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韓婉萍
行政總裁

Ruby Hon Yuen-ping
Chief Executive Officer

“ 沒有人知道疫情還會影響我們的生活和生意多久。除了保持正直的營商之道外，地產代理業界亦應保持積極向上，為隨時來到的機會做好準備。 ”

“ No one knows how long the pandemic will affect our lives and businesses. Apart from maintaining a righteous approach in doing business, the estate agency trade should stay positive and gear up for opportunities to come. ”

難關難過關關過

Pulling through the difficulties

在過去的七、八月，我們都受到香港第三波疫情打擊的困擾。疫情本身及更嚴謹的社交距離規定，大大影響了香港各行各業，包括每個人的日常生活和每個行業的經營，監管局和地產代理一樣，無可避免地同時受到影響。

監管局在八月已完成向合資格的持牌人發放所有資助津貼，包括由監管局支付的專業發展資助及由政府支付的現金津貼，希望能為持牌人在困境中提供及時雨。可是，受到第三波疫情的影響，香港郵政的郵遞服務受到延誤，部分持牌人可能較預期遲了些少才收到本票，希望大家能忍耐和理解。

同樣在八月，政府放寬了對非住宅物業按揭上限的限制。這在一定程度上會對成交產生積極影響。其實，不論樓市上上落落，交易仍會進行。我相信地產代理行業已開始適應疫情下的「新常態」。

另一方面，筆者希望大家注意一下2020年上半年的違規數字。儘管總體而言，地產代理的表現有所改善，但有關發出物業廣告的違規卻越來越多。筆者要強調的是，從業員並不能以「生意難做」作為違規的藉口，這是不會被監管局或公眾所接受的。業界應繼續提高其專業形象，而不是反其道而行。與此同時，監管局將持續向公眾宣傳業界的正面和專業形象。

沒有人知道疫情還會影響我們的生活和生意多久。除了保持正直的營商之道外，地產代理業界亦應保持積極向上，為隨時來到的機會做好準備。經濟最終都將會復蘇。

在這段期間，希望大家都好好保障自己、家人和員工的健康。

In July and August, we were all distressed by the hit of the pandemic's third wave in Hong Kong. The pandemic itself as well as the tightened social distancing rules have significantly impacted all walks of life in Hong Kong, including everyone's daily life and the operation of every business. Both the Estate Agents Authority (EAA) and the estate agency trade are inevitably affected at the same time.

In August, the EAA has completed the issuance of all subsidies to eligible licensees, including the professional development subsidy paid by the EAA and the cash subsidy paid by the Government. We hope that the subsidies can provide timely assistance to licensees amidst the hardship. However, affected by the pandemic's third wave, the mail delivery service of the Hong Kong Post has been delayed and some licensees might have received the cashier's order later than expected. Patience and understanding from you will be deeply appreciated.

Also in August, the Government has relaxed the restriction on the mortgage cap for non-residential properties. This could bring a positive impact on transactions to a certain extent. In fact, regardless of the ups and downs of the property market, there will still be transactions. I believe the estate agency trade has started adapting to the "new normal" under the pandemic.

On the other hand, I would like to bring to your attention the figures of non-compliances in the first half of 2020. Although the trade's performance has improved on the whole, more and more non-compliant cases were however found relating to the issuance of property advertisements. It should be stressed that "difficult business" cannot be used as an excuse for malpractice, as it will be not accepted by the EAA or the public. The trade should keep enhancing its professional image and not go backwards. The EAA will, at the same time, continue to promote the trade's positive and professional image to the public.

No one knows how long the pandemic will affect our lives and businesses. Apart from maintaining a righteous approach in doing business, the estate agency trade should stay positive and gear up for opportunities to come. The economy will recover eventually.

Meanwhile, please safeguard the health of yourself, your family and your staff.