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執業及考試委員會 副主席黃鳳嫻女士

AN INTERVIEW WITH MS GILLY WONG FUNG-HAN, VICE-CHAIRMAN OF THE PRACTICE AND EXAMINATION COMMITTEE

本期《專業天地》專訪了監管局執業及考試委員會副主席黃鳳嫻女士，了解一下她對該委員會工作以及業界表現的看法。

In this issue of *Horizons*, we interview Ms Gilly Wong Fung-han, Vice-chairman of the EAA's Practice and Examination Committee, about her thoughts on the work of the Committee and the trade's performance.

問： 你自2012年起出任監管局成員和執業及考試委員會副主席。在加入監管局前，你熟悉地產代理行業嗎？可否和《專業天地》的讀者分享一下，作為監管局成員的感受？

Q: You have been a Board member of the EAA and served as the Vice-chairman of the Practice and Examination Committee ("PEC") since 2012. Were you familiar with the real estate business before joining us? Could you share with the readers of *Horizons* your feelings on serving on the EAA Board?

答： 我出任監管局成員已近四年。很高興能夠與監管局和執業及考試委員會的成員共事，他們都很能幹，並努力不懈熱心服務社會。加入監管局前，我和普通消費者一樣，對於地產代理業界的工作只有基本認識；現在，我對他們的執業、要遵守的條例，以至行業生態都有更深入了解。他們的工作既複雜亦講求靈活性，需要同時滿足買賣雙方的要求。因此，這行業要求高度專業水準，包括充分掌握實務知識、勤奮、毅力，以及優質的客戶服務。

A: I have served on the EAA Board for almost four years. It is good to work with the fellow Board members and PEC members as they are all talented people dedicated to public services. We all share the same enthusiasm. Before joining the EAA, I, like any other ordinary consumer, only had a basic idea of what the estate agency trade does for a living. Now I understand more about their practices and, of course, the regulations put on them and the nature of their businesses. Their work is complex and in fact very dynamic in meeting the need of buyers and sellers. This profession requires expertise, including strong technical knowledge, diligence, persistence and quality customer services.

問： 過去三、四年間，監管局發出多份執業通告，致力提升業界的水平。你認為，與數年前的情況相比，現時地產代理業界的專業水平如何？

答： 在我出任執業及考試委員會副主席這段期間，我們曾就不同主題發出了多份執業通告，並為業界提供指引。有些是因應政府推出的政策或措施，有些則是回應當時的行業生態。透過監管局的規管，以及持續不斷的教育工作，業界的專業水平提高了不少，從業員對守法循規的意識亦有所提升。然而，我明白業界現時正面對艱辛的經營環境，對於經驗豐富的從業員來說，我深信他們能適應樓市的起伏，但新入行的從業員則可能需要更多的提醒和教育，不單是來自監管局，聘用他們的地產代理公司也要提供培訓。地產代理公司應珍視年青員工為其重要資產，而非一隻棋子而已。有見及此，監管局發出不少指引均旨在加強地產代理公司對前線員工的妥善管理。

問： 作為消委會的總幹事，你對消費者的各式各樣投訴均非常熟悉。可否與我們分享一下，如何平衡消費者的期望及業界的業務需求？

答： 消費者對於地產代理服務的期望與日俱增。而隨着地產代理業漸趨成熟，從業員也同樣精明靈活。因此，我相信倘若業界能做好本份，消費者對交易也感到滿意時，便能達至多贏。在各方面包括監管局的共同努力下，大家的關係不應該是非勝則敗。一方面，一個既小心及明智的置業決定對健康的物業市場來說非常關鍵，故此持續的消費者教育十分重要；另一方面，業界也應時刻醒覺提升其專業水平，以減少爭拗及糾紛。總括而言，我相信監管局將會繼續擔任監督和守護的角色，維持業界的專業水平，以保障業界及消費者雙方的利益。

Q: In the past three to four years the EAA has issued many practice circulars to enhance our requirements on the trade's practice. What do you think of the current professional standard of the estate agency trade, compared to a few years ago?

A: During the years I served on the PEC there were a number of practice circulars issued to provide guidelines on various subjects to the trade, either issued in light of new government measures or due to emerging business trends or issues. Through such regulatory work, as well as the continuous educational work of the EAA, the trade has a higher professional standard and an increased awareness of compliance. However, I understand that the trade is currently experiencing a difficult business environment. While I believe most of the experienced players in the trade are able to deal with the ups and downs, the newcomers need to be reminded and educated about their duties more consistently, not only by the EAA but also by their employers, the estate agency companies. Companies should value and nurture their young staff as potential assets, not as dispensable pieces on a chessboard. In this regard, many of our guidelines have strengthened the responsibilities of estate agency companies to manage their frontline staff properly.

Q: As the Chief Executive of the Consumer Council you are familiar with all sorts of consumers' complaints. Could you share with us your thoughts on how to balance consumers' expectations with the trade's business needs?

A: Consumers' expectations for the services offered by estate agents have been increasing over time. The estate agency trade is maturing and our tradesmen are both flexible and smart. As such, I believe there could be multi-win solution for all, where the trade could do good business and consumers could also have a good deal. It should not be a zero-sum game and every party including the EAA should continue to chip in their effort. On one hand, continuous education for consumers is important as well-informed and careful home-buying decisions are critical to a healthy property market. On the other hand, the trade needs to be reminded to elevate their practice standard, so that there will be fewer arguments and disputes. That said, I believe the EAA will continue to be both the watchman and the guardian at the same time, upholding the professional standards of the trade to benefit both the trade and consumers.