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行政總裁

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Chief Executive Officer

“ 調查發現，公眾對業界的整體看法在這些年來已有所改善。大家都希望這種在公眾眼中的良好形象能夠得以維持。為了實現這一目標，業界必須謹慎行事。 ”

“ The survey revealed that the public's perception of the trade in general has improved over the years. We all hope that the good public image of the trade can be sustained. To achieve this goal, the trade must be prudent in their daily practices. ”

業界的公眾形象

The public image of the trade

由 2020年11月1日起，地產代理監管局（「監管局」）有了新一屆的董事局。我們歡迎新任主席廖玉玲太平紳士以及其他新成員。廖主席已經加入了監管局董事局12年，對地產代理行業工作非常熟悉，監管局行政部門期待在她的英明領導下推展工作。

受疫情影響，我們採用了網上平台讓主席向業界和媒體打招呼。在致業界的短片中，主席鼓勵持牌人保持專業態度、誠信守法的良好做法。而在網上的媒體聚會中，主席則與記者分享了我們在2020年聘請獨立專家進行的公眾調查的結果。

筆者也在這裏與《專業天地》的讀者分享一些結果。該調查於2020年7月採訪了1,000名成年的香港居民，詢問他們對香港地產代理的看法。有47%的受訪者對地產代理有良好印象，高於我們上次在2010年進行的調查（35%）。大多數受訪者也同意有關地產代理的正面描述，當中以「積極進取」最為認同（85%），但「有誠信」一項則仍有進步空間（51%）。此外，曾使用地產代理服務的受訪者中，有69%總體上對他們的服務感到滿意，高於2010年調查的結果（60%）。

調查發現，公眾對業界的整體看法在這些年來已有所改善。筆者相信，大家都希望這種在公眾眼中的良好形象能夠得以維持。為了實現這一目標，業界必須謹慎行事。例如，當使用網上平台推廣物業（尤其是一手樓）時，持牌人應遵循所有相關規例。另一個例子是，因為疫情而在家中工作時，持牌人應謹慎處理其客戶的個人資料。在這方面，監管局已在網站上分享了個人隱私專員的最新指引，以供業界參考。

Starting from 1 November 2020, the Estate Agents Authority ("EAA") has a new composition of Board members. We welcome our new Chairman Ms Elaine Liu, JP on board, as well as other new members. Ms Liu has served the EAA Board for 12 years and is very familiar with the work of the estate agency trade. The EAA Administration looks forward to working under her able leadership.

Due to the pandemic, we went online for the Chairman to greet the trade and the media respectively. In the video to the trade, the Chairman encouraged licensees to maintain their good practice with integrity, competence and professionalism. In the online media gathering, the Chairman shared with reporters the findings from the public survey conducted in 2020 by an independent expert engaged by the EAA.

Let me share some of the findings with the readers of *Horizons* too. The survey interviewed 1,000 adult Hong Kong residents in July 2020 and asked them questions about their views on estate agents in Hong Kong. Some 47% of all respondents had a good impression of estate agents, which is higher than the 35% in the previous survey we conducted in 2010. Most of the respondents also agreed with the positive descriptions of estate agents, with the attribute "proactive" ranking highest (85%), while the attribute "integrity" (51%) still has room for improvement. In addition, 69% of the respondents who had ever used estate agents' services were overall satisfied with their services, a proportion higher than the findings of the 2010 Survey (60%).

The survey revealed that the public's perception of the trade in general has improved over the years. I believe we all hope that the good public image of the trade can be sustained. To achieve this goal, the trade must be prudent in their daily practices. For example, when using the online platform to promote properties (particularly first-sale properties), licensees should follow all the relevant guidelines. Another example is, when working from home due to the pandemic, licensees should be careful when handling their clients' personal data. In this regard, the EAA has already shared the recent guidance notes from the Privacy Commissioner for Personal Data on our website for the trade's reference.