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### 好榜樣與壞榜樣

### GOOD AND BAD EXAMPLES

在最近一次媒體訪問中，記者朋友向我展示一個關於香港地產市場前景問卷調查的結果。問卷調查的其中一條關於公眾對地產代理服務看法的題目引起我的注意，調查結果顯示不算太差但也不算太好。

上述問卷調查由一個地產網站進行，受訪人數有2,800多名市民。問卷其中一條題目問及受訪者過去與地產代理接觸的經驗。有四成受訪者認為地產代理的表現合乎預期；但有四成半認為地產代理的表現一般及參差。另外有8%受訪者認為他們委託的地產代理表現非常專業，有7%則認為其服務非常不專業。

另一方面，監管局的數字顯示，2016年接獲的投訴宗數比2015年增加了51%，而當中有關本地住宅以外的其他物業交易更錄得184%升幅，包括涉及商場舖位銷售及非本地物業交易。因此，我們正計劃發出兩份新執業通告讓業界依循。

這些數字反映了業界的表現參差和不穩，當中可能是由於營商環境困難所致。筆者希望再次提醒所有持牌人，即使面對重重挑戰，也要謹慎行事及維持業界形象，始能被消費者所尊重。

調查結果也令本人更加深信，有些持牌人的表現及服務是非常突出的。基於這個信念，我們今年首次舉辦「傑出地產代理獎」。透過這個獎項，我們希望鼓勵持牌人精益求精，同時推動地產代理行業的專業化。我寄望比賽結果會為業界帶來長遠的正面影響。

During a recent media interview, a reporter showed me the results of a survey about the prospects of the property industry. One of the survey questions caught my attention, which was about the public's view on the services of estate agents. The results were not bad but not good either.

The abovementioned survey was conducted by a property website and interviewed some 2,800 people. There was a question asking the interviewees' experience with estate agents. 40% of interviewees found that the performances of estate agents met their expectations, while 45% opined that the performances of estate agents were average and mixed. 8% found that the estate agents they appointed were very professional but 7% thought that they were very unprofessional.

On the other hand, the EAA's figures showed that the number of complaints we received in 2016 had increased 51% compared to 2015. In particular, there was an upsurge of 184% in complaints related to properties other than local residential properties, including those about the sale of units in shopping malls and non-local properties. In this regard, we are planning to issue two new practice circulars for the trade to follow.

These figures reflect that the trade's performance is mixed and inconsistent, possibly due to their difficult operating environment. Notwithstanding the challenges faced by the trade, I would like to once again remind all licensees to behave properly and protect the trade's image for maintaining a sustainable industry worthy of the respect of the consumers.

The survey results convinced me again that there are licensees whose performances and services are distinguished. Based on this belief, we introduced the first Outstanding Estate Agent Award this year. Through this Award, we intend to further motivate licensees to improve themselves and promote the professionalism of the estate agency industry. I do hope that the results will have a long-term positive influence on the trade.