklet can help raise the standard of services and conduct of the trade further.

The online version of the "Illustrations to Code of Ethics" is available at the EAA's website. The booklet is also available for collection at the EAA's office on a first-come-first-served basis. Relevant CPD seminars will be organised in due course. Please stay tuned in for announcements on the EAA's website.



紀律研訊個案一 未有向買家披露大廈的業主立案法團涉及法律訴訟

倘若物業涉及法律訴訟，物業的價值可能會受影響。因此，倘若從業員知悉物業涉及法律訴訟，應向客戶披露相關事實以保障客戶利益。否則，從業員有可能被紀律處分。

在一宗涉及工業大廈兩個單位的交易中，一名從業員為買賣雙方行事。該名從業員在安排買家參觀單位並為買賣雙方商議價錢後，安排雙方簽訂臨時買賣合約(臨約)。

然而，在交易完成前，買家透過其律師得悉兩個單位所在的工業大廈的業主立案法團涉及法律訴訟，遂決定終止交易，並向監管局投訴該名從業員。

監管局在調查中發現，該名從業員在安排買家參觀物業及簽署臨約之前，已得悉有關法律訴訟，但她既沒有向買家披露此事，也沒有在臨約中述明有關訴訟的事宜。

監管局紀律委員會認為，該從業員沒有告知其客戶有關法律訴訟及建議他就此事宜諮詢法律意見，未有遵守《操守守則》第3.4.1段，即：地產代理和營業員應保障和促進客戶的利益、按照地產代理協議執行客戶的指示，並對交易各方公平公正。因此，委員會決定暫時吊銷該從業員的牌照12天，並在牌照上附加條件，要求該從業員在兩年內取得持續專業進修計劃下24個核心科目的學分。

Disciplinary Inquiry case – Failing to disclose to the purchaser the legal proceedings involving the incorporated owners of the building

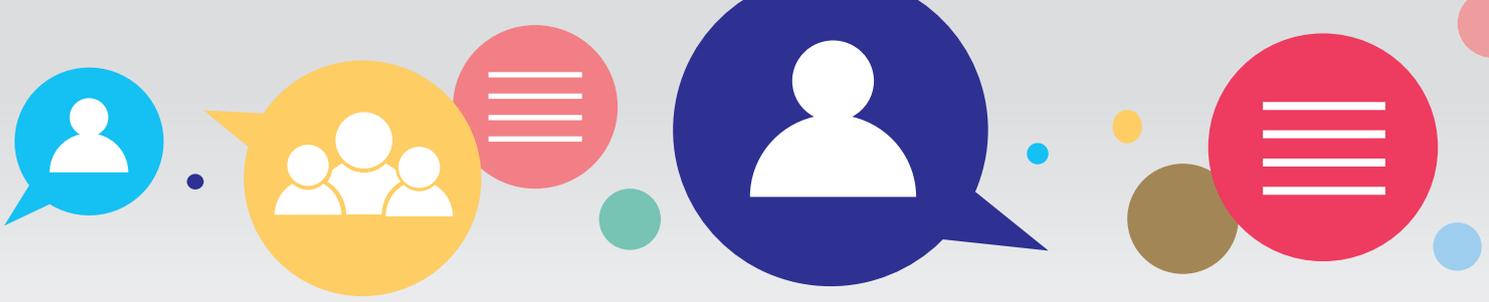
A property's price may be affected if it is involved in legal proceedings. If practitioners know that the property is involved in legal proceedings, they should disclose such relevant facts to their clients so as to protect their clients' interests. Otherwise, they may be subject to disciplinary actions by the EAA.

In a transaction of two properties in an industrial building, a practitioner acted for both the purchaser and vendor. After arranging for the purchaser to inspect the properties and negotiating a price between both sides, the practitioner arranged for both sides to sign preliminary agreements for sale and purchase (PASP) in respect of the properties.

Before the completion of the transactions, the purchaser learnt from his lawyer that there were legal proceedings involving the incorporated owners of the industrial building of which the properties formed part. The purchaser decided to cancel the transactions and then lodged a complaint against the practitioner with the EAA.

During the investigation, the EAA discovered that the practitioner had knowledge about the legal proceedings before the inspection of the properties and the signing of the PASP. However, she did not disclose that fact to the purchaser, nor did she state such relevant facts in the PASP.

