



香港專業地產顧問商會榮譽會長
汪敦敬先生
Mr Lawrance Wong Dun-king
Honorary President of Hong
Kong Chamber of Professional
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業界回應

地產代理行業已進入專業年代，從業員提供服務時有不少指引和程序可依循，當中亦有法例規定從業員要保障客人的利益及私隱。專業持續進修計劃是一個重要的環節，從業員要不斷去吸收新知識，與時並進。

COMMENT FROM TRADE

The estate agencies are getting professional. There are guidelines and procedures for practitioners to follow when providing service to clients so as to protect the clients' interest and privacy. Continuing Professional Development Scheme is also important for them to gain up-to-dated information from the market.

紀律研訊個案：發布含錯誤物業資料的廣告 DISCIPLINARY HEARING CASE: ISSUING AN ADVERTISEMENT WITH INCORRECT PROPERTY INFORMATION

引言

持牌人應盡量小心和盡一切應盡的努力於廣告中提供正確的物業資料，否則有可能被監管局紀律處分。

INTRODUCTION

Licensees should exercise due care and due diligence in providing correct and accurate property information in advertisements. Otherwise, they may be subject to disciplinary action by the Estate Agents Authority.

事件經過

監管局接獲一宗匿名投訴，指一間地產代理公司於公司網頁上發布違例的物業廣告。

該廣告是關於一個面積994平方呎的單位，放售價為1,350萬元。但是，監管局經調查後發現，該單位其實是由兩個業主分別持有的獨立單位；而不是如廣告中所指的單一物業。兩個單位的實用面積分別為498及496平方呎，放售價均為700萬元。

INCIDENT

The EAA received an anonymous complaint that an estate agency company had issued a non-compliant property advertisement on its company website.

The advertisement was about a 994-square-foot unit with a listed price of \$13.5 million. However, upon investigation, the EAA found that the said property was composed of two individual units which were owned by two different owners. It was not a single property as stated in the advertisement and the listed price of both properties was \$7 million each and the saleable area of the two units was 498 and 496 square feet respectively.

研訊結果

監管局紀律委員會認為，該地產代理公司沒有盡量小心和盡一切應盡的努力確保廣告中的物業資料正確無誤，因而違反了《操守守則》第3.5.1段：「地產代理和營業員在履行職務時必須盡量小心和盡一切應盡的努力。」

考慮個案的性質、持牌人的違規紀錄及同類個案的罰則後，委員會決定譴責該地產代理公司及罰款22,000元。

RESULT

The EAA Disciplinary Committee was of the view that the estate agency company failed to exercise due care and due diligence in ensuring the accuracy of the property information when issuing the advertisement for the properties. Therefore, it was in breach of paragraph 3.5.1 of the *Code of Ethics*, which stipulates: "Estate agents and salespersons shall, in fulfilling their duties, exercise due care and due diligence".

Having considered the nature and gravity of the case and the disciplinary record of the estate agency company, the Committee decided to reprimand the estate agency company and impose a fine of \$22,000.



香港地產代理商總會主席
謝順禮先生
Mr Calvin Tse Shun-lai
Chairman of Hong Kong Real Estate Agencies General Association

業界回應

作為專業的地產代理在刊登物業廣告時，必須確保廣告中的物業資料正確無誤，避免客人失去預算及招致損失。

COMMENT FROM TRADE

Professional estate agents should ensure the validity of the property information when issuing property advertisement to avoid over budget of the clients.

