# 地產代理 The Road 事業之地 to the Estate Agency Profession



# The Road to the Estate Agency Profession

#### 資格老試

資格考試旨在評估有志加入地產代理 業的人士是否具備提供地產代理服 務所需的知識。目前共有兩類資格考 試:[i]地產代理資格考試及[ii]營業員 資格考試。

資格考試由香港考試及評核局代表監 管局舉辦。

#### **Qualifying Examinations**

The qualifying examinations serve to assess whether persons who wish to practise in the estate agency trade possess the requisite knowledge to provide estate agency services. Currently, there are two types of qualifying examinations: (i) the Estate Agents Qualifying Examination ("EAQE") and (ii) the Salespersons Qualifying Examination ("SQE").

The qualifying examinations are administered by the Hong Kong Examinations and Assessment Authority on behalf of the EAA.



資格考試旨在評估有志加入地產代理業的人士是否具備提供地產代理服務所需的知識。 The qualifying examinations serve to assess whether persons who wish to practise in the estate agency trade possess the requisite knowledge to provide estate agency services.

#### 地產代理資格考試與營業員資格考試的比較如下:

#### A comparison of the EAQE and SQE is as follows:

	地產代理資格考試 EAQE	營業員資格考試 SQE
次數 Frequency	每年4次 4 times a year	每年6次 6 times a year
考試時間 Examination Time	3小時 3 hours	2小時30分鐘 2 hours 30 minutes
試題數目 Number of Questions	第一部分:30條獨立試題 第二部分:20條試題(依據一至 兩個個案分析) Part 1:30 stand-alone questions Part 2:20 questions based on one or two case studies	第一部分:40條獨立試題 第二部分:10條試題(依據一至 兩個個案分析) Part 1:40 stand-alone questions Part 2:10 questions based on one or two case studies
形式 Format	多項選擇題 Multiple-choice questions	
合格分數 Pass Mark	每部分最少需答對60% At least 60% of correct answers in e	ach part

試題的第一部分測試考生對地產代理 資格考試及營業員資格考試內容綱 要中各個範疇的認識,其中包括《地 產代理條例》及其附屬法例、《操守守 則》、執業通告,以及其他適用於地 產代理實務的相關法例及執業手法。

試題的第二部分通過一個或兩個個案 研究,綜合測試考生就地產代理或營 業員應具備的執業知識,包括對土地 查冊的理解、訂明表格的使用、監管 制度的規定、有關物業買賣和租務等 其他實務事宜,以及地產代理或營業 員在從事地產代理工作時必備的道德 標準及專業操守。

Part 1 of the examination paper is intended to test candidates' knowledge of various parts of the syllabi of the EAQE and SQE, including the EAO and its subsidiary legislation, the Code of Ethics, practice circulars, and other relevant laws and practices applicable to the estate agency practice.

Part 2 of the examination paper, which contains one or two case studies, is intended to test in an integrated way the practical knowledge expected of estate agents or salespersons, including interpretation of land search, use of prescribed forms, the requirements under the regulatory regime, other practical issues such as conveyancing and tenancy, and the ethical standards and professional integrity required of estate agents or salespersons in the performance of estate agency work.

## The Road to the Estate Agency Profession

由於持牌地產代理不僅可擔任地產代 理,還可經營地產代理業務,因此地 產代理資格考試的試題亦會測試考生 就地產代理在物業估值、有效管理代 理業務及監督營業員以符合規管制度 等方面應具備的知識。營業員資格考 試的考試內容綱要並不包括這些範 疇。

#### 考生人數

在2014/15年度,報考地產代理資格 考試及營業員資格考試的人數分別為 4,709 人 及5,793 人, 前 者 較 去 年 下 降 約3.6%,而後者則上升約7.0%。

與2013/14年度相比,實際應考地產 代理資格考試的人數下降約4.7%至 4,261人,而應考營業員資格考試的人 數則上升約5.8%至5,081人。

在2014/15年度,地產代理資格考試 及營業員資格考試的平均合格率為 42.7%及48.2%,而2013/14年度兩個考 試的合格率則為39.6%及40.9%。

Since licensed estate agents could undertake an estate agency business in addition to being an estate agent, the questions in the examination paper of the EAQE also test the knowledge expected of estate agents in property valuation, effective management of agency and supervision of salespersons in the compliance of the requirements under the regulatory regime. These areas are not included in the syllabus of the SQE.

