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監管局行政總裁韓婉萍

Ruby Hon

Chief Executive Officer of the EAA

“只有透過用心的服務才可累積個人口碑，建立優質品牌，從而在這行業長久立足。”

"Only through offering dedicated services to clients would one be able to build up your own personal reputation and quality brand for remaining in this industry for a long term."

### 逆境要自強

## SELF-RELIANCE IN TIMES OF ADVERSITY

農曆新年過後，二手屋苑的預約睇樓量稍見回升，不少新盤亦錄得不錯的參觀人流。話雖如此，整體物業市場交投依然徘徊於低位，地產代理的持牌人數也連續兩個月錄得下跌，反映部分從業員選擇暫時離開地產代理行業，或有部份人士暫緩入行計劃。

現時經濟氣候不明，很多行家最近也向筆者大訴苦水，說外面很難聘請新人入行。說實話，以現時的經營環境看來，即使是現職持牌人也感「搵食艱難」，更何況是初入行的新鮮人？對於員工自然流失，地產代理公司或多或少出現人手緊拙。即使現時有不少地產代理公司趁機轉戰參與銷售一手住宅物業，筆者仍希望提醒大家，在安排人手推銷一手新盤時，應該「小心駛得萬年船」，避免委派未領有有效牌照的後勤員工或見習生參與地產代理工作。

不少人認為安排未領有牌照的見習生在街上派發新盤傳單也不為過。其實，這些見習生的工作隨時會「踩界」，因地產代理工作定義相當廣泛，包括在業務過程中為客戶就促成物業交易而作出的介紹或商議工作。即使有關人士在街上派發新盤傳單，但倘若過程中涉及推介傳單上的物業資料予客戶、安排客戶參觀樓盤或招攬生意等，這便涉及地產代理工作，是必須持有有效牌照的。

另外，要提醒大家，即使是已遞交申領牌照或申請續牌的人士，在等待牌照審批及沒有有效牌照期間從事地產代理工作也是不允許的。其實，作為地產代理公司，也應確保牌照屆滿或暫時被吊銷牌照的員工沒有從事地產代理工作，並要求他們不要使用其名片。免得因一時疏忽，要負上沒有有效管治其業務的責任。

無論市況如何，業界需要有高的逆境智商及情緒智商。只有透過用心的服務才可累積個人口碑，建立優質品牌，從而在這行業長久立足。筆者期望業界能做好本份，充實自己。我相信，憑著大家過人的競爭力，定能度過寒冬，迎來新機遇。

Flat viewings of second-hand residential properties have shown a slight increase after the Chinese Lunar New Year as with show flats of new developments which recorded good visitor flow. That said, the overall property market activities still remain at a low level. The number of licensees has fallen for two consecutive months, indicating that some practitioners have left the industry tentatively, while some potential practitioners may have postponed their plans to join the estate agency business.

I have heard from some trade representatives that it is now hard to recruit newcomers into the trade due to the current economic uncertainty. To be honest, even existing licensees are suffering, not to mention the newcomers in such an operating environment. With the natural wastage of manpower, estate agency companies are encountering labour shortages. Even if some estate agencies have turned to the first hand residential property market, I would still like to remind them to be cautious when appointing unlicensed staff to promote first-hand properties. They should not appoint support staff or trainees who do not have a valid licence to participate in estate agency work.

Many people think that the arrangement of using unlicensed trainees to distribute leaflets of new developments on the street is not excessive. However, it is risky in doing so as the definition of “estate agency work” is quite extensive. It covers any work done in the course of business in relation to the introduction to or negotiation for a client of a property. If any person introduces property information to a client, or arranges for a site visit to a development or solicits business etc., then he/she is engaging in estate agency work and would require a licence.

In addition, those who have submitted a licence application or renewal application should refrain from doing estate agency work during the approval period if they do not have a valid licence. In fact, estate agency companies should ensure that their staff whose licences have expired or been suspended do not engage in estate agency work and that they be requested not to use their business cards. Otherwise, they could be liable for failing to exercise effective control over their businesses.

Regardless of how the market is performing, practitioners are required to possess a high adversity quotient and emotional quotient. Only through offering dedicated services to clients would one be able to build up your own personal reputation and quality brand for remaining in this industry for a long term. I thus sincerely hope that practitioners can do their part and enrich themselves at best. I believe that through outstanding competitiveness, the trade will be able to overcome the cold weather and take advantage of the new opportunities to come.