According to the EAA Disciplinary Committee, the practitioner did not inform her client of the legal proceedings and advise him to seek legal advice on the risk thereof. In this regard, the practitioner failed to comply with paragraph 3.4.1 of the *Code of Ethics*, which states that estate agents and salespersons should protect and promote the interests of their clients, carry out the instructions of their clients in accordance with the estate agency agreement and act in an impartial and just manner to all parties involved in the transaction. The Disciplinary Committee decided to suspend the practitioner's licence for 12 days. A condition was also attached to the licence, requiring the practitioner to acquire 24 points in core subjects of the CPD Scheme in two years.



紀律研訊個案一 對準買家使用粗鄙及具侮辱性的措辭

從業員在執業時應注意言行，倘若在與客人溝通時使用粗言穢語，非但不尊重客人，更會損害行業的公眾形象，並有可能被監管局紀律處分。

一名準買家在網站上看中一個物業廣告後，以電郵聯絡刊登該廣告的從業員，查詢有關物業資料並索取物業的照片。該從業員以電郵回覆並向準買家傳送了數張照片，但準買家希望從業員提供更多照片，始決定是否視察物業。從業員不但沒有依照準買家的要求回覆，並在電郵中使用了粗鄙及具侮辱性的措辭。準買家其後就該從業員的操守向監管局投訴。

監管局紀律委員會就個案進行紀律研訊。研訊中，該從業員承認曾對準買家使用粗鄙及具侮辱性的言辭，但不認為做法有問題，更反過來諉過於準買家，認為其要求無理及對他的專業侮辱。

委員會認為，該從業員沒有避免做出可能令地產代理行業信譽及／或名聲受損的行為，未有遵守《操守守則》第3.7.2段的要求。考慮到該從業員對自己的違規行為毫無悔意，不明白自己的過失何在，紀律委員會決定譴責該名從業員及暫時吊銷其牌照一個月，並在其牌照上附加條件，要求他在12個月內取得持續專業進修計劃下核心科目的12個學分，其中一個科目必須是監管局舉辦，有關《操守守則》、執業通告及相關案例的核心科目。

Disciplinary inquiry case – Using insulting and vulgar words in communication with a prospective purchaser

Practitioners' behaviour must be exemplary when on duty. Hence, using insulting and vulgar words when communicating with clients is not only disrespectful but also adversely affects the trade's public image. Such behaviour may be subject to disciplinary action by the EAA.

A prospective purchaser saw a property advertised by a practitioner on a website. He emailed the practitioner to ask for details and photos of the property. Although the practitioner provided a few photos in his reply, the prospective purchaser asked to see more before deciding whether to inspect the property. The practitioner in his next reply failed to comply with the request and wrote some insulting and vulgar words. The prospective purchaser lodged a complaint with the EAA regarding the practitioner's conduct.

The EAA Disciplinary Committee conducted an inquiry into the case. During the inquiry, the practitioner

admitted that he had used insulting and vulgar language in his communications with the prospective purchaser. However, he did not think that it was wrong and believed that the prospective purchaser's requests were unreasonable and an insult to his professionalism.

The Committee was of the view that the practitioner had failed to comply with paragraph 3.7.2 of the *Code of Ethics*, in that he did not avoid practice which may bring discredit and/or disrepute to the estate agency trade. Taking into consideration that the practitioner showed no remorse and did not understand his wrongdoing, the Disciplinary Committee decided to reprimand him and suspend his licence for one month. A condition was also attached to his licence, requiring him to obtain 12 points from the core subjects under the CPD Scheme within 12 months, and one of the subjects must be the core subject relating to *Code of Ethics*, practice circulars and case studies offered by the EAA.



有關保障個人資料的執業通告

鑑於《2012年個人資料(私隱)(修訂)條例》(下稱「該條例」)已經實施，監管局更新了一份相關的執業通告(編號13-05(CR))，通告已於2013年7月15日生效。

該條例加強了對個人資料私隱的保障，當中包括引入了一套針對直接促銷的新規管機制。執業通告載列了持牌人在使用個人資料作直接促銷時須注意的事項，提醒持牌人在使用客戶的個人資料前，必須採取指明行動並向客戶取得所需的同意。例如，持牌人必須提供若干訂明資訊及回應途徑，讓客戶表達他們選擇同意或表示「不反對」其個人資料被用作直接促銷。

通告同時提醒持牌人，不可在未得所屬的地產代理公司同意的情況下，披露從該公司獲得的客戶個人資料。持牌人如未能遵從上述指引，可能違反該條例及會被監管局紀律處分。

相關的「私隱政策聲明」和「收集個人資料聲明」範例已經更新，並已上載到監管局網頁供持牌人參考。另外，監管局準備了一套「問與答」以幫助業界了解執業通告及該條例的有關要求。持牌人可於監管局的網頁閱覽新通告及相關資訊：[規管 > 執業通告](#)

