

## 監管局推出全新電視宣傳短片 A NEW ANNOUNCEMENT IN THE PUBLIC INTEREST (“API”) BY THE EAA LAUNCHED



為提醒消費者在進行物業交易時，宜將所有訂金交由律師樓託管，監管局最近推出全新電視宣傳短片及電台聲帶，於各大電視台和電台頻道播放。電視宣傳短片同時亦可於監管局網頁、全新消費者教育網站及YouTube頻道瀏覽。

此新宣傳短片名為「訂金交託律師行、樓宇買賣風險降」。因應去年發生騙徒假冒業主騙取物業買家訂金的事件，局方製作此新宣傳短片，帶出把所有訂金交由律師樓託管以減低風險的重要性。

相關的宣傳海報及貼紙也陸續派發到各地產代理商舖。上述電視宣傳短片可於監管局網頁（「資訊中心」>「短片」）、局方的全新消費者教育網站 [smart.eaa.org.hk](http://smart.eaa.org.hk)，以及YouTube頻道 (<http://youtu.be/B73fl-eHcK8>) 觀看。

In order to remind the public to arrange for the stakeholding of all deposits by a firm of solicitors during a property transaction, the EAA has recently launched a new TV and radio API which are now broadcasting on major TV and radio channels. The TV API is also available at the EAA’s website, the EAA’s new consumer education website and on YouTube.

The EAA’s new API is titled “Lower the risk in property transactions; place all deposits at a law firm for stakeholding”. In response to the incidents that happened last year of fraudsters impersonating flat owners to swindle deposits paid by purchasers in property transactions, the API points out the importance of stakeholding all deposits to lower the risks involved.

Related promotional stickers and posters have also been produced and distributed to all SPOBs. The new TV API is available at the EAA’s website (“Information Centre” > “Videos”), the EAA’s new consumer education website: [smart.eaa.org.hk](http://smart.eaa.org.hk) or on YouTube (<http://youtu.be/fJBsu-tdDXY>).

