

監管局回顧2014年工作及簡介2015年工作重點

監管局於2015年1月28日舉行新聞發布會，由主席梁永祥先生及行政總裁韓婉萍女士回顧監管局在2014年的工作，及簡介2015年的工作重點。

梁永祥主席指出，監管局非常重視持牌人在推銷一手住宅時的操守，過去曾發出多份相關的執業通告，要求業界遵守指引。監管局去年合共接獲56宗有關一手住宅買賣的投訴，比前年為多；個案主要涉及未有履行有關回贈的承諾、誤導按揭申請資料及「代客墊支」等。去年，監管局共巡查一手住宅樓盤銷售處1,141次，發現12宗違規個案，較前一年的3宗大幅增加。另外，監管局去年共巡查地產代理商舖1,676次，並抽查網上物業廣告610次。其他工作方面，2014年資格考試的整體考生人數按年下跌約19%，持牌人數則全年保持於3萬5千多人的水平。

踏入2015年，監管局會加強巡查一手樓盤及舉辦有關一手住宅物業銷售的持續專業進修講座，確保持牌人在參與一手樓銷售時的秩序及操守都合乎指引。此外，監管局正研究要求有份入票參與一手樓銷售的持牌人作出申報，但相關細節仍有待討論。此外，監管局會優化網上學習平台，讓持牌人更靈活進修。新的消費者教育短片也會於稍後時間在巴士上播放，向市民推廣實用資訊。

另外，監管局將會研究資格考試的難度是否需要提高及檢討去年實施的「紀律處分新計劃」的成效。監管局也會在現行地產代理條例的框架下，研究紀律研訊中常見的個案及罰則，以檢討其阻礙力。如有需要，會就一些較嚴重的違規情況，向紀律委員會提議施行較重的罰則。



監管局主席梁永祥先生(左)及行政總裁韓婉萍女士於新聞發布會上回顧局方2014年工作，並簡介2015年的工作重點。

At the press conference, EAA's Chairman Mr William Leung (left) and Chief Executive Officer Ms Ruby Hon review the EAA's work in 2014 and introduce its initiatives for 2015.

EAA reviews its work in 2014 and introduces its initiatives for 2015

The Estate Agents Authority (EAA) held a press conference on 28 January 2015 at which EAA Chairman, Mr William Leung Wing-cheung, and Chief Executive Officer, Ms Ruby Hon, reviewed the EAA's work in 2014 and introduced the key initiatives for 2015.

Mr William Leung pointed out that the EAA is very concerned about the conduct of estate agents in promoting first-hand residential properties and has issued relevant practice circulars in the past for the trade to comply with. The EAA received 56 complaint cases about the sale of first-hand residential properties last year, more than the year before. Most cases were about the failure to honour the promise of a rebate, providing misleading information on a mortgage loan and making loans to prospective purchasers. Last year, the EAA conducted 1,141 checks at first sale sites and discovered 12 suspected non-compliant cases, which is a sharp increase from the three cases in 2013. The EAA also conducted 1,676 visits to estate agency shops last year and screened online property advertisements 610 times. Regarding the EAA's other work, the overall number of qualifying examinations candidates in 2014 showed a year-on-year decrease of about 19%, while the number of licensees maintained at a level of about 35,000 throughout last year.

Stepping into 2015, the EAA will strengthen compliance checks at first sale sites and organise seminars on first-hand sales under the Continuing Professional Development Scheme, in a bid to ensure the order and conduct of estate agents in first sales are compliant with the guidelines. Meanwhile, the EAA is currently studying on requiring licensees who are involved in the sales of first-hand residential properties and who at the same time submit a registration of intent for purchasing such properties themselves, to make a declaration. Details are pending for discussion. Moreover, the EAA will optimise the e-learning platform to allow more flexibility for licensees in continuous learning. New consumer videos will also be launched soon on buses to promote useful information to the public.

The EAA will study on whether there is a need to raise the level of difficulty of the qualifying examinations and review the effectiveness of the New Scheme for Disciplinary Cases which took effect last year. Also, under the existing framework of the Estate Agents Ordinance, the EAA will review the level of sanctions and their effectiveness by studying the common breaches and sanctions of inquiry hearings, and will propose heavier sanctions on serious breaches to the Disciplinary Committee, if necessary.