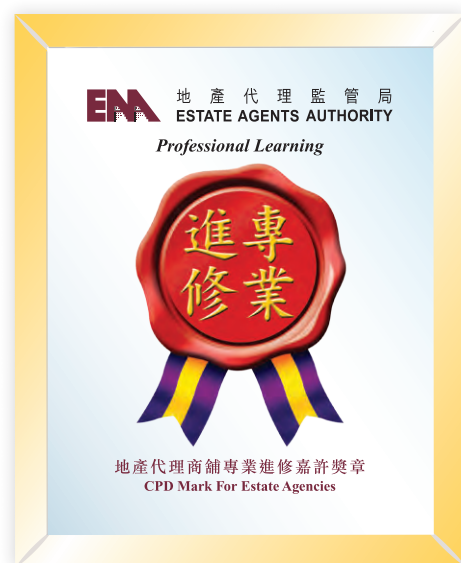


「專業進修嘉許獎章」 代表對地產代理商舖的 專業認同

CPD Mark serves as a professional recognition for agency shops



為吸引地產代理商舖的經營者/管理層鼓勵員工多加參與持續專業進修計劃，監管局設有「地產代理商舖專業進修嘉許獎章計劃」（「商舖嘉許獎章」）讓合資格的代理商舖申請。

該計劃下，營業詳情說明書的持有人就其營業地點，如有80%或以上的受僱持牌人，在其個別的上一個持續專業進修時段獲頒發持續專業進修計劃嘉許證書（即在該時段有獲取12個學分），便可申請頒發「商舖嘉許獎章」。

「商舖嘉許獎章」的有效期為一年，在該年內，獲頒發「商舖嘉許獎章」的代理商舖，可在其營業地點張貼「商舖嘉許獎章」標誌，並在其發出的單張、小冊子、其他文件及其員工的名片上印上「商舖嘉許獎章」。

獲頒「商舖嘉許獎章」，代表該商舖重視員工的持續自我增值，有助提升其專業形象及加強消費者的信心。

在截至2019年9月30日的持續專業進修時段內，共有44間商舖獲頒「商舖嘉許獎章」，有關名單可參閱監管局網頁（持續專業進修計劃 > 「地產代理商舖專業進修嘉許獎章」計劃）及消費者教育網站。

As an incentive for the owners/management of agency shops to encourage their staff to participate in more Continuing Professional Development (“CPD”) activities, the EAA has a scheme of awarding a CPD Mark for Estate Agencies (“CPD Mark”) to the qualified agency shops.

Under this scheme, holders of Statement of Particulars of Business with 80% or more of their employed licensees having been awarded the CPD Attainment Certificate for the CPD period (obtaining 12 CPD points within the period) immediately preceding the current one may apply for the CPD Mark.

The CPD Mark will be valid for one year. During the year, the agency shops awarded the CPD Mark may display the CPD Mark decal at their respective business address and also print it on their promotional documents and the business cards of their employees.

The CPD Mark helps enhance the professional image and strengthen consumers’ confidence as it serves as a recognition that the awarded agency shops emphasise continuous professional advancement of their staff.

As at the CPD period ending on 30 September 2019, there are 44 agency shops awarded the CPD Mark. The list of the agency shops with the CPD Mark can be found in the EAA’s website. (CPD Scheme > CPD Mark for Estate Agencies Award Scheme) and Consumer Education Website.