

## 目錄 CONTENTS

01 觀點視野  
A Perspective

02 新聞速遞  
News Flash

07 焦點話題  
In Focus

10 人物誌  
Portrait

12 誠信與你  
Integrity in Focus

15 CPD 重溫  
CPD Recap

16 執業問與答  
Practice Q&A

17 顧名思義  
ABC in Estate Agency

18 活動紀要  
Events and Activities

20 統計數字  
Statistics



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“筆者希望一眾前線地產代理及其公司的管理層均以此為鑑，切勿在一手住宅物業銷售處作出任何不守規矩的事情，否則只會得不償失。”

“ I hope that frontline estate agents and the management of estate agency companies will take this as a lesson. It is not worth engaging in any unruly behaviour at the sale-sites of first-hand residential properties. ”

# 破壞秩序的後果

## Consequences of disrupting order

上一篇文章中，筆者提到在一手住宅銷售處發生打架事件後，監管局與多間發展商取得共識，禁止地產代理公司的無牌員工參與推銷，同時會向不守規矩的地產代理及其公司採取懲罰性措施。結果，最近便有發展商向在其一手住宅銷售處破壞秩序的房地產代理公司作出行動。

今年七月，監管局與 32 家物業發展商訂立了一手住宅物業銷售約章，在約章推出之後，可見一手住宅物業銷售處的秩序，比以前明顯有所改善。

然而，到了八月，監管局卻發現在某新盤銷售處有兩間地產代理公司的無牌員工參與推廣該樓盤的活動。監管局隨即聯絡有關的發展商，結果有關發展商即時向涉事的兩間地產代理公司罰款。而監管局亦正在跟進個案，如證實有關地產代理公司的管理層違反監管局指引，會對其作出紀律處分。

這次事件表明，約章雖然沒有法律約束力，但參與的發展商是會執行約章的承諾。約章的理念就是不論監管局或發展商均不會容忍地產代理在推廣一手住宅物業時作出任何不守規矩的行為。發展商與監管局有同樣的願景，就是共同維持一手住宅物業銷售處的良好秩序。

筆者希望一眾前線地產代理及其公司的管理層均以此為鑑，切勿在一手住宅物業銷售處作出任何不守規矩的事情，否則只會得不償失。

In the last article, I mentioned that after the fighting incidents at the sale-sites of first-hand residential properties, the EAA reached consensus with a number of property developers to prohibit unlicensed employees of estate agency companies from participating in first-sale promotion, and to take punitive measures against the estate agents and their companies for any unruly behaviour. As a result, a developer has recently taken action against estate agency companies for disrupting order at the sale-sites of its first-hand residential properties.

In July this year, the EAA and 32 property developers issued a Charter on the sales of first-hand residential properties. After the launch of the Charter, the order at the sale-sites of first-hand residential properties significantly improved.

However, in August, the EAA discovered that there were a number of unlicensed employees of two estate agency companies outside a first-sale site engaging in the promotion of the development. The EAA immediately contacted the relevant developer, and as a result, the developer immediately fined the two estate agency companies concerned. The EAA is also following up on the two cases and will sanction the management of the relevant estate agency companies if it is established they have breached the EAA's guidelines.

This incident shows that although the Charter is not legally binding, the participating developers are committed to honouring their promises in the Charter. The idea of the Charter is that neither the EAA nor developers will tolerate any unruly behaviour of estate agents when promoting first-hand residential properties. Developers and the EAA share the same vision in jointly maintaining good order at the sale-sites of first-hand residential properties.

I hope that frontline estate agents and the management of estate agency companies will take this as a lesson. It is not worth engaging in any unruly behaviour at the sale-sites of first-hand residential properties.