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韓婉萍
Ruby Hon Yuen-ping

行政總裁
Chief Executive Officer

“地產代理一向是每個社區的「地膽」，除了清楚區內不同樓盤和規劃發展之外，對社區的需要和特質都瞭如指掌，並擁有龐大人脈。”

“Estate agents have always been “experts” on every community in which they work. As well as knowing the different real estate developments and planning developments in the districts, they are well aware of the needs and characteristics of the community and have a huge people network.”

為社會注入正能量

Inject positive energy into society

受到近期的社會運動所影響，相信有不少地產代理的業務難免有所停滯。不過，筆者相信行業內大部份地產代理都曾經歷過風浪，對於應付市場的調節，都有豐富經驗。其實，正正在這段時間，更加是各位積極進修、提升專業服務水平的好時機，以便好好裝備自己靜候市場復甦，讓自己更具競爭力。

目前的香港社會，實在是需要多一些正能量，而作為紮根社區的地產代理，不如趁現在用實際行動去為香港注入正能量。今年六月時，筆者和近百位地產代理義工一起到大嶼山清潔海岸，就是其中一個好例子，表現出地產代理對社會的關懷。

其實，地產代理一向是每個社區的「地膽」，除了清楚區內不同樓盤和規劃發展之外，對社區的需要和特質都瞭如指掌，並擁有龐大人脈。

為了鼓勵地產代理加強和社區的緊密關係，藉此進一步提升地產代理的正面形象，局方剛剛推出了首個讓持牌人參加的「區區有『理』－社區服務建議比賽」，希望各持牌人能充分運用他們的脈絡，為身處的社區提出有意義、有溫度的社區服務建議，令街坊及市民明白到，地產代理除了提供專業的物業代理服務外，也同樣關懷他們植根的社區。

筆者衷心希望，是次比賽能激發起各地產代理的社區服務精神，拉近大家和街坊的距離，向市民表現出地產代理的優秀品質。是次比賽還得到各大地產代理商會支持，筆者鼓勵大家踴躍參加，用行動回饋社區和香港，正所謂「區區有理，服務社區，點少得你！」

Affected by the recent social movements, I believe that the businesses of many estate agents are inevitably stagnant. However, I also believe that most estate agents in the industry are experienced in coping with the volatility of the market. In fact, during this period of time, it is a good opportunity for you to actively participate in continuing education and enhance your professional service level, so that you can better equip yourself to prepare for market recovery and make yourself more competitive.

The current Hong Kong society does need more positive energy. As an estate agent who is rooted in the community, it is now the time to take action to instill positive energy into Hong Kong when business is relatively idle. In June this year, I joined with nearly 100 estate agent volunteers to clean the coast of Lantau Island. This showcased estate agents concern for Hong Kong society.

As a matter of fact, estate agents have always been “experts” on every community in which they work. As well as knowing the different real estate developments and planning developments in the districts, they are well aware of the needs and characteristics of the community and have a huge people network.

In order to encourage estate agents to strengthen their close relationship with the community and further enhance their positive image, the EAA has just launched the first “Estate Agents Community Service Proposal Competition” for licensees to participate in. Licensees can make full use of their networks to provide meaningful community service proposals for the community in which they are rooted, so that the neighbourhood and the public could appreciate that in addition to providing professional property agency services, estate agents also care for their communities.

I sincerely hope that this competition will stimulate the community service spirit of estate agents, bring them closer to their neighbourhoods, and demonstrate the excellent qualities of estate agents to the public. The competition is also supported by major trade associations. I encourage every one of you to participate and take action to contribute to the community and Hong Kong.