

## 何謂「總樓盤監督」？ “C” for “Commander-in-Chief”



根據監管局發出的執業通告（編號 18-03(CR)），倘若地產代理公司調派員工前往一手樓盤銷售點，包括樓盤地盤、銷售辦事處及附近一帶（以下統稱為「一手樓盤銷售點」）進行有關一手樓盤銷售的任何推廣活動，該公司必須就每一樓盤（倘樓盤分期數銷售，則為該樓盤的每一期）委任一名總樓盤監督以監督和監察所有被調派往一手樓盤銷售點工作員工的秩序及行為。

總樓盤監督必須為地產代理（個人）牌照持有人。他必須持有地產代理（個人）牌照最少十年並已擔任管理職位最少五年；或為地產代理公司的獨資經營者／合夥人／董事，此外，他必須沒有在獲委任為總樓盤監督前的最後三年內被監管局紀律處分。

地產代理公司亦需在每個樓盤銷售開始前最少一天，向監管局提供被調派往一手樓盤銷售點的所有員工的名單；指揮系統圖表；及就員工調派及如何於一手樓盤銷售點藉總樓盤監督管理員工行為以維持良好秩序的內部政策。

持牌人應留意，如地產代理公司在參與一手住宅樓盤的銷售時並沒有調派員工前往該樓盤的銷售點進行任何推廣活動，它則不須為推廣該樓盤委任總樓盤監督。

According to the practice circular (No.18-03(CR)) issued by the EAA, if an estate agency company deploys staff to locations relating to the sale of first-hand units in a residential development, including the sales site of the development, and the sales office and its vicinity (hereinafter collectively referred to as "first-sale sites") for any promotional activities in respect of the sale of first-hand residential properties, then it must, for each development, and where the development is to be sold in phases, for each phase of the development, appoint a Commander-in-Chief ("CIC") to monitor and oversee the overall order and conduct of all staff deployed to the first-sale sites.

A CIC must be a holder of an estate agent's licence (individual). He must either has been a holder of an estate agent's licence (individual) for a period of at least 10 years and has been working in a managerial role for at least five years immediately prior to his appointment as the CIC for the development; OR is a sole-proprietor/partner/director of the estate agency company. Furthermore, he must not have been subject to any disciplinary action by the EAA within the last three years prior to his appointment as CIC.

Estate agency companies must also provide to the EAA, at least one day before the launch of each development for sale, a list of all staff to be deployed to the first-sale sites; a chain of command chart; and an internal policy on staff deployment and how to manage staff's conduct for maintaining good order at the first-sale sites through the CIC.

Licensees should note that estate agency companies are not required to appoint a CIC for a development if they do not deploy staff to the first-sale sites for any promotional activities when participating in the sale of the first-hand residential properties in that development.