

## 監管局向地產代理商舖派發「消費者教育套裝」

為協助地產代理業界與客戶有更良好的溝通，監管局於八月向全港所有共六千多間地產代理商舖，派發一套「消費者教育套裝」，供業界於店內使用。

該套「消費者教育套裝」包括有關「簽訂地產代理協議」的宣傳海報及貼紙、一隻載有多段短片的光碟，包括有兩段有關物業的「土地查冊」及「許可用途」的消費者教育短片、兩段有關「實用面積」及「簽訂地產代理協議」的電視宣傳短片，以及兩段有關委託地產代理時需注意事項的短片。

監管局鼓勵業界於店內使用「消費者教育套裝」，以便向客戶傳達有用的置業資訊，並能讓消費者更明白其權利及責任。透過該套裝，更可減低從業員與客戶之間產生誤會的可能。

該套裝內的短片亦已上載至監管局網站(「消費者專區」>「短片」)及監管局於Youtube的頻道([www.youtube.com/user/theeaacc](http://www.youtube.com/user/theeaacc))供大眾瀏覽。



「消費者教育套裝」包括有關「簽訂地產代理協議」的宣傳海報及貼紙，以及載有多齣消費者教育短片的光碟一隻。

The “Consumer Education Package” includes poster and stickers on the importance of signing an estate agency agreement together with a disc with a number of consumer education videos.

## The EAA distributes a “Consumer Education Package” to estate agency shops in Hong Kong

With a view to facilitating the estate agency trade a better communication with their clients, the EAA distributed a “Consumer Education Package” to more than six thousand estate agency shops in Hong Kong in August for the trade’s use in their shops.

The “Consumer Education Package” includes a poster and stickers on the importance of signing an estate agency agreement, a disc containing the consumer education videos on “land search” and “permitted use” of properties, two APIs on “saleable area” and “signing estate agency agreements” and two short videos about the points to note when engaging estate agents in property transactions.

The EAA encourages the trade to use the Package at their shops as it can facilitate the trade to convey useful information about property transactions to their clients and enable consumers to better understand their rights and responsibilities. It can also minimise the possibility of any misunderstanding between practitioners and their clients.

The videos in the Package are also available at the EAA’s website for the public to view: “Consumer Corner” > “Videos” and also at the EAA’s Youtube channel: [www.youtube.com/user/theeaacc](http://www.youtube.com/user/theeaacc)

## 監管局舉行新聞發布會

監管局於2014年7月31日舉行新聞發布會，由上屆主席陳韻雲女士及行政總裁韓婉萍女士回顧監管局在2014年上半年的工作，及簡介下半年的工作重點。

陳韻雲女士指出，監管局在2014年1月1日推出的紀律處分新計劃進展順利，截至6月30日為止，共有46名地產代理選擇參與該新計劃，參與率高達84%。

另外，2014年上半年監管局共接獲五宗有關地產代理在推銷一手住宅物業時「代客墊支」的投訴，並通過巡查發現一宗相關違規個案，涉案的地產代理及其所屬公司均被紀律處分。監管局絕不會容忍地產代理「代客墊支」，並會繼續通過不同途徑提醒地產代理不可違規。

展望2014下半年，監管局會繼續監察地產代理的執業情況，並加強與地產代理管理層溝通，敦促他們妥善管理其前線地產代理。監管局亦會優化相關執業通告，為業界提供更詳細的指引。

## The EAA holds press conference

The EAA held a press conference on 31 July 2014, in which the immediate past Chairman, Ms Vivien Chan, and Chief Executive Officer, Ms Ruby Hon, reviewed the EAA's work in the first half of 2014 and introduced its initiatives for the second half.

Ms Vivien Chan pointed out that the New Scheme for Disciplinary Cases was implemented on 1 January 2014, and the implementation progress has been smooth. As of 30 June, a total of 46 estate agents participated in the Scheme, representing a high participation rate of 84%.

In the first half of 2014, the EAA received five complaints about estate agents allegedly making loans/advance payments to clients on the sale of first-hand properties. Another case was also found through an inspection. The estate agent concerned and the company he was employed by were disciplined. The EAA would not tolerate estate agents' making loans to clients and would continue to remind estate agents not to do so through different channels.

In the second half of 2014, the EAA will continue to monitor the practice of estate agents. The EAA will also closely communicate with the management of estate agency companies to urge them to properly supervise their frontline estate agents. In this connection, the EAA will optimise the related Practice Circular to provide more detailed guidance.



監管局上屆主席陳韻雲女士(左)和行政總裁韓婉萍女士於新聞發布會上回顧局方在2014年上半年的工作，並簡介下半年的工作重點。

At the press conference, EAA's immediate past Chairman Ms Vivien Chan (left) and Chief Executive Officer Ms Ruby Hon review the EAA's work in the first half of 2014 and introduce its initiatives for the second half.