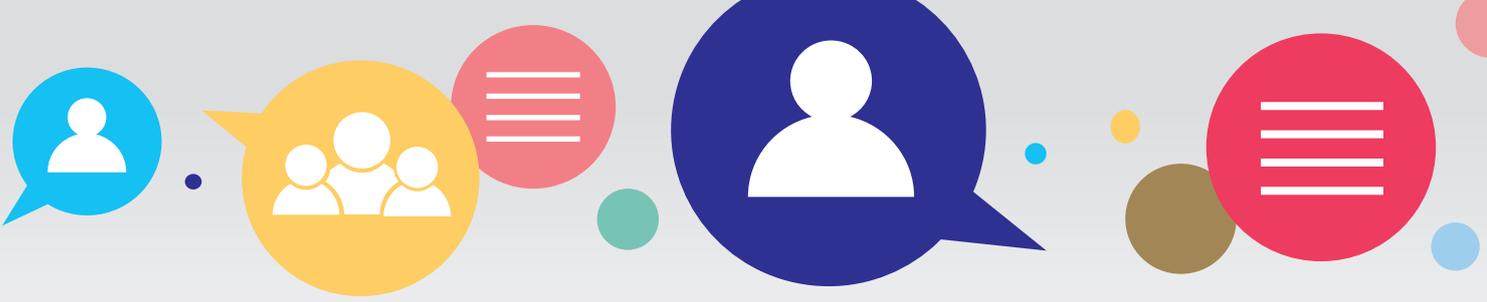
New Practice Circular on the protection of personal data

In view of the implementation of the Personal Data (Privacy) (Amendment) Ordinance 2012 (“the Ordinance”), the EAA has updated a relevant Practice Circular (No.13-05(CR)) on the subject, which has already taken effect on 15 July 2013.

The Ordinance enhanced the protection of privacy rights in relation to personal data and introduced, among other changes, a new regulatory regime on direct marketing. The Practice Circular sets out matters which licensees must pay attention to when using personal data for the purpose of direct marketing and they must take specified actions and obtain the necessary consent from their clients before using their personal data. For example, they must provide certain prescribed information and a response channel for their clients to communicate their consent or indication of “no objection” to the intended use of their personal data in direct marketing.

The Circular also reminds licensees that they should not disclose any personal data of their clients obtained from their estate agency company without the company’s consent. If a licensee fails to comply with the above requirements, he may commit an offence under the Ordinance and may also be subject to disciplinary action by the EAA.

Samples of the “Privacy Policy Statement” and “Personal Information Collection Statement” have already been updated and uploaded to the EAA’s website for licensees’ reference. In addition, the EAA also prepared a set of “Questions and Answers” to enhance the trade’s understanding of the Practice Circular and relevant requirements of the Ordinance. Licensees may read the new Circular and the relevant resources at the EAA’s website: [Compliance > Practice Circulars](#)



從業員應留意有關地產市場的法律和政府規定

作為一個專業地產代理，從業員應熟悉監管局不時發布的指引，並且掌握一切有關的法律、政府規例，以及地產市場的重要事實和發展。因此，監管局早前已發出信函提醒各從業員留意以下事項：

(一) 發放一手住宅物業銷售資料

近日有傳媒報道，有持牌人在發放有關一手住宅物業銷售的資料時，涉嫌作出違規行為。例如，有持牌人涉嫌在某住宅物業發展項目的一手住宅物業的價單尚未公布之前便向外發放「意向呎價」，亦有持牌人涉嫌向外發布一手住宅物業的建築面積。

監管局對事件非常關注，並提醒持牌人，在銷售及推廣一手住宅物業時，必須符合相關的執業通告（編號13-04(CR)）及《一手住宅物業銷售條例》的規定。

(二) 有關第二市場計劃的文件修訂

由香港房屋委員會（房委會）負責的居者有其屋、私人參建居屋及租者置其屋計劃的第二市場計劃及由香港房屋協會（房協）負責的住宅發售計劃的第二市場計劃，均有文件上的修訂。持牌人在處理以上計劃的物業時，請注意有關文件上的修訂。

