

# 新聞速遞 News Flash

## 監管局推廣地產代理的專業形象

### The EAA promotes estate agents' professional image

為了向公眾推廣持牌人的專業素質及形象，監管局於2019年3月展開宣傳計劃，在電車、巴士車身、巴士站及網上推出廣告，帶出專業地產代理具備的「三言兩與」品質：包括「言出必行」、「言之有物」、「言而有信」、「與時並進」及「與客同行」。監管局希望透過此宣傳計劃，鼓勵消費者委託優質的地產代理，同時提醒前線代理應要努力達到這個優質水平。監管局亦製作了載有相同訊息的海報，並將派發予各地產代理商舖。

To promote the professional qualities and image of licensees to the public, a publicity campaign has been launched by the EAA in March 2019 through advertising on trams, buses and bus shelters, as well as the Internet. The publicity campaign promotes the "5A" qualities that a professional estate agent possesses; namely, "Adherence", "Ability", "Accountability", "Advancement" and "Affinity". Through the campaign, consumers are encouraged to appoint estate agents of high calibre, while frontline estate agents are reminded of attaining such standards. Posters with the same message were also produced and would be distributed to all estate agency shops.



巴士車身上的監管局廣告  
The EAA's advertisement on a bus



監管局主席梁永祥教授 SBS 太平紳士及印有監管局宣傳計劃主題的電車  
EAA Chairman Prof. William Leung Wing-cheung, SBS, JP and the tram with the theme of the EAA's publicity campaign.



位於巴士站的監管局廣告  
The EAA's advertisement at a bus shelter

除上述提及的廣告，監管局亦推出了一段短片，透過輕鬆的故事，展示委託專業地產代理的重要性。該短片現已上載至監管局消費者教育網站 (<http://smart.eaa.org.hk>) 及 YouTube 頻道 (<http://www.youtube.com/EstateAgentsAuthority>)。

In addition to the advertisements, the EAA also produced a short video in Cantonese, showcasing the importance of appointing a professional estate agent through an interesting story. The video is now available on the EAA's consumer education website (<http://smart.eaa.org.hk>) and YouTube channel (<http://www.youtube.com/EstateAgentsAuthority>).



短片《老友·上車了》經已上載到監管局消費者教育網站及 YouTube 頻道  
The short video in Cantonese is now available on the EAA's consumer education website and YouTube channel

監管局 YouTube 頻道  
EAA's YouTube Channel