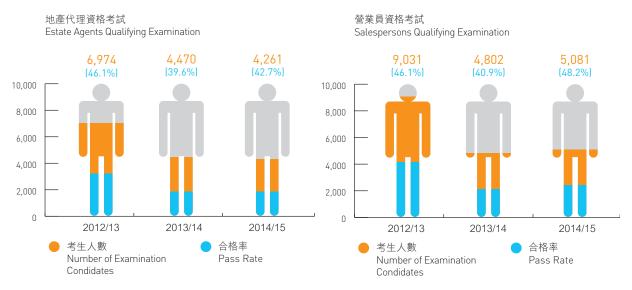
#### Number of Candidates

A total of 4,709 candidates registered for the EAQE and 5,793 candidates registered for the SQE in 2014/15, which were a decrease of about 3.6% for the former and an increase of about 7.0% for the latter, as compared to those of the previous year.

Compared to that in 2013/14, the number of candidates actually sitting the EAQE decreased by about 4.7% to 4,261 and increased by about 5.8% to 5,081 in the case of SQE.

In 2014/15, the average pass rate for the EAQE and SQE were 42.7% and 48.2%, as against 39.6% and 40.9% in 2013/14.

#### 資格考試考生人數及合格率 Number of Examination Candidates and Pass Rates of Qualifying Examinations



#### 考生學歷

報考資格考試的高學歷考生人數越來 越多。在2014/15年度報考營業員資格 考試的考生中,具備大專或以上學歷 的比率約有28%,至於地產代理資格 考試,具備大專或以上學歷的考生比 率則約為43%,而2013/14年度的比率 則分別為27%及41%。

#### 考生的職業背景

考生當中不乏學生及來自各行各業的 人士,包括物業管理、建築與測量、 銀行、會計、零售及批發。首次參加 資格考試的人士約有54%。

#### **Educational Background of Candidates**

Increasingly, more candidates with higher educational levels registered for the qualifying examinations. In 2014/15, the percentage of candidates registering the SQE who were of tertiary or above educational level was about 28%, and that for the EAQE was about 43%, as compared to 27% and 41% in 2013/14.

#### Occupational Background of Candidates

Candidates included students and people from a wide range of occupational backgrounds, including property management, construction and surveying, banking, accounting, retail and wholesale business. About 54% of the candidates sat the examination for the first time.

#### 考生參加2014/15年度舉辦的考試的次數 Number of Attempts at Examinations held in 2014/15



# The Road to the Estate Agency Profession

考生學歷及合格率

Candidates' Educational Background and Pass Rate

		<b>2012/13</b> 報考考生		<b>2013/14</b> 報考考生		<b>2014/15</b> 報考考生		
	學歷	比率 % of	合格率	比率 % of	合格率	比率 % of	合格率	
	Education Level	registered candidates	Pass rate	registered candidates	Pass rate	registered candidates	Pass rate	
	中五 F.5	34.6%	36.1%	31.6%	22.7%	30.4%	31.0%	
地產代理 資格考試	中六或 中七 F.6 or F.7	7.5%	42.8%	6.6%	33.4%	8.0%	34.4%	
Estate Agents Qualifying Examination	大專或 以上 Tertiary or above	39.3%	47.2%	41.4%	41.4%	43.4%	42.9%	
	資料不詳 Unknown	18.6%	43.1%	20.4%	39.9%	18.2%	43.3%	
營業員 資格考試 Salespersons Qualifying Examination	中五 F.5	47.7%	36.2%	43.4%	31.6%	40.3%	36.2%	
	中六或 中七 F.6 or F.7	13.4%	41.6%	14.7%	32.8%	18.0%	37.5%	
	大專或 以上 Tertiary or above	25.7%	49.3%	26.6%	46.0%	27.9%	53.6%	
	資料不詳 Unknown	13.2%	43.7%	15.3%	36.3%	13.8%	43.5%	

