

向公眾宣傳「商舖嘉許獎章」

Promoting the CPD mark to the public

「地產代理商舖專業進修嘉許獎章」（「商舖嘉許獎章」）是對一直努力不懈地提升專業水平的地產代理商舖員工的一個認可。他們的努力除了應受到業界肯定，也值得公眾的認同。為了向公眾推廣「商舖嘉許獎章」，監管局於轄下的消費者教育網站新增了一個相關頁面。

新頁面不僅向公眾介紹「商舖嘉許獎章」的內容，也提供連結至獲頒發獎章的地產代理商舖名單。名單詳細列出獲頒獎章的商舖名稱、營業地址等重要資料。消費者在尋找專業服務時，便可從名單中找到該批獲發獎章的商舖。

此外，為了推廣上述新頁面，監管局於2020年12月推出網上宣傳計劃，在Google及Yahoo的網上廣告網絡中投放廣告，提供連結至上述提及的新頁面，並一併向公眾推廣「商舖嘉許獎章」標誌。

該宣傳計劃加深公眾對「商舖嘉許獎章」的認識，特別是讓消費者知悉獲頒發獎章的地產代理商舖在其商舖、單張、其他文件及員工的名片展示的「商舖嘉許獎章」標誌。

如欲了解更多有關上述新頁面的詳情，可登入監管局消費者教育網站：<http://smart.eaa.org.hk/smart-advice/cpd-mark/>



The CPD Mark for the Estate Agencies Award Scheme ("the CPD Mark") is a recognition for the continuous professional advancement made by staff of the awarded estate agency shops. Their efforts should not be only recognised by the trade but also be known by the public. With a view to promoting the CPD Mark to the public, a new web page has been added to the EAA's consumer education website.

The new web page explains what the CPD Mark is and provides the link to a list of the awarded estate agency shops, where their key information, such as their shops' names and addresses can be found, enabling consumers to locate them when they look for their professional services.

Furthermore, to promote the new web page, an online publicity campaign has also been launched in December 2020. Online advertisements have been placed in the display advertising network of Google and Yahoo with a link to the new web page afore-mentioned and concurrently promote the decal of the CPD Mark to the public.

The campaign will help the public familiarise with the CPD Mark, in particular letting the consumers know the decal which an awarded agency shop can display at its shop, promotional documents or its employees' business cards.

To learn more about the new web page mentioned, please visit the EAA's consumer education website: <http://smart.eaa.org.hk/smart-advice/cpd-mark/>

