

監管局推出新消費者教育短片及宣傳活動 THE EAA LAUNCHES NEW CONSUMER EDUCATION VIDEOS AND PUBLICITY CAMPAIGN



In order to protect the rights of consumers and promote related information in property transactions to the public, the EAA launched two new consumer education videos namely “Appoint licensed estate agent to avoid disputes” and “Fill in all the blanks in the provisional agreement for sale and purchase before signing to avoid loss” in March 2015.

為保障消費者權益及向公眾推廣置業的相關資訊，監管局於2015年3月推出兩段新消費者教育短片，分別為：「為免買賣有爭拗、持牌代理更可靠」及「臨約簽前填清楚、漏空必定損失多」。

短片透過生動有趣的故事形式，提醒消費者在進行物業交易時，切勿委託無牌地產代理，及切勿在漏空重要條款的臨時買賣合約上簽署。

為加深公眾的認識，短片除已上載於監管局網頁外，也於2015年3月在城巴及新巴內的電視上，及巡迴展覽中播放。此外，巴士車身上也張貼了相關廣告。

如欲重溫兩段短片，可瀏覽監管局網頁（「消費者專區」>「短片」）及Youtube頻道：<http://youtube.com/theeaacc>。



Through an interesting way of storytelling, the two new videos remind consumers not to appoint unlicensed estate agents and

not to sign the provisional agreement for sale and purchase with important terms left blank during property transactions.

In order to raise public awareness, the videos were not only uploaded onto the EAA's website, but also broadcasted on the bus fleets of Citybus and New World First Bus, and showcased at roving exhibitions in March 2015. In addition, advertisement banners were also placed on the bus bodies.

The two videos are available at the EAA's website (“Consumer Corner” > “Videos”) and on Youtube: <http://youtube.com/theeaacc>.