

根據該約章，參與的發展商承諾將為消費者提供理想的銷售環境，不准許地產代理公司的無牌員工到銷售處附近從事任何宣傳、推廣或銷售活動，並會嚴厲譴責任何不守規矩、沒有禮貌、滋擾、不當或暴力行為，同時會向涉事的地產代理公司及相關員工採取嚴懲措施。

除推出上述約章，監管局亦採取了一系列行動，包括加強巡查以改善一手住宅物業銷售處的秩序。此外，監管局已著手研究加重對涉及相關違規的代理及其公司的處分。

According to the Charter, participating developers pledge to provide consumers with a desirable sales environment. They will not allow any unlicensed employees of estate agency companies to participate in any promotional or sales activities nearby the sale-sites. They will also strongly condemn any unruly, impolite, harassing, improper or violent behaviours and will take strong punitive actions against the estate agency company(ies) involved and its/their concerned employee(s).

As well as launching the Charter, the EAA has also stepped up inspections to improve the order at the sale-sites. Moreover, the EAA has started to study increasing its sanctions imposed on agents and their companies on relevant non-compliances.

監管局回顧 2018 年上半年工作 EAA's half year review 2018

監管局於 2018 年 7 月 30 日舉行新聞發布會，回顧監管局在 2018 年上半年的工作，並簡介下半年的工作重點。

監管局在 2018 年上半年共接獲 169 宗投訴個案，比去年同期減少 8%。部分常見投訴類別錄得改善，例如「提供不準確或具誤導性的物業資料」及「發出違規廣告」。然而，有關「誤導按揭資料」及「未有履行有關回贈承諾」的投訴數字則有所增加。

監管局在 2018 年上半年共對 162 名持牌人採取行動或作出處分，包括撤銷了 26 個牌照及暫時吊銷 13 個牌照。

另一方面，2018 年上半年參加營業員資格考試的考生人數減少 21%，而參加地產代理資格考試的考生人數則微升 4%。至於個人牌照及公司牌照數字，截至 2018 年 6 月 30 日，分別錄得新高至 39,298 及 3,709 個。

The EAA held a press conference on 30 July 2018 to review its work in the first half of 2018 and introduce initiatives for the second half.

The EAA received a total of 169 complaints in the first half of 2018, a decrease of 8% compared to the same period of last year. Improvements were found in some of the most common categories of complaints such as “providing inaccurate or misleading property information” and “issuing non-compliant advertisements”. However, complaints regarding “misleading information on mortgage” and “failing to honour the promise of offering incentives” had increased.

The EAA has taken action or imposed sanctions on a total of 162 licensees in the first half of 2018. A total of 26 licences were revoked and 13 licences were suspended.

Separately, a decrease of 21% in the number of candidates sitting the Salespersons Qualifying Examination and a rise of 4% in the number of candidates sitting the Estate Agents Qualifying Examination were recorded in the first half of 2018, whereas the number of individual licences and company licences both reached new record highs of 39,298 and 3,709 as of 30 June 2018 respectively.

新聞速遞 News Flash

踏入 2018 年下半年，監管局會繼續密切監察地產代理銷售一手住宅物業的情況，同時將會收緊相關指引，及加重對違規代理及其公司的處分。

至於有關地產代理未有履行有關回贈承諾的問題，局方將考慮於 2018 年下半年推出一份新執業通告，以提供更詳盡指引供業界遵循。

此外，監管局會加強對業界就反洗錢及反恐怖分子資金籌集方面、尤其是對客戶進行盡職審查及備存紀錄方面的教育工作。監管局也會加深資格考試的難度，以提升加入地產代理業人士的質素。

Stepping into the second half of 2018, the EAA will continue to monitor closely the practice of estate agents in the sale of first-hand residential properties. The EAA will strengthen the relevant guidelines and impose heavier sanctions on non-compliant agents and their companies.

On the issue of estate agents' failing to honour the promise of offering incentives, the EAA will consider issuing a new practice circular in the second half of 2018 to provide more detailed guidelines for the trade to follow.

In addition, the EAA will strengthen education for the estate agency trade on the subject of anti-money laundering and counter-terrorist financing, especially the procedures on performing customer due diligence for their clients and record keeping. The EAA will also raise the level of difficulty for qualifying examinations to enhance the quality of newcomers to the estate agency trade.



監管局主席梁永祥教授 SBS 太平紳士及行政總裁韓婉萍女士於新聞發布會上回顧局方在 2018 年上半年的工作，並簡介下半年的工作重點。

EAA Chairman Prof. William Leung Wing-cheung, SBS, JP and Chief Executive Officer Ms Ruby Hon Yuen-ping review the EAA's work in the first half of 2018 and introduce its initiatives for the second half at the press conference.