

### **有關一手樓盤銷售地點的秩序的執業通告於9月1日生效 NEW PRACTICE CIRCULAR ON THE ORDER AT FIRST-SALE SITES CAME INTO EFFECT ON 1 SEPTEMBER**

監管局十分關注地產代理於一手住宅物業銷售處的秩序，尤其重視有否非持牌人士參與推廣活動。因此，監管局發出一份題為「一手住宅樓盤銷售 – 一手樓盤銷售地點的秩序事宜」的新執業通告(編號16-02(CR))，並已於2016年9月1日生效。

該新通告涵蓋的其中一個新範疇與地產代理公司調派非持牌員工於新盤銷售處參與推廣活動有關。地產代理公司應就非持牌員工可從事及不能從事的工作定立明確的指引。此外，非持牌員工應戴上由地產代理公司僱主備製的名牌，名牌上需清晰顯示其姓名、照片及其僱主名稱。地產代理公司也須同時委派最少一名持牌員工擔任「導師」，以監督及監察非持牌員工在一手樓盤銷售點的工作。

此外，通告也再次提醒地產代理，在進行銷售活動時不可有過分推銷的行為，例如阻礙行人，即使途人表明沒興趣購買該物業，仍然不斷游說及向其招攬生意等。

為加強地產代理公司對新通告的了解，監管局已上載一套相關的「問與答」及範本至監管局網頁([www.eaa.org.hk](http://www.eaa.org.hk))供業界參考。

The EAA is very concerned about the order of estate agents at the sale sites of first-hand residential properties, especially the participation of non-licensed persons in the promotional activities. Hence, the EAA issued a new Practice Circular (No. 16-02 (CR)) titled “First Sale of Residential Properties – Order at First-sale Sites” and it has become effective on 1 September 2016.

One of the new areas covered in the new Circular is about the activities of non-licensed staff deployed by estate agency companies in first-sale sites. Estate agency companies should set out clear guidelines for non-licensed staff on the type of work that they can and cannot undertake. Moreover, non-licensed staff should wear a name tag prepared by their estate agency employer, which shows his/her name, photograph and the employer he/she worked for. Estate agency companies are also required to assign at least one licensed staff as “mentors” to supervise and monitor the non-licensed staff at first-sale sites.

In addition, the Circular also reminds estate agents again that they must not be over-aggressive when conducting promotional activities, such as standing in the way of passers-by, stalking and persistent solicitation despite indication by the passers-by that they are not interested in making any purchase.

In order to enhance estate agency companies understanding of the new Circular, the EAA has uploaded a set of relevant “Questions and Answers” and samples of the required documents on the EAA’s website ([www.eaa.org.hk](http://www.eaa.org.hk)) for the trade’s reference.