



凌潔心女士

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本期《專業天地》專訪了監管局成員凌潔心女士，了解一下她對監管局工作及業界專業水平的看法。
In this issue of *Horizons*, we interview Ms Imma LING Kit-sum, member of the EAA, about her views on the EAA's work and the trade's professional standard.

問：自 2015 年 11 月被委任為監管局董事局成員以來，你加入了不同的委員會，包括牌照委員會、執業和考試委員會以及專業發展委員會。你對這些工作有甚麼感受？

答：我很高興和榮幸成為監管局董事局成員之一。通過參與這些委員會的工作，我可以更了解地產代理行業的生態，以及業界面對的挑戰和機遇。這數年來，我感受到局方及業界有着一個共同目標，就是提升地產代理行業的專業水平。例如專業發展委員會透過持續專業進修計劃加強對從業員的持續培訓，提供與地產代理工作相關、以至人際關係及客戶服務方面等培訓，令從業員有更全面化的發展。執業和考試委員會則就着新法例和及時的情況發出執業通告，配以持續專業進修講座讓業界熟習相關規定。至於牌照委員會的工

Q: Since you were appointed as an EAA Board Member from November 2015, you have been participating in different committees, including the Licensing Committee, the Practice and Examination Committee and the Professional Development Committee. What are your feelings on the work of these committees?

A: It is my pleasure and honour to be one of the EAA's Board Members. Through participating in the work of the various committees, I understand more about the eco-system of the estate agency industry, and the challenges and opportunities that the trade faces. Over the past few years, I have found that both the EAA and the trade share the same goal in improving the trade's professional standard. For example, the Professional Development Committee enhances practitioners' all-round development by providing continuous professional development seminars on estate agency work, interpersonal skills and customer service. The Practice and Examination Committee issues practice circulars following the enactment of new laws and to address timely situations, which are then supported by continuing professional development seminars to help the trade familiarise themselves with the relevant requirements. As regards the work of the Licensing Committee, since the

作，由於發牌是一個嚴肅的決定，成員都十分小心審視每宗申請個案，以作出最持平及一致性的決定。

問：監管局會進一步提高資格考試的難度。你對監管局作為行業把關者的工作有何看法？你認為持牌人應具備的最重要品質是什麼？

答：監管局的目標之一是將地產代理行業發展成一個專業的行業，因此，提高資格考試難度實屬無可厚非。然而，除了靠外在的「金剛圈」規管之外，提升從業員本身的誠信及操守也同樣重要。置業是人生重要投資，從業員應待客以誠，從客戶的角度出發，聆聽他們的需要及關注點，給予專業及持平的意見，協助客戶作出一個最合適的決定。同時，從業員應對工作抱有熱誠，多參加培訓以增進知識。在資格考試中作弊或在申請牌照時作虛假陳述，是非常不智及不可接受的行為，會令他們的前途蒙上污點。

問：你從事會計專業一段很長的時間。在你看來，地產代理行業應如何提升其社會地位？你認為當今地產代理行業的專業水平如何？

答：現在的地產代理行業比以前專業得多。然而，時代不斷變遷，行業需要長遠發展，與時並進。監管局與業界保持溝通是非常重要的，例如最近有關反洗錢的指引，就制定出務實的指引。又例如發生打架事件後發佈的一手銷售約章，局方透過與業界及發展商的緊密溝通，將危機變成契機，向公眾帶出強而有力的正面訊息。另外，我認為地產代理公司的經營者應多給予員工關懷及支持，讓他們可長遠發展，以培育出業內更多人才。不論監管局、地產代理公司及從業員都各司其職，才可合力提升行業的專業水平，給予消費者更大信心。

granting of a licence is a serious decision, committee members scrutinise each application carefully so as to make fair and consistent decisions.

Q: The EAA will raise the difficulty level of qualifying examinations. What are your views on the EAA's work as the industry gatekeeper? What do you think are the most important qualities that a licensee should possess?

A: One of the goals of the EAA is to develop the estate agency trade into a professional industry. Therefore, it is understandable that we need to raise the difficulty level of the qualification examinations. However, on top of regulating the trade, raising the integrity and ethics of the practitioners are equally important. Home buying is a major lifetime investment. Practitioners should treat their customers with sincerity, think from their perspective, understand their needs and concerns, and provide professional and objective advice, to assist customers in making the most appropriate decisions. Moreover, practitioners should be passionate about their work and participate in more training to enrich their knowledge. Cheating in a qualifying examination or making a false statement when applying for a licence is foolish and unacceptable, and can tarnish an applicant's future.

Q: You have been in the accounting profession for a long time. In your opinion, what will it take to elevate the social status of the estate agency trade? How do you find the professional standard of the estate agency trade nowadays?

A: The estate agency industry is now much more professional than before. However, times change fast and the trade needs long-term development to keep pace with the times. It is very important for the EAA to maintain communication with the trade. For example, the EAA formulated pragmatic guidelines on anti-money laundering recently. Another example is the promulgation of the first-sale charter following the fighting incidents at first-sale sites. Through close communication with the trade and developers, the EAA turned the crisis into an opportunity for improvement which brought out a strong and positive message to the public. On the other hand, I think the owners of estate agency companies should be more caring and supportive of their employees so that they can sustain a long term development and ultimately more practitioners can advance in the trade. The EAA, estate agency companies and practitioners all have a role to play and their concerted efforts can enhance the professional standard of the trade and give consumers greater confidence.