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監管局行政總裁韓婉萍
Ruby Hon
Chief Executive Officer of the EAA

“持牌人應時刻緊記自己是專業地產代理的身份，行為應保持莊重，即使有競爭也應是文明地進行。”

"Licensees should always be mindful of their professional status and act with dignity. Competition should be pursued in a civilised manner."

因小失大

WINNING A BATTLE, LOSING THE WAR

面對激烈的競爭，加上一手住宅市場熾熱，近期接連有傳媒報道地產代理在新盤銷售點爭執打架。我對此感到十分失望，因為這些衝動和魯莽的行為，令地產代理專業蒙羞，同時也會被公眾所鄙視。

持牌人應時刻緊記自己是專業地產代理的身份，行為應保持莊重，即使有競爭也應是文明地進行。持牌人在公眾地方打架，會令行業名聲受損。即使沒有肢體衝突，而是出言侮辱，也同樣地會損害行業的形象。

試想像，當你一邊廂向途人(亦即你的準顧客)推銷你的服務時，另一邊廂你卻與其他持牌人打架，這是何等的愚蠢和不智。難道你想向客戶展示你的好武功，抑或是你的魯莽和沒有禮貌？而當你打架時被目擊者攝下的照片和短片被人放上網後，你更會成為公眾討論及批評的對象。

就算打贏了，也可能賠上你的前途。你可能被監管局紀律處分，最終飯碗不保。更嚴重的，是你可能會被警方刑事檢控，留下案底，甚至瑯瑯入獄。是否還值得一打？我相信絕大部分的持牌人都是聰明的，明白這個道理，然而，只靠聰明並不足夠，從事服務業最重要的，是「EQ」。

最後，我必須重申，地產代理公司的管理層必須認真正視這些不當的行為，並採取措施防止同類事件再次發生。監管局也會密切監察情況，有需要時會採取行動，確保沒有人逃避責任。

In the face of keen competition and due to the popularity of the primary residential market, a number of conflicts and physical fights between estate agents at first-sale sites hit the headlines recently. I am deeply disappointed at this kind of reckless and impetuous behaviour which has brought shame on the estate agents profession and which the public despises.

Licensees should always be mindful of their professional status and act with dignity. Competition should be pursued in a civilised manner. Fighting between licensees in public places brings disrepute to the trade. Likewise, verbal insults, though they are not physical, also tarnish the image of the trade.

It is certainly foolish and unwise to get into a fight with fellow licensees when you are trying to promote your service to passers-by, i.e. your potential customers. Are you trying to demonstrate to your clients how good your Kung-Fu is or how reckless or impolite you are? You will be despised by the public when photos and videos of your fighting are taken by witnesses and posted on the Internet.

Winning a fight will cost you your career. You may face disciplinary action by the EAA, and may eventually lose your job. What's more, you will probably be charged by the Police and convicted of a criminal offence, leaving a record or even facing imprisonment. Is the fight still worth it? I believe most licensees are smart enough to understand this. But being smart is not enough. Being emotionally intelligent is a key attribute in every service industry.

Finally, I must also stress that management of estate agency companies must deal with this kind of unruly behaviour seriously and take measures to prevent it from happening again. The EAA will also monitor the situation closely and take any necessary action to ensure that no one evades their responsibilities.