

## 專題報道 Cover Story



# 成為「三言兩與」兼備的地產代理 Become a "5A" estate agent

地產代理要樹立其專業形象，除了要掌握物業交易的相關知識，還須以誠懇的態度為客戶提供服務。從業員如果能給人一種正面、專業的形象，更加能增加客人的信心。因此，提升業界的專業水平正是監管局的工作目標之一。

監管局早前推出宣傳計劃，透過輕鬆的卡通化廣告，向公眾宣傳專業地產代理所具備的「三言兩與」特質。廣告除了張貼於巴士車身、巴士站燈箱、電車車身及網上平台外，局方亦製作了相關海報傳遞這個訊息，並郵寄到各間地產代理商舖。今期《專業天地》就為各位持牌人揭示，專業地產代理所備的「三言兩與」的背後意義。

To establish a positive and professional image and increase clients' confidence, estate agents should be familiar with all the relevant knowledge of property transactions and serve clients with sincerity. Enhancing the professional standard of the trade is one of the key missions of the EAA.

The EAA recently launched a publicity campaign to promote the "5A" professional estate agent via an interesting cartoon advertisement. In addition to the advertisement on bus and tram bodies, bus shelters and online platforms, the EAA also produced a related poster for all estate agency shops to publicise the message. In this issue of *Horizons*, we will explain in detail what "5A" mean to an estate agent.

## 何謂「三言兩與」？ What does “5A” mean?



「三言兩與」，其實是代表了五句以「言」或「與」字為首的成語，當中包括「言出必行」(Adherence)、「言之有物」(Ability)、「言而有信」(Accountability)、「與時並進」(Advancement)及「與客同行」(Affinity)，亦即英文版的「5A」代理。這些特質是地產代理為顧客提供優質服務時應具備的。

首先，「三言兩與」中的「言出必行」，代表了地產代理在經營業務的過程中，必須秉持誠實、忠誠和嚴正的態度向客戶提供服務。倘若客戶向代理查詢有關物業的資料時，作為地產代理，必須以嚴正的態度及誠實的向客戶解答問題。

而作為一位「言之有物」的地產代理，即應掌握一切相關的法律及政府規例，熟悉並遵守《地產代理條例》、其附屬法例、《操守守則》，以及由監管局不時發布的所有其他指引，以便能盡責地向客戶提供意見。

地產代理亦應擁有「言而有信」的特質，對客戶負責，保障客戶在地產交易中不因欺詐、失實陳述或不合專業操守的行為而受損。地產代理應憑藉他們本身在地產行業方面的知識、訓練、資歷和經驗，向客戶提供專業服務和意見。

“5A” literally means five key qualities which start with the letter “A”, namely “Adherence”, “Ability”, “Accountability”, “Advancement” and “Affinity”. Estate agents of high calibre are expected to possess these qualities in order to deliver a professional service to their clients.

Firstly, “Adherence” refers to the requirement that an estate agent shall provide services to clients with honesty, fidelity and integrity. When clients ask for the information of a property, estate agents should respond to their questions in a serious and honest manner.

Secondly, being an estate agent with “Ability” means that one should have a good understanding of all related legislations and be fully conversant with the Estate Agents Ordinance, its subsidiary legislation, the *Code of Ethics*, and all the guidelines issued by the EAA from time to time so that one can advise their clients in a responsible manner.

To become estate agents with the attribute of “Accountability”, they should be accountable to their clients and should protect them against fraud, misrepresentation or any unethical practices in connection with property transactions. Moreover, with their knowledge, training, qualifications and experience in the real estate business, estate agents should be able to provide a professional service and opinions to their clients.

## 專題報道 Cover Story



至於「與時並進」，除了代表地產代理應掌握政府規例及地產市場的最新發展外，也代表地產代理應跟隨時代步伐好好裝備自己。隨着消費者的期望日漸提高，業界必須不斷自我增值，以滿足客戶的要求。廣告中的地產代理卡通所穿的外套上，可以見到監管局的專業進修計劃優越嘉許獎章。事實上，為鼓勵從業員自我提升，監管局不斷優化持續專業進修計劃，從業員應多參加有關活動，才可做到「與時並進」。

最後，「與客同行」的不僅僅代表地產代理要陪同客人視察物業，其實亦代表了地產代理應盡力協助客戶尋找最合適的居所，以客戶的利益為出發點，在履行職務時，盡量小心和盡一切應盡的努力，保障及促進其客戶的利益。

以上提及的「三言兩與」，讓公眾對持牌地產代理的專業特質有一個鮮明概念。局方希望藉此提醒消費者，在考慮委託持牌地產代理處理物業交易時，應揀選擁有這些專業特質的地產代理，以致在獲得優質服務的同時，也對其權益有更佳保障。而地產代理則應以做到「5A」級代理為目標，做好自己以贏得社會大眾的認同。

As to “Advancement”, it is about keeping abreast of the latest trends and developments of any laws, government regulations, essential facts and developments in the real estate market. Estate agents should be well equipped to advance with the times. With the increasing expectations of consumers, practitioners must advance themselves to meet the requirements of their clients. You will see an EAA Premium CPD attainment symbol on the jacket of the cartoon estate agent in the advertisement. The EAA keeps optimising the CPD Scheme and encourages practitioners to strive for self-advancement.

Lastly, having “Affinity” with their clients means not only accompanying them to property inspections, but also using their best endeavour to assist them in finding the most suitable apartments. They should exercise due care and due diligence in fulfilling their duties, so as to protect and promote their clients’ interests.

The abovementioned “5A” qualities provide a vivid concept for the public to understand the professional qualities of licensed estate agents. Through this campaign, the EAA would like to remind consumers that when appointing an estate agent to deal with a property transaction, they should consider appointing an estate agent with high calibre. As for estate agents, they should aim at becoming a “5A” estate agent and earn public recognition.



## 以實力去除標籤 To eliminate stereotyping



要改變公眾對從業員的既定印象並不容易，所以我們才要付出更大的努力，讓市民看到地產代理的專業素質，逐步改變他們的想法。有時候，電視劇集會把業界中佔極少數的負面行為誇張化，以務求達到戲劇效果，可是這亦反映地產代理業界需要付出更大努力，以去除負面標籤，以實力向公眾證明他們是做到「三言兩與」的「5A」級專業代理。最後，希望業界留意自己和同業的一言一行，要記着一宗負面新聞也嫌多，希望業界共勉之。

It is not easy to change the public's mindset of estate agents. Extra effort is definitely required to raise awareness of the professional attributes of the trade. Sometimes, television dramas might exaggerate the malpractices of the trade to make it more dramatic. It also reflects the fact that the trade has to work even harder to eliminate such negative impressions and prove to society that they are "5A" professional agents who possess "5A" qualities. Practitioners should be aware that even one piece of negative news will greatly discredit the trade and eliminate their good efforts. Let us work together to keep up the professional standard of the trade.