## 有關從價印花稅的調整及「綜合註冊資訊系統」網上服務流動版的兩份新執業通告

監管局於2014年10月7日發出兩份新執業通告，分別就從價印花稅的調整及土地註冊處推出的「綜合註冊資訊系統」網上服務流動版，向持牌人提供執業指引。兩份執業通告均已於同日生效，持牌人應多加留意，遵守相關的規定及盡責地提醒客戶。

隨着《2014年印花稅(修訂)(第2號)條例》於今年較早前刊憲，規定在2013年2月23日或之後取得的住宅和非住宅物業，除非獲豁免或另有規定外，須以較高的稅率繳付從價印花稅，因此監管局發出相關的新執業通告(編號14-03(CR))，提醒持牌人在處理物業買賣時，須留意相關的修訂條例並適當地提醒客戶。

另一份新執業通告(編號14-04(CR))則提醒持牌人，在使用「綜合註冊資訊系統」網上服務流動版進行土地查冊時，須遵守所有有關的法例規定及監管局發出的指引，例如應以接收電子郵件方式收取土地查冊並把土地查冊存檔(及備份)。

兩份新執業通告已上載至監管局網站：規管>執業通告，持牌人應詳細閱讀該通告的內容。另外，持牌人亦可參閱稅務局及土地註冊處的網站，進一步了解有關從價印花稅及網上服務流動版的詳情。

## New Practice Circulars on the Adjustments to Ad Valorem Stamp Duty and the mobile version of Integrated Registration Information System Online Services

The EAA issued two new Practice Circulars on 7 October 2014, providing guidelines for licensees in relation to the adjustments to ad valorem stamp duty ("AVD") and the mobile version of the Integrated Registration Information System ("IRIS") Online Services launched by the Land Registry. Both Circulars came into effect on the same day. Licensees should pay attention to the Circulars so that they can comply with the relevant requirements and advise their clients responsibly.

As the Stamp Duty (Amendment) (No. 2) Ordinance 2014 stipulating, unless specifically exempted or otherwise, payment of AVD at higher rates on both residential and non-residential properties acquired on or after 23 February 2013 was gazetted earlier this year, the EAA therefore issued a relevant new Practice Circular (no. 14-03 (CR)) to remind licensees that they should take note of the changes brought by the revised Ordinance and advise their clients appropriately when handling the sale and purchase of properties.

The other new Practice Circular (no. 14-04 (CR)) reminds licensees to comply with all the relevant statutory requirements and guidelines issued by the EAA if they choose to use the mobile version of IRIS Online Services to conduct land searches. For example, licensees are advised to receive the search results by email and archive the land searches (with backup).

The above two new Practice Circulars are available at the EAA's website: Compliance > Practice circulars. Licensees are advised to read the Circulars in detail. For further information of the AVD and the mobile version of IRIS Online Services, licensees may also visit the websites of the Inland Revenue Department and the Land Registry respectively.

## 鼓勵業界舉辦持續專業進修活動的新措施

監管局一直致力提升業界的專業水平，並於2005年以自願參與形式推行持續專業進修計劃。為了進一步優化該計劃，監管局推出新措施，藉以鼓勵業界舉辦更多持續專業進修活動。

在新措施下，由業界所舉辦的活動，毋須再經過一系列高成本和繁複的評核程序，才獲被承認為持續專業進修計劃下的認可活動。

新措施已在本持續專業進修年度正式實行，即由2014年10月1日起，監管局會接受來自業界、擁有超過五年舉辦持續專業進修活動經驗的合資格機構，為其舉辦的講座向監管局專業發展委員會直接提交認可申請。成功批核的活動便可獲認可為持續專業進修計劃下的認可活動。

修訂有關程序的目的是透過降低評核成本，鼓勵那些在舉辦培訓活動方面已有成熟及實際經驗的地產代理公司，為其員工／成員舉辦更多講座，從而為從業員提供更多選擇及更大靈活性，以鼓勵他們多參與持續專業進修活動，掌握更多技能和知識，好好裝備自己。

## New measure to encourage the trade to organise CPD activities

The EAA is committed to enhancing the professional standards of the trade. To this end, the voluntary CPD Scheme was launched in 2005. To further optimise the Scheme, the EAA has launched a new measure to encourage the trade to organise more CPD activities.

Under the new measure, activities organised by the trade no longer need to go through a number of costly and complex assessment procedures in order to be recognised as CPD activities.

The new measure has already taken effect in this CPD period. From 1 October 2014 onwards, the EAA allows qualified activity providers from the trade which have over five years' experience in conducting recognised activities under the CPD Scheme to submit directly their applications to the EAA Professional Development Committee. Approved seminars will be endorsed as recognised activities under the CPD Scheme.

The amendment to the related procedures aims to introduce a less costly assessment procedure to encourage those estate agency firms which have solid and proven experience in organising training activities to organise more seminars for their employees/members. It would thus allow more choice and greater flexibility for the practitioners, so as to encourage them to attend more CPD activities and better equip themselves with more skills and knowledge.

