



Charter on the Sales of First-hand Residential Properties of Property Developers

(11 July 2018) With a view to improving the sales order of estate agents at the sale-sites and show flats of first-hand residential properties and their nearby vicinity, the Estate Agents Authority (“EAA”) has reached an agreement with 27 developers to issue a charter on the sales of first-hand residential properties (“the Charter”). An announcement ceremony for the Charter was held today.

As of today a total of 27 developers have signed the Charter and over 20 representatives attended the announcement ceremony at the EAA office. According to the Charter, participating developers pledge to provide consumers with a desirable sales environment. They will not allow any unlicensed employees of estate agency companies to participate in any promotional or sales activities nearby the sale-sites. They will also strongly condemn any unruly, impolite, harassing, improper or violent behaviours and will take strong punitive actions against the estate agency company(ies) involved and its/their concerned employee(s), such as imposing fines on the company(ies) and/or suspending that company(ies) and/or its/their employee(s) from conducting sales activities at the sale-sites.

The Charter was announced by the EAA Chairman Dr William Leung Wing-cheung, SBS, JP today. He iterated, “The EAA is committed to promoting the good order of sales activities conducted by licensed estate agents at the sale-sites of first-hand residential properties. We deeply appreciate the support from the participating developers who share the same vision. The signing of the Charter sends a strong message to the public and the estate agency trade, that neither the EAA nor the participating developers would tolerate any unruly behaviors by the estate agents in their course of promoting first-hand residential properties. We welcome other developers which have not yet signed the Charter to join us anytime.”



Following the fighting incidents at the sale-sites of first-hand residential properties in which estate agents and unlicensed staff of estate agency companies were involved, the EAA has taken a series of actions including stepping up inspections and launching the abovementioned Charter. Moreover, the EAA has also started to study increasing its sanctions imposed on non-compliant agents and their companies. According to the current policy of the EAA, once a licensee is found to have committed a crime involving violence during his estate agency work, his licence will be revoked and he will not be granted a new one for at least three years. The EAA is now studying to extend the three-year period and will announce it in due course after seeking the endorsement of the relevant Committee.



EAA Chairman Dr William LEUNG Wing-cheung, SBS, JP (sixth from left of front row) and Chief Executive Officer Ms Ruby HON Yuen-ping (sixth from right of front row) with the representatives of developers at the announcement ceremony for the Charter today.



**List of representatives of developers (in alphabetical order)
present at the ceremony today:**

1. Mr Phileas Kwan, Executive Director, Asia Standard International Group Limited
2. Mr David Seto, General Manager - Property Development Department, Chevalier International Holdings Limited
3. Mr SM Ng, Director – Sales, Chinachem Group
4. Mr Andy Tai, Senior Manager - Sales & Investment, Chinese Estates Holdings Limited
5. Mr Jimmy Fong, Managing Director, Couture Homes Properties Limited
6. Mr Ricky Tsang, Sales & Marketing Manager, Easyknit International Holdings Limited
7. Mr Donald Cheung, Executive Director, Emperor International Holdings Limited
8. Ms Teresa Pang, Senior Manager - Property Sales, Hang Lung Properties Limited
9. Mr Raymond Wong, Senior General Manager - Sales Department, Henderson Land Development Company Limited
10. Mr Benny Wong, Sales Manager, K&K Property Holdings Limited
11. Mr Tony Wan, General Manager - Sales & Marketing (Hong Kong Properties), K. Wah Real Estates Co., Ltd
12. Ms Semy Ng, Director – Marketing, Kerry Real Estate Agency Limited
13. Mr Terence Yang, General Manager - Marketing & Sales Department, Kowloon Development Company Limited
14. Mr Julian Poon, Senior Vice President, Lai Sun Group
15. Mr Allen Fong, Sales & Marketing Director, Minmetals Land Limited
16. Mr CT Lee, Senior Manager - Sales Executive Assistant to General Manager, Nan Fung Development Ltd
17. Mr Akan Wong, General Manager - Sales & Marketing, New World



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18. Mr Gary Wong, CEO & Executive Director, Wang On Properties Limited
19. Mr Ricky Wong, Managing Director, Wheelock Properties (Hong Kong) Limited



Annex 1

List of participating developers (in alphabetical order):

1. Asia Standard International Group Limited
2. Chevalier International Holdings Limited
3. China Overseas Property Limited
4. Chinachem Group
5. Chinese Estates Holdings Limited
6. Couture Homes Properties Limited
7. Easyknit International Holdings Limited
8. Emperor International Holdings Limited
9. Great Eagle Real Estate Agency Limited
10. Hang Lung Properties Limited
11. Henderson Land Development Company Limited
12. HKR International Limited
13. Hopewell Holdings Limited
14. K&K Property Holdings Limited
15. K. Wah Real Estates Co., Ltd
16. Kerry Real Estate Agency Limited
17. Kowloon Development Company Limited
18. Lai Sun Group
19. Minmetals Land Limited
20. Nan Fung Development Ltd
21. New World Development Company Limited
22. Paliburg Holdings Limited
23. Sino Land Company Limited
24. Sun Hung Kai Properties Limited
25. Wang On Properties Limited
26. Wheelock Properties (Hong Kong) Limited
27. Wing Tai Properties Development Limited



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Commitment Statement

We understand and agree that:

- Order at the sale-sites of first-hand residential properties is essential. We believe that good order provides consumers with an ideal environment to make important purchasing decisions.
- The recent fighting incidents among estate agents and unlicensed persons nearby the sale-sites and show flats of first-hand residential properties are unacceptable. We reiterate that any improper or violent behaviour of any estate agents and unlicensed persons at the sale-sites and show flats is not allowed.
- Providing an ideal environment to consumers is important. It is strictly forbidden for any person to disrupt the order at the sale-sites and show flats.

Execution

1. We reiterate that we will spare no effort in providing consumers with a desirable sales environment. Only licensed agents wearing estate agent cards / staff cards will be allowed to work at the sale-sites and show flats. We promise we will not welcome and will not allow any unlicensed employees of estate agency companies to participate in any promotional or sales activities nearby the sale-sites.



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2. We will strongly condemn any unruly, impolite, swearing, harassing, improper or violent behaviours. We will take strong penalising action against the estate agency company(ies) involved and its/their concerned employee(s), including suspending that company(ies) and/or its/their employee(s) from conducting sales activities at the sale-sites and/or imposing fines on the company(ies) accordingly.

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