持牌人請留意，適用於以上計劃的訂明臨時買賣合約（訂明臨約），最後一部分均要求地產代理填寫其地產代理（個人）牌照號碼。房委會及房協已澄清無意硬性規定只許持有地產代理（個人）牌照的人士才可簽署訂明臨約的最後一部分。因此，營業員牌照的持有人在處理上述計劃的交易時可刪去相關部分，改為填寫營業員牌照號碼後再簽署。

(三) 參與「集體投資計劃」

最近有持牌人參與香港及海外的學生宿舍及酒店房間等物業銷售的推廣活動。持牌人應留意，銷售這類財產可能構成屬於《證券及期貨條例》所管限的「集體投資計劃」。參與推廣「集體投資計劃」活動的人士，有機會被視為經營受規管活動的業務，因而需要向證券及期貨事務監察委員會領取牌照，否則可能觸犯《證券及期貨條例》第114條。

有關以上事宜的更多詳情，持牌人可參閱監管局早前發出的相關函件。函件已上載到監管局網頁：持牌人 > 致持牌人函件

Licensees should be aware of the relevant laws and regulations in the real estate market

As a professional estate agent, practitioners should be conversant with the guidelines issued by the EAA from time to time and keep themselves abreast of government regulations and essential facts in the market. Hence, the EAA has issued a number of Letters to Licensees to remind them of the following:

(A) Provision of information in the sale of first-hand residential properties

It was recently reported in the media that some licensees had allegedly violated regulations when disseminating information of first-hand residential properties. For example, some licensees allegedly released the “intended unit price” of a first-hand residential property development before the price list was made public; while

some licensees allegedly provided information on the gross floor area of some first-hand residential properties.

The EAA is very concerned about the alleged breaches and would like to remind licensees that they must comply with the relevant Practice Circular (No. 13-04(CR)) and the requirements of the Residential Properties (First-hand Sales) Ordinance in the sale of first-hand residential properties.

(B) Revision of the documentation relating to the Secondary Market Scheme

There have been revisions of the documentation relating to the Secondary Market Scheme of the Home Ownership Scheme, Private Sector Participation Scheme



and Tenants Purchase Scheme administered by the Hong Kong Housing Authority (“HA”) and Secondary Market Scheme of the Flat-for-Sale Scheme administered by the Hong Kong Housing Society (“HS”). Licensees should pay attention to the revisions of the documentation when handling properties under the schemes.

Licensees’ attention is also drawn to the clarification of HA and HS regarding the prescribed Provisional Agreement for Sale and Purchase (“PASP”) for the above schemes. The last part of the prescribed PASP requires an estate agent to fill in the number of Estate Agent’s Licence (Individual). HA and HS clarified they had no intention to allow only the holders of an Estate Agent’s Licence (Individual) to sign the last part of the prescribed PASP. Hence, holders of a salesperson’s licence may amend the related words to “Salesperson’s Licence No.” before signing the prescribed PASP.

(C) Participation in Collective Investment Scheme

Some licensees had recently participated in the promotional activities of properties in relation to the sales of student accommodation and hotel room units, both in Hong Kong and overseas. Licensees should be aware that the sales of these properties may constitute a Collective Investment Scheme (“CIS”), which is governed by the Securities and Futures Ordinance (“SFO”). Any person carrying out activities by promoting CIS may be considered as carrying on a business in a regulated activity which requires a licence from the Securities and Futures Commission, failing which may lead to an offence under section 114 of the SFO.

Licensees may find more information on the above matters in the related Letters to Licensees that the EAA issued earlier. The letters can also be read on the EAA’s website at: Licensees > Letters to Licensees

活動紀要 Events and activities

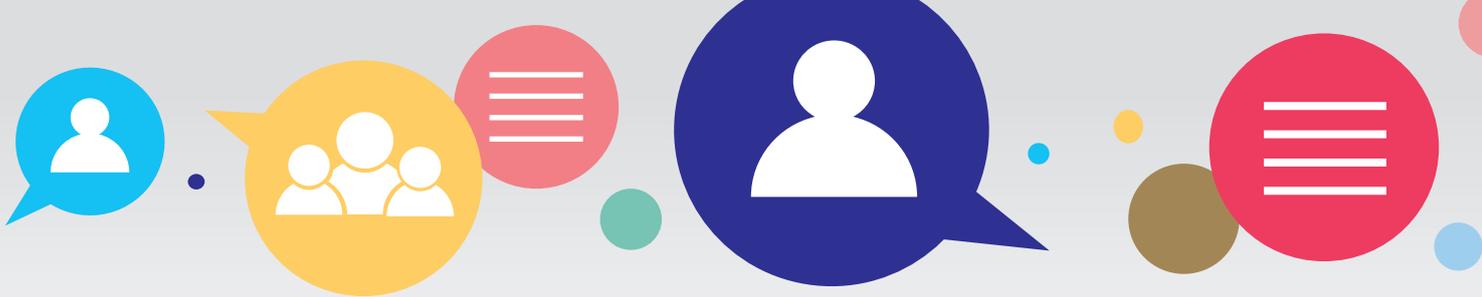
2013年6月26日
監管局舉辦第九次從業員「聚焦小組」，就執業的情況與從業員交流意見。

26 June 2013
The EAA organises the ninth focus group meeting with licensees and exchange views with them on their practice.