#### 報考2014/15年度舉辦的資格考試的考生的職業背景

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Occupational Background of Candidates Registered for the Qualifying Examinations held in 2014/15



•	地產代理業 Estate agency trade	18.9%
	銀行/會計/投資 Banking/accounting/investment	11.0%
	零售/批發 Retail/wholesale business	9.3%
•	物業管理 Property management	5.2%
	學生 Students	4.8%
	建築/測量 Construction/surveying	3.9%
	保險 Insurance	3.6%
	教育/社會服務 Education/social service	2.9%
•	酒店/餐飲 Hotel/catering	2.4%
•	無業 Unemployed	1.8%
	旅遊 Tourism	1.2%
	文書工作 Clerical	1.1%
	法律 Legal	1.0%
	銷售及推廣 Sales & marketing	0.8%
	資訊科技 Information technology	0.8%

20.6%

10.7%

資料不詳

Unknown 其他 Others



•	零售/批發 Retail/wholesale business	15.5%
	物業管理 Property management	11.8%
	學生 Students	11.7%
•	銀行/會計/投資 Banking/accounting/investment	7.2%
•	酒店/餐飲 Hotel/catering	5.3%
•	保險 Insurance	3.5%
•	教育/社會服務 Education/social service	2.8%
	建築/測量 Construction/surveying	2.4%
•	見習營業員 Salesperson-trainee	2.3%
•	文書工作 Clerical	1.6%
•	無業 Unemployed	1.4%
•	旅遊 Tourism	1.1%
	銷售及推廣 Sales&marketing	0.8%
	法律 Legal	0.5%
	資訊科技 Information technology	0.4%
•	資料不詳 Unknown	19.0%
•	其他 Others	12.7%

## The Road to the Estate Agency Profession

#### 發牌

獲發牌照的人士必須年滿18歲、完成中五或同等程度教育,並在相關的資格考試中考獲合格成績<sup>1</sup>,而且被監管局認為是「適當人選」。

於2015年3月31日當日計算,個人牌照的總數較去年同期上升1.2%,達35,859個。公司牌照及營業詳情説明書的數目,分別達3,189個及6,329個,較上年度分別上升5%及1.3%。

#### Licensing

To be granted a licence, an individual must have attained 18 years of age, completed an educational level of Form Five of secondary education or its equivalent, passed the relevant qualifying examination and be considered "fit and proper".

An individual may apply for a salesperson's licence or an estate agent's licence (individual). Companies may only apply for an estate agent's licence (company). Holders of a salesperson's licence may only work for licensed estate agents while there is no such restriction for holders of an estate agent's licence. Each estate agent is required to, before carrying out any estate agency business at any place under a particular business name, apply for a statement of particulars of business ("SPOB") for that place and name.

The number of individual licences as at 31 March 2015 increased by 1.2% over that of 31 March 2014 to 35,859. The number of company licences and SPOBs were respectively at 3,189 and 6,329, representing an increase of 5% and an increase of 1.3% respectively over those of last year.



本年度,監管局共批出3,093個新申領的個人 牌照,較上年度減少8.2%。

During the year, the EAA granted 3,093 new individual licences, a decrease of 8.2% compared to that of the previous year.

申請人必須於提交牌照申請當日起計的前12 個月內在資格考試中考獲合格成績。

The qualifying examination must have been passed within 12 months immediately before the date of an application for the grant of a licence.

在35,859名持有個人牌照的人士當 中,19.197人持有營業員牌照,16.662 人持有地產代理(個人)牌照。

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本年度,監管局共批出3,093個新申領 的個人牌照,較上年度減少8.2%。

監管局會審閱每一份牌照申請,以確 保申請人符合法定條件。年內,監管 局拒絕了146宗牌照申請,原因包括 申請人未能符合有關的學歷要求,或 並非獲批給、持有或繼續持有牌照的 「適當人選」。

如持牌人不再符合繼續持有牌照的資 格,他的牌照可能被撤銷。本年度, 監管局牌照委員會共撤銷了45個牌 照,原因是有關持牌人不被認為是繼 續持有牌照的「適當人選」或不符合發 牌條件。

#### 教育水平與年齡分佈

截至2015年3月31日,31.5%的持牌人 具備大專或以上學歷,3.1%的持牌人 教育程度低於中五1。

截至2015年3月31日,持牌人的平均 年齡為35.4歲,歲數較上年度同日些 微年輕。

Among the 35,859 individual licences, 19,197 were salesperson's licences and 16,662 were estate agent's licences (individual).

