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）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