

目錄

Contents

01

總裁寄語
CEO's Message

02

專題報道
Cover Story

05

新聞速遞
News Express

08

人物誌
Portrait

10

誠信與你
Integrity in Focus

14

反洗錢專區
AML Corner

15

常見問答
Frequently-Asked-Questions

16

持續進修
CPD

17

好•活動
Mark Your Diary

18

照片回顧
Photos recollection

20

統計數字
Statistics



韓婉萍
行政總裁

Ruby Hon Yuen-ping
Chief Executive Officer

“ 各位持牌人，請緊記所有廣告必須合規，讓消費者得到準確可靠的物業資訊，減少不必要的誤會，不但可以避免被人投訴，亦可與客戶達至雙贏。 ”

“ Licensees are advised to bear in mind that all advertisements must be compliant, so that consumers can get accurate and reliable property information, and unnecessary misunderstandings be reduced. This would not only avoid complaints but also achieve a win-win situation with clients. ”

正確宣傳手法

Promotion in a correct way

受 疫情影響下，不少地產代理倚靠網上平台及手機作宣傳推廣，減少與客戶面對面接觸。然而，監管局仍會不時收到有關亂貼街招廣告的投訴，反映行內仍存在這種古老行銷方法。

其實，隨處張貼街招宣傳樓盤，不但顯得不夠專業，更可能對行人及其他道路使用者造成滋擾，損害地產代理業界的聲譽和形象。而且，在未經許可下，於公眾地方張貼廣告，有可能觸犯《公眾衛生及市政條例》，倘若在私人土地或政府土地上張貼廣告，但未經該土地擁有人或食物及衛生局局長書面准許的話，亦屬於違法行為。

至於利用互聯網或手機作宣傳，既省時便捷，成效亦高。不過，也正因方便度太高，「擦個掣」便已輕易將資料公開發放，持牌人如果不夠小心，便有機會因過於草率而發出違規廣告。

筆者希望在此提醒各位持牌人，作為專業的地產代理，不論以何種模式宣傳物業，都要緊記符合相關規例。

例如，持牌人在發出物業廣告前，必先取得業主的書面同意，並必須以客戶所指示的價格或條款宣傳該物業。同時，持牌人須就每一個發出廣告的物業編配一個獨有的識別編號，並在廣告上清楚及可閱地述明該物業編號及廣告發出或更新的日期。

此外，有關的物業不再可供出售或租賃後或有關的地產代理協議終止後（兩者之中以較早者為準），所有發出的廣告須在切實可行的範圍內盡快從網絡空間、店舖櫥窗或其他廣告渠道中移去。

各位持牌人，請緊記所有廣告必須合規，讓消費者得到準確可靠的物業資訊，減少不必要的誤會，不但可以避免被人投訴，亦可與客戶達至雙贏。

Due to the epidemic, many estate agents now rely on online platforms and mobile phones to publicise and promote properties, so as to reduce face-to-face contact with customers. However, from time to time, the EAA still receives complaints about advertisements posted in public areas, reflecting that this old marketing method still exists today.

Posting advertisements in public places looks unprofessional and is an eyesore to pedestrians and other road users, and tarnishes the reputation and image of the estate agency trade. In addition, if the advertisement is posted without permission, it may violate the Public Health and Municipal Services Ordinance. It is also illegal to post on private or Government land without the written consent of the landowner or the Secretary for Food and Health.

As for the use of the Internet or mobile phones for promotion, while it is time-saving, convenient and highly effective, it is however too convenient to click the button and release information to the public. If licensees are not careful enough, there will be a chance of issuing non-compliant advertisements due to haste.

Here, I would like to remind licensees that as a professional estate agent, no matter what method is being used to promote a property, they must remember to comply with the relevant regulations.

For example, before issuing a property advertisement, licensees must first obtain the written consent of the vendor and promote the property at the price or terms indicated by their clients. Licensees must also assign a unique property number to each advertised property, and clearly and legibly state in the advertisement the property number and the date on which the advertisement was issued or updated.

In addition, after the relevant property is no longer available for sale or lease or after the termination of the relevant estate agency agreement (whichever is the earlier), all advertisements must be removed as soon as practicable from cyberspace, shop windows or other advertising channels.

Licensees are advised to bear in mind that all advertisements must be compliant, so that consumers can get accurate and reliable property information, and unnecessary misunderstandings be reduced. This would not only avoid complaints but also achieve a win-win situation with clients.