During the year, the EAA granted 3,093 new individual licences, a decrease of 8.2% compared to that of the previous year.

The EAA vets each licence application to ensure compliance with the relevant laws. In the year under review, 146 applications were refused for different reasons, such as applicants not having the required educational qualifications or not being considered "fit and proper" persons to be granted, or hold or continue to hold a licence.

A licence may be revoked if the licensee is no longer eligible to continue to hold a licence. During the year, a total of 45 licences were revoked by the Licensing Committee because the relevant licensees were not considered "fit and proper" to continue to hold a licence or no longer met the licensing requirements.

#### **Educational Attainment and Age** Distribution

As at 31 March 2015, 31.5% of licensees had a tertiary educational level or above, and 3.1% had an educational level below Form Five<sup>1</sup>.

As at 31 March 2015, the average age of licensees was 35.4 years, which was slightly younger than that of the previous year.

該等人士均是由於1999至2001年的三年過渡 期內所實施的豁免措施而繼續獲發牌照。

These individuals continued to be qualified for licences because of the exemption measures introduced during the three-year transition period from 1999 to 2001.

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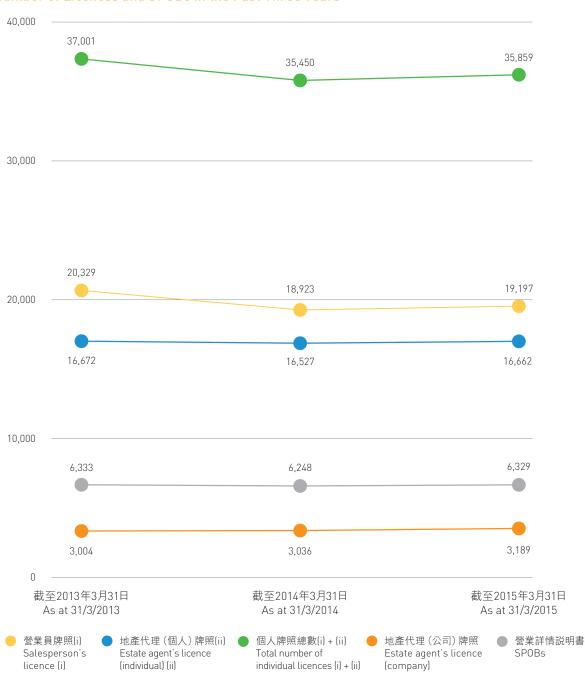
#### 代理業務的規模

# 大多數地產代理業務仍然以小規模經營。截至2015年3月31日,93.9%的地產代理業務只有一間店舖,而同時經營五間店舖或以上的業務只佔少於1%。

#### **Size of Operations**

The bulk of estate agency operations remained small in scale. As at 31 March 2015, 93.9% of agencies operated as single-shop businesses and less than 1% had five or more shops.

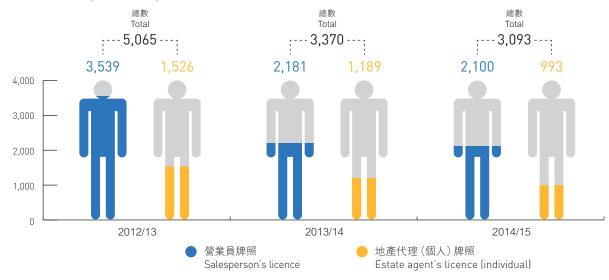
#### 過往三年牌照及營業詳情説明書數目 Number of Licences and SPOBs in the Past Three Years



#### 過往三年新批出的個人牌照數目

#### New Licences (Individual) in the Past Three Years

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#### 持牌人的學歷水平(截至2015年3月31日) Educational Level of Licensees (as at 31/3/2015)







