

新聞速遞 News Express

新一輪「5A 代理」宣傳計劃 A new wave of “5A Agent” promotion



監管局於 2019 年初首度推出「5A 代理」宣傳計劃，推廣專業地產代理應具備的「5A」卓越特質，包括「言出必行」(Adherence)、「言之有物」(Ability)、「言而有信」(Accountability)、「與時並進」(Advancement) 及「與客同行」(Affinity)。

是次宣傳計劃得到公眾和業界的認同並獲 ARELLO 頒發教育獎。為了繼續向公眾推廣業界的專業形象，監管局在 2020 年一月至三月期間推出新一輪的宣傳，在超過 100 輛在全港行駛的巴士車身印上「5A 代理」的廣告。

In early 2019, the EAA first rolled out the “5A Agent” publicity campaign to introduce the “5A” excellent qualities of the professional estate agents should attain. These qualities including “Adherence”, “Ability”, “Accountability”, “Advancement” and “Affinity”.

The campaign was well-recognised by the mass public and the trade. It has been awarded the education award by ARELLO. To keep the momentum of promoting the trade’s professional image, the EAA launched a new wave of promotion in January to March 2020. Advertisement about the “5A Agent” was placed on over 100 public bus fleets travelling in the territory.

監管局亦製作了一系列的相關宣傳品予業界，並已在一月派發到所有地產代理商舖，以鼓勵公眾委託具備「5A」特質的專業持牌地產代理。宣傳品包括雙面櫥窗貼紙、A6 尺寸貼紙及座枱卡。這些宣傳品旨在提升持牌人的意識，時刻緊記秉持專業，同時向其客戶展示業界的正面形象。座枱卡的背面更印有額外訊息，以協助地產代理為符合《打擊洗黑錢及恐怖分子資金籌集條例》的要求而向客戶收取身份證明文件副本作備存紀錄。



The EAA also produced a new set of promotional materials for the trade, including a double-side window sticker, A6 stickers and table tent cards with eye-catching message which encourages the public to appoint professional licensed estate agents with “5A” qualities. The materials were distributed to all estate agency shops in January 2020. They aimed to help enhance licensees’ awareness of being professional at all times and project the positive image of the trade to their customers. The table tent card also carries an additional message to facilitate the estate agents to obtain a copy of their clients’ identity document for record-keeping in order to



comply with the requirement of Anti-money Laundering and Count-terrorist Financing Ordinance.

監管局有關購買境外物業的新小冊子 EAA's new booklet on purchasing non-local properties

為提醒大眾購買境外物業時須注意的要點，監管局推出名為《境外置業要「究」SMART》的全新小冊子。

新小冊子介紹在決定購買境外物業前應考慮的重要因素，並透過漫畫形式分享一些個案，讓讀者更易於理解。

小冊子的網上版本已上載至監管局網頁（「資訊中心」>「刊物」）及監管局消費者教育網站 (smart.eaa.org.hk)；印刷版則可於監管局辦事處及民政事務總署轄下的各區民政諮詢中心索取。

In order to alert the public on the points-to-note when purchasing non-local properties, the EAA has published a new booklet titled “Purchasing Non-local Properties Be SMART”.

The new booklet introduces the essential factors to be considered before making a purchase decision of non-local properties with cases sharing in the comics style for easier understanding.



The online version of the booklet has been posted on the EAA’s website (“Information Centre” > “Publications”) and the EAA’s consumer website (smart.eaa.org.hk), while printed copies are available at the office of the EAA and all Home Affairs Enquiry Centres of the Home Affairs Department.