

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



監管局回顧 2018 年工作及簡介 2019 年工作重點

The EAA reviews its work in 2018 and introduces its initiatives for 2019

監管局於 2019 年 1 月 29 日舉行新聞發布會，由主席梁永祥教授 SBS 太平紳士及行政總裁韓婉萍女士回顧局方在 2018 年的工作，及簡介 2019 年的工作重點。

梁教授指出，監管局在 2018 年共接獲 306 宗投訴個案，較 2017 年減少 28%。最常見的投訴性質包括「不妥善地處理臨時買賣合約（或臨時租約）」、「提供不準確或具誤導性的物業資料」及「未有與客戶訂立或解釋《地產代理協議》」，以及「未有履行有關回贈的承諾」。

踏入 2019 年，監管局將致力提升業界的形象，並協助他們實踐企業社會責任。此外，局方將於下半年推出有關電腦化營業員資格考試的試行計劃，詳情將於稍後公布。

有關新聞發布會的更多詳情，請參閱監管局網站內的相關新聞稿。

The EAA held a press conference on 29 January 2019 at which its Chairman, Professor William Leung Wing-cheung, SBS, JP, and Chief Executive Officer, Ms Ruby Hon Yuen-ping, reviewed the EAA's work in 2018 and introduced its initiatives for 2019.

Prof. Leung pointed out that the EAA received a total of 306 complaints in 2018, a decrease of 28% compared to 2017. The common complaint categories included mishandling the provisional agreement for sale and purchase (or provisional tenancy agreement), providing inaccurate or misleading property information, failing to enter into an estate agency agreement with clients or to explain the agreement to clients, and failing to honour the promise of offering rebate.

Stepping into 2019, the EAA will spare no effort in enhancing the image of the trade and its corporate social responsibility. In addition, the EAA will launch a new pilot scheme of computerised qualifying examinations for salespersons in the second half of 2019 and details will be announced in due course.

For more details of the press conference, please read the related press release at the EAA's website.



監管局主席梁永祥教授 SBS 太平紳士及行政總裁韓婉萍女士於新聞發布會上回顧局方在 2018 年的工作及簡介 2019 年的工作重點。

EAA Chairman Prof. William Leung Wing-cheung, SBS, JP and Chief Executive Officer Ms Ruby Hon Yuen-ping review the EAA's work in 2018 and introduce its initiatives for 2019 at the press conference.

香港永久性居民的定義影響買方所繳納之印花稅

Definition of Hong Kong Permanent Resident which affects purchaser's payment of stamp duty

監管局獲運輸及房屋局通知，政府希望提醒持牌人要留意香港永久性居民在法例下的定義是指該人持有香港永久性居民身份證的重要性，因有可能影響其買方客戶所繳納的相關印花稅金額。

政府曾接獲一些成功申請「優秀人才入境計劃」人士的查詢或投訴，指曾在香港購買物業時遇到不愉快經歷。

以近期一宗針對印花稅署署長拒絕批予上訴人為其新購入的物業所繳納之印花稅退款的上訴案件為例，政府指出物業買方須明白香港永久性居民的定義並非指一個身份或核實的過程。

為此，監管局希望提醒持牌人，不應輕率就準買方客戶是否香港永久性居民作出建議，而應在客戶訂立任何臨時買賣合約前，建議他們就有關繳納印花稅的責任諮詢法律意見（如需要的話）。

The EAA was notified by the Transport and Housing Bureau that the Government would like to alert licensees to the importance of the statutory definition of “Hong Kong permanent resident” (“HKPR”) that it refers to someone who holds a Hong Kong permanent identity card, as this might affect the amount of related stamp duty to be paid by their purchaser clients.

The Government has received enquiries/complaints from some successful applicants under the “Quality Migrant Admissions Scheme” who encountered unpleasant experiences in the purchase of property in Hong Kong.

By referring to a recent appeal case against the Collector of Stamp Revenue for the refusal to grant an ad valorem stamp duty refund on the appellant's newly purchased property, the Government pointed out the importance of understanding the definition of HKPR by property purchasers that HKPR does not refer to a status or a process of verification.

On this, the EAA would like to remind licensees that they should not hastily advise their prospective purchaser clients on whether they are HKPR and should, before their clients enter into any provisional agreement for sale and purchase, advise them to seek legal advice on their liability for payment of stamp duty, if necessary.



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英國皇家稅務及海關總署發出的指南

Guidance note issued by Her Majesty's Revenue & Customs

英國皇家稅務及海關總署就非英國居民在購買英國住宅房地產時有可能被徵收的主要稅種向香港地產代理發出一份指南。監管局建議參與銷售英國住宅房地產之持牌人閱讀該指南，並告知其客戶該指南中提及的繳稅義務。該指南並非要求香港地產代理向其客戶提供稅務諮詢。請瀏覽本局網頁（進入「持牌人」>「最新消息及提醒」>「04/03/2019」）詳細閱讀該指南。持牌人亦可告知客戶瀏覽英國皇家稅務及海關總署的網站 (www.gov.uk/government/organisations/hm-revenue-customs) 以獲得最新消息及資訊。上述資訊由英國皇家稅務及海關總署提供，持牌人可聯絡該署 (HMRCOffice.HongKong@fco.gov.uk) 查詢。

Her Majesty's Revenue & Customs ("HMRC") issued a guidance note for the estate agents in Hong Kong about the main taxes which may be levied on non-residents investing in UK residential property. Licensees participating in the sale of UK residential properties are advised to read the note and notify their clients of their tax obligations described in the note. **The note is not intended to place any obligation upon estate agents in Hong Kong to provide tax advice to their clients.** Please visit the EAA's website: "Licensees" > "News and Reminders" > "04/03/2019" to read the notice in detail. Licensees may also notify their clients to visit the website of HMRC (www.gov.uk/government/organisations/hm-revenue-customs) for any updates and information. The above information is provided by the HMRC and licensees may contact HMRC (HMRCOffice.HongKong@fco.gov.uk) for any queries.

土地註冊處推出「物業把關易」

Property Alert Service launched by the Land Registry

監管局接獲土地註冊處通知，該處最近優化其為業主而設的電子提示服務，並重新命名為「物業把關易」（該服務）。

該服務為香港物業業主提供了一種簡易的方法，讓他們可對其物業的狀況保持警覺。該服務有助業主及早發現任何交付土地註冊處在其物業上註冊的預期以外或可疑的文書，繼而迅速採取跟進行動及/或諮詢他們的律師。

土地註冊處建議持牌人向業主客戶介紹該服務，尤其是長期在香港以外地方逗留的業主。有關詳情，可瀏覽土地註冊處網站 (www.landreg.gov.hk) 致電其客戶服務熱線3105 0000。

The EAA was notified by the Land Registry that the e-Alert Service for property owners had been recently renamed as "Property Alert" (the Service) with service enhancements introduced.

The Service provides the owners of Hong Kong properties with an easy way to remain vigilant of their properties. It helps property owners detect unexpected or suspicious instruments delivered for registration against their properties early to enable them to take prompt follow-up actions and/or consult their lawyers.

The Land Registry suggested licensees introduce the Service to their property owner clients especially those staying outside Hong Kong for extended periods of time. For details, please visit the website of the Land Registry (www.landreg.gov.hk) or call their Customer Service Hotline at 3105 0000.