## The Road to the Estate Agency Profession

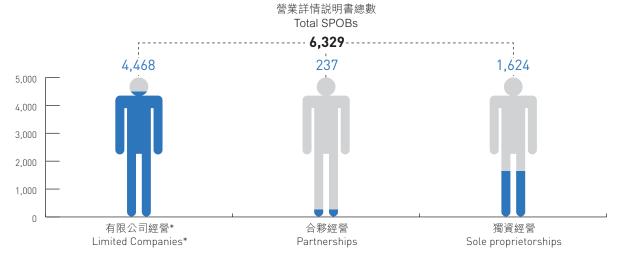
#### 持牌人的年齡(截至**2015**年**3**月**31**日) Age of Licensees (as at 31/3/2015)

年齡 Age	<21	21-30	31-40	41-50	51-60	>60
地產代理(個人)牌照持有人 Holders of estate agent's licence (individual)	4.6%	18.8%	30.7%	33.3%	11.1%	1.5%
營業員牌照持有人 Holders of salesperson's licence	15.6%	29.8%	27.8%	22.1%	4.4%	0.3%
整體 Overall	10.5%	24.7%	29.1%	27.3%	7.5%	0.9%

#### 持牌人所選擇的通訊語言(截至2015年3月31日) Licensees' Choice of Language in Communication (as at 31/3/2015)



#### 代理業務的經營模式(截至**2015**年**3**月**31**日) Mode of Operation of Estate Agency Businesses (as at 31/3/2015)



<sup>\*</sup> 由3,189個公司持牌人經營

<sup>\*</sup> Operated by 3,189 company licensees

#### 代理業務的規模(截至2015年3月31日) Size of Operation of Estate Agency Businesses (as at 31/3/2015)

商舖數目* Number of shops*	1	2	3	4	5-10	11-20	21-30	>30
有限公司經營 Limited companies	2,963	149	43	8	16	5	1	4
合夥經營 Partnerships	210	5	3	2	0	0	0	0
獨資經營 Sole proprietorships	1,471	55	6	4	1	0	0	0

<sup>\*</sup> 即營業詳情説明書

# 地與香港地產代理專業

監管局與中國房地產估價師與房地產 經紀人學會(「中房學」)於2010年11月 3日簽訂協議,落實內地與香港地產 代理專業資格互認計劃的基本安排。 此安排旨在推動中港兩地的地產代理 業界專業人才交流與合作,同時促進 兩地行業的長遠發展。

根據協議,在五年的協議期內,監管 局和中房學分別推薦特定數額的合資 格地產代理,參加由對方專門開設的 培訓課程及考試。在完成課程並通過 考試後,參加者可申請相關的註冊證 書或牌照。雙方亦就如何處理針對參 與計劃的持牌人的投訴,及對違規持 牌人進行紀律處分等方面達成共識。 雙方亦已建立通報機制,互相通報受 處分的持牌人的資料,以確保監管機 制的效力。

在協議安排下,截至2015年3月31日, 共有188名香港地產代理持有由中房 學頒發的註冊證書,另有18名內地地 產代理持有由監管局批出的牌照。

#### \* i.e. SPOBs

#### Scheme on Mutual Recognition of **Professional Qualifications of Estate** Agents in the Mainland and Hong Kong

The EAA and the China Institute of Real Estate Appraisers and Agents ("CIREA") entered into an agreement on 3 November 2010 to lay down the foundation for the mutual recognition of professional qualifications of estate agents in the Mainland and Hong Kong. The arrangement was intended to promote professional exchanges and cooperation between practitioners of the estate agency trade in the Mainland and Hong Kong, and to facilitate the long-term development of the industry of both sides.

According to the agreement, the EAA and the CIREA will each nominate a certain number of qualified estate agents to participate in tailor-made training courses and examinations organised by the other party within the 5-year agreement period. Upon completing a training course and passing an examination, the participants may then apply for the relevant registration certificate or licence. The signing parties also reached agreement regarding the handling of complaints against licensees under the scheme and the imposition of disciplinary sanctions against non-compliant licensees. A notification mechanism under which each side would report information about licensees who had been disciplined was also established to ensure the effectiveness of the regulatory regime.

As at 31 March 2015, 188 Hong Kong estate agents held a registration certificate issued by the CIREA and 18 Mainland estate agents held an estate agent's licence issued by the EAA, both pursuant to the arrangement.