

人物誌 Portrait



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監管局成員張呂寶兒太平紳士 Mrs Peggy Cheung Po-ye, JP Member of the EAA

本期《專業天地》專訪了監管局成員張呂寶兒太平紳士，分享她在監管局不同委員會的工作及對業界的看法。

In this issue of *Horizons*, we interview Mrs Peggy Cheung Po-ye, JP, member of the EAA, about her work on different committees of the EAA and her views on the trade.

問：自2016年你被委任為監管局成員之後，你對地產代理行業的看法有否轉變？

Q: After you were appointed as a member of the EAA in 2016, did you change your views towards the estate agency industry?

答：加入監管局之前，對行業和監管局的認識不深，但成為監管局成員之後，我對局方及地產代理行業的認識增加了不少，了解到它們的實際運作情況。最大的轉變是來自我出任紀律委員會成員的經驗，在進行紀律研訊的過程中，我看到從業員的問題所在，亦體會到他們也有其工作難處。而監管局的工作就是要提升行業的水平，堵塞執業問題的漏洞，令業界行事更為妥當。在監管局主席的領導之下，我見到監管局在不同範疇例如培訓或考試方面都下了不少功夫，務求令業界變得更加專業，從業員能夠對自己工作引以為傲。

A: Before joining the EAA, I did not know much about the industry and the EAA. However, after becoming an EAA member, I have a deeper understanding of the EAA and the estate agency industry, and learned about their operation in practice. The biggest change came from my experience as a member of the Disciplinary Committee. In the course of conducting inquiry hearings, I saw the issues associated with practitioners and realised that they had their own difficulties in their work as well. The EAA's work is to raise the trade's standard and plug the loopholes in their practice to make the trade act more properly. Under the leadership of the Board Chairman, the EAA has put a lot of effort into different areas such as training and examinations, with a view to raising the trade's professionalism so that practitioners can be proud of their work.

問：你是紀律委員會和牌照委員會的成員。可否分享一下你覺得最難忘的個案，又或者你想和讀者分享的地方？

答：從我處理紀律研訊個案的經驗來說，我最想提醒業界的，就是不要因為心急想盡快完成交易，貪一時之快而忽略或跳過一些重要細節。否則，除了客戶可能有所損失之外，從業員本身也可能為自己製造了麻煩。舉例，在處理地產代理協議及物業買賣合約時，必須要小心做足基本功夫，切勿有所遺漏，例如不要漏填空格（尤其是重要條文如物業成交價），或要緊記取得代客戶簽訂協議的人士的授權書等。而在整個處理交易的過程中，從業員宜就每一個步驟備有完整的記錄，當中包括所有文件、甚至是與客戶以手機短訊對話的記錄，才能好好保障自己。凡事有根有據，便可大大減少日後發生爭拗的機會。即使假如個案最終來到紀律研訊，也能向我們提出相關證據。

問：你同時也是執業及考試委員會的成員。在監管局最近發出的指引當中，有一些你認為最重要持牌人特別留意的？

答：我認為，跟循有關銷售一手住宅物業秩序的指引，對業界來說十分重要。買新樓本是一件開心的事，從業員不應在銷售處作出任何滋擾行為，尤其是在公眾地方推擁搶客甚至打架，會大大打擊業界的形象。其實，監管局的其他指引，例如有關發出物業廣告的指引，同樣都是希望業界能秉持專業，不應看待自己只是一般的銷售員，而應是擁有很多知識的專業地產代理。我希望勉勵一下從業員，記着要首先尊重自己的工作，才可以贏取別人的尊重。

Q: You are a member of both the Disciplinary Committee and Licensing Committee. Could you share with our readers a case which you found unforgettable?

A: Through my experience in conducting inquiry hearings, I would like to remind the trade that it is of utmost importance not to ignore or skip important details for rushing to close a deal. Otherwise, not only their clients may suffer a loss, they may also generate troubles for themselves. For instance, practitioners must be careful and thorough in doing their ground work when handling estate agency agreements and sale and purchase agreements for property transactions, such as not to leave out any blanks (especially important terms like the transaction price of a property), and remember to obtain the power of attorney from those who sign the agreement on behalf of their principals. During the whole process of handling transactions, practitioners should keep a complete record of the communication in each step to better protect themselves, including keeping all documentations and even mobile text messages exchanged between themselves and their clients. This can greatly reduce the possibility of disputes in the future, and if a case comes to an inquiry hearing, the relevant evidence can be presented to the panel members.

Q: You are also a member of the Practice and Examination Committee. Amongst the latest guidelines issued by the EAA, which one should our licensees pay most attention to?

A: I think it is very important for the trade to comply with the guidelines on the order of the sale of first-hand residential properties. Buying a new home is per se a happy experience. Practitioners should not create any nuisance at the sale sites, in particular, pushing or even fighting in public places will greatly tarnish the image of the trade. As a matter of fact, other guidelines issued by the EAA, such as the one about issuing property advertisements, share the same goal of steering the trade towards professionalism. Practitioners should not see themselves as ordinary salespersons but as knowledgeable and professional estate agents. They are advised to respect their own work before they can win the respect of others.