

人物誌 Portrait



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監管局成員吳啟民先生 Mr NG Kai-man Member of the EAA

本期《專業天地》專訪了監管局的地產代理業界成員吳啟民先生，了解一下他對監管局工作及業界表現的看法。

In this issue of *Horizons* we interview Mr NG Kai-man, member of the EAA from the estate agency trade sector, about his views on the work of the EAA and the trade's performance.

問：你自 2015 年起出任監管局成員並加入多個委員會，對比起以前，你對監管局的觀感有否轉變？

Q: You have been a member of the EAA Board since 2015 and have joined several committees. Compared with the past, have you changed your perception of the EAA?

答：在加入地產代理監管局（「監管局」）之前，我和監管局已有不少合作，所以對監管局已經有一定程度的認識，對監管局的工作及成績予以肯定，並十分欣賞監管局人員的勤奮及實事求是的工作態度。自從於三年前成為監管局成員後，讓我能夠廣泛接觸社會不同階層，聆聽公眾對業界不同的期望，更了解到在法律監管、資源運用及行業和政府部門的協調，對監管局的運作所帶來的直接和間接影響。監管局無論在制定任何政策或指引時，監管局都先經過詳細討論，加上透過不同界別代表提

A: Before joining the Estate Agents Authority ("EAA"), I already had a lot of cooperation with the EAA and hence had a certain degree of understanding of the EAA's work. I acknowledge the work and achievements of the EAA and appreciate the diligence and pragmatic attitude of the EAA staff. Since becoming a member of the EAA three years ago, I have been able to reach out to different levels of the society, listen to the public's different expectations on the trade, and understand the direct and indirect impact of regulation, utilisation of resources and coordination between the trade and government on the EAA's work. In formulating any policies or guidelines, the EAA will undergo detailed deliberations of the tissues, and take into account suggestions and amendments made by representatives of different sectors before their implementation. I now have a

出的意見和修正，政策或指引才能得以推行，我現在對監管局的工作有更深入的了解，並更積極執行各項監管指引。

問：作為資深的地產代理公司管理層，你覺得近年業界（包括代理及公司）的表現如何？

答：我覺得業界近幾年的表現都有顯著改進。在法律的認知方面，透過監管局的積極培訓和監管下，業界的專業知識水平有所提升。業界面對日益增加的公眾要求，其服務水平亦有顯著進步。在未來發展上，個別地方當然會有改善空間；例如有關一手樓盤銷售的秩序安排，更重要如佣金回贈問題，因為涉及地產代理的誠信，對地產代理行業專業的形象有一定的影響！

問：地產代理持牌人數屢創新高，你認為業界應如何應對挑戰？

答：地產代理人數增加無疑是一個好現象，這反映公眾認同地產代理的工作，並願意從事地產代理行業。與此同時，有更多新人希望加入行業，地產代理公司在招聘時可選擇更專業的地產代理員，長遠有助提升行業水平。

業界應善用這入職潮，嚴加選擇質素更好的應聘者，提供充分基本知識培訓，更要灌輸誠信觀念，培育他們成優良代理人員。我一向支持監管局所推行的培訓措施，例如積極舉辦培訓活動，優化地產代理／營業員資格考試制度，提升地產代理持牌人員專業水平，在未來牌照考試上有更完善更快速的安排及監管，有助行業長遠發展。

better understanding of the EAA's work and will more proactively implement every regulatory guideline.

Q: As a seasoned estate agency management, how do you feel about the performance of the trade (including agents and companies) in recent years?

A: I have seen significant improvement in the performance of the trade in recent years. In terms of legal knowledge and professional knowledge of the trade, that has been enhanced through the active training and supervision of the EAA. As the trade is facing increasing public expectations, its service standard has also improved significantly. For future development, there will of course be room for improvement in individual areas; for example, the arrangement of the order at first-sale sites, and the more important issue of commission rebates which involves the integrity of estate agents and could certainly tarnish the professional image of the trade.

Q: As the number of estate agents has reached a record high, what do you think the trade should respond to the challenge?

A: The increase in the number of estate agents is undoubtedly a very good phenomenon, as it reflects the public's recognition of the work of estate agents and a willingness to join the estate agency trade. At the same time, as more newcomers came to join the industry, estate agency companies are in a better position to select and hire the most professional candidates which will help improve the trade's standards in the long run.

The trade should make good use of this entry tide and carefully select candidates with better qualities; provide them with adequate training and instill in them a sense of integrity, so as to nurture them into good agents. I have always supported the professional development measures of the EAA, such as actively organising training activities, optimising the qualifying examinations for estate agents/salespersons, enhancing the professional standards of licensees, and providing better and faster arrangements and supervision for future qualifying examinations. All these help the trade to develop further in the long run.