2013年7月31日
由法律教育基金有限公司組織的內地與香港法律學生交流團到訪監管局，以了解監管局的規管工作。

31 July 2013
A Mainland and Hong Kong law student delegation organised by the Legal Education Fund visits the EAA to learn more about its regulatory work.



統計數字 Statistics



考試 Examinations

考試及考試日期 Examination and date	參加人數 No. of candidates	合格率 Pass rate
地產代理資格考試 Estate Agents Qualifying Examination		
19/3/2013	1,524	25.0%
3/6/2013	1,169	41.7%
營業員資格考試 Salespersons Qualifying Examination		
26/2/2013	1,141	43.3%
25/4/2013	1,065	38.8%
27/6/2013	948	48.7%



牌照數目 (截至2013年7月31日) Number of licences (as at 31/7/2013)

營業員牌照 Salesperson's Licence:	20,129
地產代理(個人)牌照 Estate Agent's Licence (Individual):	16,760
個人牌照總和 Total no. of individual licences:	36,889
地產代理(公司)牌照 Estate Agent's Licence (Company):	3,010



營業詳情說明書 (截至2013年7月31日) Number of statements of particulars of business (as at 31/7/2013)

合夥經營 Partnerships:	263
獨資經營 Sole proprietorships:	1,627
有限公司 Limited companies:	4,438
總數 Total:	6,328



接獲的投訴 (2013年1月至7月): Number of complaint cases received (January to July 2013)

304



已處理的投訴個案結果* (2013年1月至7月) Results of completed complaint cases* (January to July 2013)

總數 Total
434



- (191) 指稱成立
Substantiated
- (98) 指稱不成立
Unsubstantiated
- (50) 資料不足
Insufficient information to pursue
- (95) 其他 (例如投訴人撤回投訴或因其他原因而終止調查)
Others (include cases withdrawn or curtailed because of some other reasons)

* 部分是往年接獲的個案
* some cases were carried over from previous years



巡查次數 (2013年1月至7月) Number of compliance inspections (January to July 2013)

- 一手樓盤銷售處 First-sale sites: **886**
- 代理商舖 Estate agency shops: **876**
- 網上物業廣告 Online property advertisements: **360**



巡查發現主動調查的個案 (2013年1月至7月) Number of cases arising from self-initiated investigations during inspections (January to July 2013)

- 主動調查的個案 :
Cases arising from self-initiated investigations **49**
- 主動調查而指稱成立的個案* :
Cases completed from self-initiated investigations and were substantiated* **81**

* 部分是往年展開調查的個案 Some cases were carried over from previous years



向持牌人或前持牌人採取的行動 (2013年1月至7月)* Actions taken against licensees or ex-licensees (January to July 2013)*

有關的持牌人或前持牌人人數 No of licensees or ex-licensees		345
行動 Actions taken	訓誡／譴責 Admonishment/reprimand	292
	罰款 Fine	154
	於牌照附加／更改條件 Attachment/alteration of conditions to licence	182
	暫時吊銷牌照 Suspension	16
	撤銷牌照 Revocation	3[#]

* 向持牌人或前持牌人作出的行動是根據《地產代理條例》而作出的判決，當中有部份可能屬於紀律性質，包括在發牌時或在其他情況下於牌照上附加條件。

* These actions were taken pursuant to powers under the EAO. Some actions may be disciplinary in nature and others not, and they include the attachment of conditions to licences whether upon issuance or otherwise.

這3宗撤銷牌照個案由牌照委員會裁定。理由是持牌人不合適當人選要求，因而不適合繼續持有牌照。

These 3 cases were decided by the Licensing Committee on the ground that the licensees concerned were considered not fit and proper persons to continue to hold a licence.

《專業天地》由監管局寄發。如果你不希望收到此刊物，請致電2111 2777或電郵至enquiry@eaa.org.hk通知監管局。

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