

執業問與答 Practice Q&A

在《專業天地》內，我們會解答與持牌人執業息息相關的一些常見提問。
In *Horizons*, we will answer selected enquiries commonly raised by licensees concerning estate agency practice.



問：地產代理公司在不同網站為同一物業發出廣告時，可否編配及使用不同的物業編號？

答：根據監管局發出的執業通告編號（18-02 (CR)），地產代理公司必須就每個為賣方/業主客戶發出廣告的物業編配一個獨有的識別編號（「物業編號」）。此外，地產代理公司必須在該廣告中清楚及可閱地述明物業編號及廣告日期。

物業編號的作用是為了解消費者識別廣告中所涉及的物業，因此，就同一個物業而言，地產代理公司須確保在同一時間就某特定物業發出的廣告均只被編配一個相同的物業編號，不論該特定物業的廣告是否於相同或不同的渠道/平台上發出。

然而，由於物業編號是由地產代理公司自行編配，故即使是同一個物業，由不同地產代理公司發出的廣告中為該物業編配的物業編號亦可能不同。

Q: Could an estate agency company assign and use different property numbers when issuing advertisements for the same property on different websites?

A: According to the practice circular (No. 18-02(CR)) issued by the EAA, estate agency companies must assign a unique identification number ("Property Number") to each property which they will issue an advertisement(s) for their vendor/landlord client. Besides, they must state clearly and legibly the Property Number and the Advertisement Date on the advertisement.

The purpose of the Property Number is to enable the consumers to identify the property involved in the advertisement. Hence, as far as the same property is concerned, the estate agency company is required to ensure that only one property number is assigned for that particular property at any one time, irrespective of whether the advertisements of that particular property are issued on the same or different channels/platforms.

However, as property numbers are assigned by estate agency companies themselves, the Property Number in respect of the same property stated on advertisements issued by different estate agency companies could be different.