

持續專業進修講座一 「了解顧客消費行為・掌握服務營銷策略」

消費者對地產代理服務質素的期望日益提高，地產代理應提供優質的顧客服務，及制定合適的服務營銷策略。為了協助業界對題目有更深入了解，監管局於2014年9月24日舉辦了相關的講座。

是次講座由市場學的傑出學者、香港中文大學副校長及卓敏市場學講座教授許敬文教授主講。在講座中，許教授指出，由於地產代理所提供的服務並非有形商品，服務水平取決於顧客的主觀評價。因此，地產代理應先從銷售對象的角度出發，深入了解顧客的要求和期望，以制訂切合客戶需要的合宜的營銷策略。

另外，許教授又提到，在很多情況下會相對於服務結果，服務的過程更能影響消費者對服務水平的評價。因此，地產代理在提供服務過程中，應致力維持良好的服務態度，顯示自己的專業能力，從而贏取客戶的信任，建立專業的形象。



許敬文教授向地產代理講解專業服務對地產代理的重要性。
Professor Michael K.M. Hui explains the importance of professional services to estate agents.

CPD Seminar – Understanding consumer behaviour and developing services marketing strategy

In light of rising consumers' expectations on the quality of services provided by estate agents, estate agents should achieve quality customer services and formulate appropriate services marketing strategies. In order to facilitate estate agents to gain a better understanding of the subject, the EAA organised a related seminar on 24 September 2014.

Professor Michael K.M. Hui, a distinguished academic in marketing and the Pro-Vice-Chancellor and Choh-Ming Li Professor of Marketing of The Chinese University of Hong Kong, was invited to speak at the seminar. At the seminar, Professor Hui pointed out that as the services provided by estate agents were not tangible goods, consumers' subjective evaluation

was an important factor in determining the standard of services. Hence, estate agents should, from the consumers' perspective, understand thoroughly the consumers' needs and expectations so as to develop appropriate marketing strategies that meet their clients' needs.

Moreover, Professor Hui pointed out that under many situations, the process of providing services was more important than the outcome of services and had a stronger effect on the consumers' overall evaluation of the service standard. Therefore, in the process of providing service, estate agents should demonstrate their capabilities and good attitudes to obtain clients' trust and build up a professional image.

持續專業進修講座－「城市規劃與土地發展」

為了促進地產代理對於城市規劃及土地發展的認識，從而掌握不同地區的物業的發展潛力，監管局於2014年8月12日舉辦了相關講座。

是次講座由香港理工大學建築及房地產學系許智文教授主講，他向從業員闡述城市規劃委員會（城規會）在《城市規劃條例》下的職能、製訂圖則、規劃系統、香港政府的房屋土地供應策略、近期土地供應措施，以及城規會審批申請更改土地用途的程序等事宜。

席間，許教授講解了城規會製訂圖則的步驟及城規會近年的工作重點，如檢討「分區計劃大綱圖」以加入建築物高度及／或地積比率限制、鄉郊規劃、啟德發展及港島東海旁研究等計劃，並剖析近期土地供應的措施所面對的機遇和挑戰。此外，許教授以沙田分區計劃大綱圖為案例，闡述過往土地用途的決策對地區現況的影響。



許智文教授向從業員講解有關城市規劃及土地發展的概念和政策。
Professor Eddie Hui briefs practitioners on the concepts and policies of town planning.

CPD Seminar – Town Planning and Land Development

In order to enhance estate agents' knowledge in town planning and land development so as to better understand the developmental potential of properties in different districts, the EAA organised a seminar on the subject on 12 August 2014.

The speaker of the seminar, Professor Eddie Hui of the Department of Building and Real Estate of The Hong Kong Polytechnic University, introduced the roles and responsibilities of the Town Planning Board (TPB) under the Town Planning Ordinance, the making of statutory plans, planning structure, the Government's strategies of housing land supply, recent land supply measures, and procedures of application for amendment of plan to the attending practitioners.

During the seminar, Professor Hui explained the steps the TPB took in the making of statutory plans and also highlighted some recent works of the TPB, for example, reviewing of Outline Zoning Plans (OZPs) to incorporate building height and/or plot ratio restrictions, rural planning, Kai Tak Development and Hong Kong Island East Harbor-front study. He also explored with licensees the opportunities and challenges of some recent land supply measures. In addition, Professor Hui explained the land use decisions in the past which still affect the permission of land use today by quoting the Shatin OZP as an example.