



EAA Board Endorsed its Action Plan for 2016-17

(8 March 2016) The Estate Agents Authority (“EAA”) endorsed its detailed action plan for 2016-17 at its Board meeting today. The plan sets out in detail the key initiatives and priority areas for the EAA’s work in the coming financial year.

At its meeting today, the EAA Board reviewed the direction under the corporate plan 2015-18 which was approved last year, and discussed the detailed action plan for the year 2016-17, which translated strategies into action.

EAA Chairman Mr William Leung Wing-cheung, BBS, JP said, “In face of an ever-changing property market and social environment, it is important that the EAA stays vigilant and effective. We need to solicit support and cooperation from all stakeholders, including the trade and the public. We aim to take a proactive approach in regulatory and education work in order to elevate the professional standard of the trade and protect the interest of consumers.”

According to the action plan for 2016-17, among other initiatives, the EAA will increase the number of cyber patrols on advertisements and online property portals, taking into consideration the prevailing operational trends to achieve effectiveness in the EAA’s regulatory role over online property activities. On Continuing Professional Development training, the EAA will also develop and roll out a new structured certificate programme on effective estate agency practice to help the less experienced licensees build a solid and proper foundation by equipping participants with the essential knowledge and skills applicable to their day-to-day estate agency work.



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On stepping up consumer education, the EAA will continue to organise public talks on timely topics related to consumer education; and will start preparing a series of events in the occasion of the EAA's 20th anniversary in 2017 to further enhance the public's awareness of the EAA.

The EAA Board meeting today also discussed and endorsed other administrative matters and received work progress reports from the Administration and committees.

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