

目錄

CONTENTS

- 03 觀點視野
A Perspective
- 04 新聞速遞
News Flash
- 10 焦點話題
In Focus
- 13 人物誌
Portrait
- 15 誠信與你
Integrity in Focus
- 18 CPD重溫
CPD Recap
- 19 執業問與答
Practice Q&A
- 20 顧名思義
ABC in Estate Agency
- 21 活動紀要
Events and Activities
- 22 統計數字
Statistics



監管局行政總裁韓婉萍
Ruby Hon
Chief Executive Officer of the EAA

“我衷心期望所有持牌人更積極參與持續專業進修計劃，好好裝備自己，以面對行內的激烈競爭。”

"I sincerely encourage all licensees to proactively participate in the CPD Scheme to better equip themselves to cope with the fierce competition nowadays."

裝備自己 迎接挑戰 GEAR UP FOR COMPETITION

在不少人眼中，地產代理業務似乎就是「搵快錢」。然而，從業員清楚知道要完成一宗交易要付出很大的努力，絕對不是「快」及「容易」，尤其在淡市更甚。誠然，不論是什麼生意或事業，成功並沒有捷徑，沒有付出汗水和努力是不能達成的。

不論是行業新鮮人，還是現職持牌人，他們都應為成就其事業而持續發展。從業員要與時並進，充分掌握法規上及行內的最新資訊，方可維持競爭力。同時，配備更領先的知識和技巧，也可助其改善事業前景。

為提升地產代理的專業水平，監管局於2005年推出以自願形式參與持續專業進修計劃。為鼓勵從業員積極參與此進修計劃，監管局於2006年開始頒發持續專業進修嘉許獎章，並於較早前再推出優越嘉許獎章「銀章」和「金章」，進一步鼓勵從業員持續進修。在這個計劃下，若持牌人連續在三年及五年達到持續專業進修計劃下的學分要求，將可獲頒發「銀章」或「金章」，並可把該獎章印於獲獎章人士的名片上。

這些年，監管局一直致力提供最優質的持續專業進修課程，並於2015年加入各種新元素，包括舉辦創意十足的「有問有答」講座系列，為持牌人解答業界在日常執業上遇到的問題。由於講座具體實用，深受從業員歡迎。本人也暫不覺有其他行業的持續進修課程採用同類教學模式。

地產代理從業員處理的交易動輒數百萬元，有時更可能是消費者的畢生積蓄，因此，市民期望他們提供卓越優質的服務也無可厚非。事實上，基於消費者更著重自身權益，大眾的期望也與日俱增，我衷心期望所有持牌人更積極參與持續專業進修計劃，好好裝備自己，以面對行內的激烈競爭。

In the eyes of many people the business of estate agency appears to be “making fast money”. Of course, practitioners know that a lot of effort has to be put in before a deal can be closed and it is not “fast and easy” at all, particularly under difficult market conditions. Indeed, there is no shortcut to success in any business or career, without paying much sweat and hard work to get there.

Regardless of new starters in the industry or existing licensees, they should continue their development for their own career success. To stay competent, practitioners should move with times and keep up with regulatory changes and industry updates. Gaining cutting-edge knowledge and skills will also help to improve their career prospects.

With a view to enhancing the professional standard of estate agents the EAA launched the voluntary Continuing Professional Development (“CPD”) Scheme in 2005. In order to encourage greater participation from practitioners the EAA started presenting CPD attainment symbols in 2006. The EAA further introduced earlier the “Silver” and “Gold” Premium CPD Attainment Award to promote continued learning. Under this scheme, practitioners who have achieved the CPD target continuously for 3 and 5 years will be presented with a Silver or Gold Premium CPD Attainment Symbol, which can be printed on the awardees’ business cards.

Over the years, the EAA has provided superlative CPD programmes to licensees. New ideas were also introduced in 2015, such as the innovative and popular series of “all you can ask” seminars, which are practical and highly down to earth as questions raised are real life issues the trade faces. So far, I am not aware of any other continuing professional development programme in other industry adopting this teaching mode.

Considering practitioners handle transactions of millions of dollars, which sometimes might be a consumer’s lifetime savings, it is totally understandable that they are expected to provide services of excellent quality. Indeed, the expectation from the public is ever increasing and consumers are more aware of their rights. I thus sincerely encourage all licensees to proactively participate in the CPD Scheme to better equip themselves to cope with the fierce competition nowadays.