

## 與監管局主席梁永祥先生，BBS，JP 訪談

監管局新任主席梁永祥先生，BBS，JP 剛於2014年11月正式上任。梁主席自2004年加入監管局董事局至今已逾十年，今期《專業天地》特地專訪梁主席，了解他對業界及監管局工作的看法及期望。



監管局主席  
梁永祥先生，BBS，JP  
Mr William Leung Wing-cheung, BBS, JP  
Chairman of the EAA

問：編者            答：梁永祥先生

問：首先恭喜梁先生你出任新一屆監管局主席。你對未來工作有甚麼期望？

答：我很榮幸能擔當監管局的第四任主席。監管局成立已十多年，歷任主席皆是業界翹楚，任內建樹良多，為業界及監管局帶來長足進步。我希望能盡我本份，幫助改善業界整體水平。我在金融服務界工作多年，其實這行業的工作和地產代理業也有不少相似的地方，大家都是本着以客為先的精神，為客戶提供優質和專業的服務，這使我可以理解業界的角度。我期望未來和業界有更多溝通，一同為提升業界專業水平而努力。

問：你對業界的印象如何？認為他們還有那些地方可以做得更好？

答：多得監管局和業界過去多年來的共同努力，現時業界的水平比以往已提升了不少，但在形象方面仍須多下功夫。舉例說，偶然還會發生代理在新盤售樓處現場因爭客而打架的事件，這些行為實在是很不智的。這不但大大打擊行業的聲譽及形象，打架本來也就是違法的，可能會被警察檢控，有機會留有案底，最後被監管局處分，甚至被公司解僱，完全是不值得的。從業員在勤力工作之餘，守法循規才是最重要的，我希望他們不要拿自己的生計來冒險。

問：可否透露一下監管局在來年的工作重點？

答：監管局未來會繼續集中在兩個主要範疇內加倍工作，分別是教育消費者和地產代理，提升業界的專業水平。後者是監管局的一貫重要工作，業界多年來已有不少進步，但在專業水平上仍有改善空間。至於消費者教育，我一向認為是十分重要的，如果所有置業人士可以協助我們一同監察代理的執業水平，比起單靠監管局巡查，相信會來得更有效。

問：業界競爭激烈，從業員的工作一點也不輕易。主席可否給予他們一些寄語？

答：套用我工作多年來的數句心得，我希望業界能做到對客戶「老老實實、公公道道」，切忌抱有任何鋌而走險的心態。必須坦誠對待客人，絕不能信口開河。最重要是看長遠一些，不要只顧「跑數」或「賺快錢」，一宗生意做不成，下一宗便加倍努力，但如果對客戶不誠實，便可能因此永遠失去這位客戶，甚至被懲處而影響事業。

## An interview with Mr William Leung, BBS, JP, Chairman of the EAA

Mr William Leung, the new Chairman of the EAA Board, took up his chairmanship in November 2014. Mr Leung has been an EAA Board Member for over ten years since 2004. In this issue, *Horizons* interviewed Mr Leung to learn more about his views and expectations towards the trade and the EAA's work.

Q: The editor      A: Mr William Leung

**Q: First of all, congratulations on your appointment as the EAA's new Chairman. What do you expect to achieve in your new position?**

A: I am honoured to become the fourth Chairman of the EAA Board. Since the establishment of the EAA more than ten years ago, all former Chairmen of the EAA Board have contributed enormously to the progression of the trade and the EAA. I hope to do my part to the EAA and help improve the overall standard of the trade. I have been working in the banking and financial industry for a long time. I found that the nature of this industry is similar to the estate agency industry in a way that both are customer-oriented and dedicated to providing quality and professional services to clients. Such similarity enables me to think in the angle of the trade. I look forward to communicating more with the trade and together we make a concerted effort to enhance the professional standard of this industry.

**Q: What is your impression towards the estate agency trade? Are there any aspects that you think the trade can do better at?**

A: The standard of the trade has substantially improved, owing to the hard work of both the trade and the EAA. However, more efforts should be devoted to improve the image of estate agents. For example, there are still cases of agents fighting for clients at first-sale sites. It is extremely unwise of them to do so. Not only does the fighting tarnish the image and the reputation of the trade, but the fighting itself is a crime. The agents concerned may be prosecuted by the police, leading to a permanent criminal record. They

may also face disciplinary action by the EAA and may eventually lose their jobs. It does not pay to bear all these consequences. While working hard to solicit business, licensees should also ensure that they comply with the law and never put their own livelihood at risk.

**Q: Can you tell us about the EAA's plan in the coming year?**

A: The EAA will continue to dedicate its efforts in two key priority areas: educating the consumers and the trade, and enhancing the trade's professional standard. In fact, the latter has always been a priority of the EAA. The trade has progressed a lot over these years but there is still room for improvement in their professional standard. Consumer education is of paramount importance as well. In addition to the inspections conducted by the EAA, it will be more effective if prospective purchasers and tenants can also monitor the practice standard of estate agents.

**Q: Competition in the trade is fierce and practitioner's work is not always easy. What would you like to convey to the trade?**

A: I would like to share my motto with the trade. I hope that licensees always remember the importance of honesty (老老實實) and equity (公公道道) when dealing with their clients. They should be sincere and never make random promises to clients. Always aim at a long-term estate agent career and lasting relationships with clients. Do not focus on meeting sales target only or earning quick money. If you lose a deal, you can double up the effort next time to make up for the loss. However, if you are dishonest to a customer, you will lose that customer forever and will possibly receive penalties which can cost your career.