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“Make your fortune in a proper way. No matter how fierce the competition is, as a professional estate agent, it is very important to work by the rules.”

# 君子愛財 取之有道

## Make your fortune in a proper way

春回大地，近期傳媒亦報道樓市出現「小陽春」，筆者首先在此祝願今年香港樓市交投暢旺，大家無論買樓、賣樓或租樓都順順利利，各位地產代理越來越專業，為客人提供優質稱心的服務，開單自然無往而不利。

近期，監管局錄得的持牌人數有持續回落的情況。根據 2 月底的數字，總持牌人數共有 39,927 人，比 2018 年底減少 196 人，比起 1 月底則減少 96 人。筆者認為，數字在短期內維持窄幅上落問題不大，仍有待觀察跌勢會否持續，才能實際反映業內的情況。無論如何，筆者希望勉勵一下仍然留在行業內的持牌人，在加緊努力工作之餘，也要謹慎行事，萬勿為求開單而冒險違規。

「君子愛財、取之有道」，無論競爭如何激烈，作為專業的地產代理，依足規矩辦事是十分重要的。對於損害客戶利益及破壞行業聲譽的行為，監管局絕對不會寬鬆處理。近期，持牌人可能亦有透過傳媒報道留意到，有部分紀律研訊個案的處分罰則較以往有所提高，尤其是對於屢次違規或未有做到妥善管理的個別地產代理公司，罰款金額比過去同類案例為高。希望各持牌人明白，這絕對不是為了針對業界，而是為了對循規蹈矩的持牌人及蒙受損失的消費者公平，同時希望藉着加重處分以提醒違規人士或公司，不可一錯再錯。

不論是監管局主席抑或筆者，過去都曾多次公開表示過，監管局並不希望處分持牌人，持牌人所繳交的罰款也不會成為監管局的收入，而是繳交往政府庫房。監管局在調查個案時一向以秉持公正為原則，不會偏幫消費者或持牌人任何一方。而事實上，局方去年接獲逾七千宗查詢，最後只有三百多宗為投訴個案需要跟進，反映局方只會實事求是，處理有充分證據的個案。希望業界明白，同時做好專業代理應有的本份。

Spring has returned and the media has reported that the property market has gained its vitality recently. I would like to wish that the Hong Kong property market will boom this year with everyone having a smooth and successful property buying, selling or renting experience; and professional estate agents are becoming more and more professional, providing quality and satisfactory services to clients which will naturally lead to successful business.

Recently, the number of licensees recorded by the EAA has continued to fall. According to the figures at the end of February, the total number of licensees was 39,927, which was 196 fewer than that at the end of 2018, and also a drop of 96 compared with the end of January. In my opinion, a narrow range of fluctuation in the figures in the short term is not a big issue but it remains to be seen if the downtrend will continue such that the actual situation in the industry could be accurately reflected. In any case, I would like to encourage the licensees who remain in the industry that in addition to stepping up their hard work, they must also be cautious in their practice and not commit any violations while doing business.

Make your fortune in a proper way. No matter how fierce the competition is, as a professional estate agent, it is very important to work by the rules. The EAA will not be lenient with any behaviour that damages the interests of customers and undermines the reputation of the trade. Recently, licensees may also have noticed through media reports that heavier sanctions have been imposed in some disciplinary inquiry hearing cases than in the past. In particular, the fines are higher for those estate agency companies that have repeated violations or lacked proper management, as compared with similar cases in the past. I hope licensees appreciate that it is definitely not our intention to work against the trade, but for the sake of maintaining fairness to those compliant licensees and consumers who suffered losses. Through imposing heavier sanctions, we also hope to remind the non-compliant individuals or companies that they must not repeat their mistakes again.

The EAA Chairman and I have publicly commented many times that the EAA does not wish to sanction licensees and the fines paid by licensees will not become the EAA's income but are received by the Government Treasury. The EAA always adheres to the principle of impartiality in case investigation and we will not take side with either consumers or licensees. In fact, the EAA received more than 7,000 enquiries last year but only some 300 turned out to be complaint cases that required further investigation. This shows that the EAA is pragmatic and will only deal with cases with sufficient evidence. I hope that the trade will understand and continue to do a good job as professional estate agents at the same time.