



新聞稿

Press Release

The EAA organises seminars on the sale of first-hand residential properties for practitioners

(19 March 2015) To enhance the understanding of the estate agency practitioners, in particular, the small-to-medium sized estate agency companies and frontline practitioners, on the Residential Properties (First-hand Sales) Ordinance and the guidelines related to the sale of first-hand residential properties, the Estate Agents Authority (“EAA”) will organise a series of seminars on first-hand sales under the Continuing Professional Development Scheme this year. The first seminar was held and attended by more than 100 estate agency practitioners today with positive feedback.

The EAA is always concerned about the conduct of estate agents in promoting the sale of first-hand residential properties and will reinforce its effort in this aspect this year, including organising seminars on the topic of first-hand sales. The EAA Chairman Mr William Leung Wing-cheung, BBS, JP, said, “There are more and more small-to-medium sized estate agency companies and frontline agents participating in first-hand sales. Yet, they might not have sufficient resources to familiarise themselves with the relevant law and guidelines. Therefore, the EAA will strengthen its efforts on educating them, making sure that they are fully conversant in this respect. I hope that practitioners can actively participate in these seminars.”

Speaking at the seminar were representatives from the Sales of First-hand Residential Properties Authority (the SRPA) and the EAA.

The representative of the SRPA advised that if estate agents are well versed with the information in a sales brochure, they would be able to deliver services to their clients more professionally. She drew



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participants' attention to various aspects in a sales brochure which deserved special attention.

Also, she offered a few pieces of advice to estate agents, including reminding them to ensure the accuracy of the information in any of the promotional materials they publish, urging them to remind prospective purchasers to think carefully before signing a preliminary agreement for sale and purchase lest the latter would suffer from financial loss when they did not go ahead with the transaction, be considerate towards clients, and cherish a sustainable relationship with them.

At the same time, a speaker from the EAA also explained the EAA's guidelines on the promotion and sale of first-hand residential properties to the trade, in a bid to enhance their understanding and compliance in this respect. During the Q&A session, many practitioners were enthusiastic and raised questions.

Apart from the seminar today, the EAA will organise a second seminar on the same topic on the morning of 25 March (Wednesday). Practitioners are welcome to enroll as soon as possible. The speakers from the SRPA and the EAA will again explain the main points of the Residential Properties (First-hand Sales) Ordinance and the EAA's guidelines, and will answer enquiries from the trade.

The presentation slides of the seminars will be available at the EAA's website (www.eaa.org.hk) and the SRPA's website (www.srpa.gov.hk/en/presentation-for-workshop.html) upon the completion of the two abovementioned seminars for practitioners' review.

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Photo captions:



Representative of the Sales of First-hand Residential Properties Authority reminded estate agency practitioners to ensure the accuracy of the information in their promotional materials they provide to clients. 一手住宅物業銷售監管局代表提醒地產代理從業員須確保他們向客戶提供的資料的準確性。



Representative of the Estate Agents Authority reminded estate agency practitioners not to provide loans to prospective purchasers. 地產代理監管局代表提醒地產代理從業員絕不可向準買家提供貸款。



The CPD seminar was held and attended by more than 100 estate agency practitioners today with positive feedback.

今天舉行的持續專業進修講座吸引逾 100 名地產代理從業員參加，反應熱烈。