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Ruby Hon
Chief Executive Officer of the EAA

“假如業內人人都做好本份，
行業的形象必然就會改善。”

"If everyone is doing their best
at work, the trade's esteem will
certainly improve."

「做盛行？」

WHAT DO YOU DO FOR A LIVING?

早前從新聞得知有議員提出，為了吸引新人入行，建議把一般人俗稱為「豬肉佬」的職業，改名為「肉類分割技術員」，希望能提升從業員形象。這段新聞引來不少話題，也值得令人深思，究竟一個行業的形象，是否可以透過從業員名稱的改變，便可以大大提高呢？

對地產代理行業來說，「地產代理」和「營業員」是法例上對持牌從業員的名稱，只不過坊間對後者較為少用。筆者和同事隱約記得，曾經有人發表過意見，覺得一般市民稱呼從業員為「經紀」或「地產佬」，名稱似乎並不優雅，於是有人想過，究竟從業員可否被「正名」，變成類似「測量師」或「建築師」之類的名稱。

其實，在意自己職業的稱謂或銜頭，是一件好事，代表對工作投入，希望得到外界認同。然而，稱呼以外，工作本身的內在更為重要。筆者接觸過無數地產代理業界人士，絕大部份都給予我一種朝氣勃勃的感覺，尤其是那些經歷過地產市道起跌風浪的，更有一種「打不死」的魄力；這些特徵，又豈是一個銜頭可以反映出來？

最近，筆者與一班業界代表舉行定期會議，席間大家談到如何鼓勵更多從業員參與持續專業進修，多位業界代表即席發揮創意，提出不少新穎的想法。縱使當中有很多構思未必合適或可行，但那些靈活想法正正反映了地產代理的靈活本色。

在意外界的眼光，實屬無可厚非。但若不好好自己，一個銜頭只能換來自我良好的感覺，未必能贏取大眾真正的認同。筆者認識不少對行業充滿熱誠的地產代理，不但對客戶落力服務，也對提升業界專業水平十分著緊。假如業內人人都做好本份，行業的形象必然就會改善。筆者期待透過與業界朋友的努力，有一天見到從業員可被「正名」。

I recently learnt that a legislator had proposed that butchers could go by a different name to improve their public image and attract newcomers to their industry. This news was hotly discussed and raised the question: can the image of an industry be greatly improved by changing its name?

In the estate agency industry, “estate agent” and “salesperson” are the names of licensed practitioners under the law, albeit the latter term is rarely used publicly. Colleagues and I vaguely remember that someone expressed an opinion before that the general public often addresses practitioners as “brokers” or “real estate guys”, and such descriptions do not seem graceful enough. Hence, it was thought whether changing the title of the practitioners to something similar to “surveyor” or “architect” could help improve their image.

After all, caring about the name or title of your own occupation is a positive thing. It connotes enthusiasm in one’s work and the yearning for recognition. Nevertheless, apart from how the name sounds, what counts more is the intrinsic quality of the work itself. I have encountered numerous estate agency trade practitioners and the majority have given me a sense of vigor and vitality, especially those who have experienced the ups and downs of the property market and have an “unbeatable” boldness. Can these traits be reflected in a graceful title?

Recently, I had a meeting with some trade representatives, during which we talked about how to encourage more practitioners to participate in continuing professional development. The representatives were creative and raised a number of innovative ideas. Though many of the ideas might not be appropriate or feasible, such creativity precisely reflected the flexible characteristics of the trade.

It is understandable to care about one’s outward look. A title can give oneself a good feeling but it does not necessarily mean that you could earn real public recognition, unless one puts in effort to perform his duties well. I know a lot of estate agents who are full of enthusiasm. They do not only provide dedicated services to clients but also care about enhancing their own professionalism. If everyone is doing their best at work, the trade’s esteem will certainly improve. I look forward, through our concerted efforts with the trade, to the day when practitioners will be properly recognised.