



**EAA launches publicity campaign to encourage consumers  
to appoint quality licensed estate agents**

(7 March 2019) To promote the professional qualities and image of licensed estate agents to the public, a publicity campaign has recently been launched by the Estate Agents Authority (“EAA”) through advertising on tram, buses and bus shelters, as well as the Internet.

The publicity campaign promotes the “5A” qualities of professional estate agents, namely, “Adherence”, “Ability”, “Accountability”, “Advancement” and “Affinity”. In addition to placing advertisement, a poster bringing out the same message will also be produced and distributed to all estate agency shops shortly. Through the campaign, consumers are encouraged to choose licensed estate agents with reference to these qualities, while frontline estate agents are reminded of attaining such standards.

The EAA Chairman Professor William Leung Wing-cheung, SBS, JP said, “The EAA attaches great importance on educating consumers to appoint quality estate agents. This campaign aims to educate consumers to focus on the high caliber of an estate agent when they are choosing one. At the same time, we hope that estate agents will also remember to be a competent “5A” agent in order to serve customers better.”

Shortly, the EAA will also introduce a short video in Cantonese, showcasing the importance of appointing a professional estate agent through an interesting story. Stay tuned for the video which will be available on the EAA’s consumer education website (<http://smart.eaa.org.hk>) and YouTube channel ([www.youtube.com/EstateAgentsAuthority](http://www.youtube.com/EstateAgentsAuthority)) by the end of March.



# 地產代理監管局 ESTATE AGENTS AUTHORITY

新聞稿  
Press Release

Photos:



EAA Chairman Professor William Leung Wing-cheung, SBS, JP and the tram with the theme of the EAA's publicity campaign.



The EAA's advertisement at a bus shelter.

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