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監管局成員黃靜怡女士

Ms Angela WONG Ching-yi, Member of the EAA

本期《專業天地》專訪了監管局成員黃靜怡女士，了解一下她對業界表現及地產代理公司管治的看法。

In this issue of *Horizons*, we interview our EAA Board member Ms Angela WONG Ching-yi, about her views on the trade's performance and the corporate governance of estate agency company.

問 你在2019年加入監管局董事局之前，曾經出任我們的執業及考試委員會和專業發展委員會的委任成員數年。你可否分享一下你對整體業界表現的看法？

答 我對於獲委任為監管局成員感到相當榮幸。投身地產代理行業多年，並作為執業及考試委員會和專業發展委員會成員，我一直見證着業界變化，邁向高效化、專業化及數碼化的高速發展。

監管局向來不遺餘力提升業界專業。近年致力推動眾多持續專業進修計劃，包括推出可印製於個人卡片上的「優越嘉許獎章」，並大力提倡從業員應具備「三『言』兩『與』」特質，即「言出必行」、「言之有物」、「言而有信」、「與時並進」及「與客同行」，從而建立優質代理形象。監管局亦鼓勵代理不斷自我增值，提升專業水平。種種有效措施為業界帶來明顯的

Q Before you joined the EAA Board in 2019, you had been a Board-appointed member of our Practice and Examination Committee and Professional Development Committee for a few years. Could you share with us your views on the performance of the trade at large?

A I am honoured to be a member of the EAA Board. Being part of the real estate industry, and as a member of Practice and Examination Committee, and Professional Development Committee, I have witnessed the evolvement of the trade, becoming more efficient, professional, and digitalised.

The EAA has devoted itself to improving the professionalism of the trade. In recent years, it has been dedicated to encourage participation in the Continuing Professional Development Scheme, including launching "Premium CPD Attainment Symbols" to be printed on the awardees' business cards, and encourage estate agents to attain "5A" qualities, namely "Adherence", "Ability", "Accountability", "Advancement" and "Affinity", with a mission to build a professional image of the industry. The EAA also encourages estate agents to enhance themselves and develop new professional competencies. These

進步，令從業員無論在個人操守、知識層面、誠信標準及執業水平均更見專業。

此外，近年監管局持續改進資格考試，提高入行門檻從而提升新入行人士的專業水平。最近地產代理人數突破四萬關口，一方面反映業界從業員的社會認受性與日俱增，另一方面亦彰顯行業的吸引力。期望未來業界繼續與監管局緊密合作，共同進一步提升業界的專業地位。

問 作為一家大型地產代理公司的高級管理層，你如何推動及確保你的員工遵守監管局的規例？

答 作為我們公司的高級管理層，確保員工遵守監管局的規則至為重要。

透過我們公司的《前線員工專業守則》，我們要求同事恪守專業及紀律，清晰指引員工於從事業務時，務必遵守政府頒布的各项法例及監管局作出的執業指引與通告。

此外，為員工提供完善及定期培訓也十分重要，令他們對最新法例及執業要求有更透徹的了解。

最後，制訂紀律制度和有效預防措施是必須的。假如有同事經查核後證實違規，會按其行為作出不同程度的處分，例如口頭警告、書面警告，嚴重者甚至會降職或解僱，藉此警惕同事遵守職業道德。

問 現今公司在環境、社會與管治（ESG）方面的工作越來越受到認同。你會否鼓勵你的公司或地產代理業界也採納這些原則？

答 近年隨着社會大眾對環保與關懷文化等意識逐漸抬頭，目前提倡ESG正是全球企業的大趨勢。我們公司早於2004年便成立慈善基金，為環保、社會及大眾作出貢獻，更獲得「商界展關懷」及「愛心企業」等殊榮。

作為業界其中一分子，我鼓勵所有地產代理公司也嘗試推行ESG原則，回饋社會。

measures have led to significant improvement in personal ethics, knowledge, integrity, and practicing standards of the practitioners.

In addition, the EAA has constantly enhanced the qualifying examinations in recent years to bring up the entry threshold and in turn upgraded the professional standard of new practitioners. The number of estate agents reaching over 40,000 reflects the growing recognition and attractiveness of the industry. We hope the trade would continue to join hands with the EAA to further elevate the professional status of the trade.

Q As a senior management of a large estate agency firm, how would you promote and ensure your employees' compliance of the regulations set by the EAA?

A As a senior management of our company, it is of utmost importance to ensure our employees comply with the EAA's regulations.

Through the "Code for Professionalism" of our company, we require our employees to be professional, disciplined, and to comply with government laws, the EAA practice guides and notices.

In addition, it is also very important to provide all-rounded and regular training to employees so that they could be well informed of and understand the updates on various legislations and practice requirements.

Finally, an established disciplinary system and effective preventive measures are a must. In case of any violation of regulations, employees would be liable to verbal warning, written warning, or even demotion or discharge. This will remind employees to be cautious with their work ethics.

Q The ESG (Environmental, Social, Governance) efforts of a company are becoming more recognised these days. Would you encourage your company or the estate agency trade to adopt the same principles?

A As the public has growing environmental and cultural awareness, the ESG efforts have been the trend of global corporations. Our company has established a charitable foundation in 2004 to create positive contribution to the environment, society and people. Through years of efforts, we have been accredited a "Caring Company" and "Caring Enterprise".

As a trade member, I encourage all estate agency companies to also try carrying out the ESG values to bring about benefits to the society at large.