

監管局回顧 2020年上半年工作及 簡介下半年工作重點

EAA reviews its work in the first half of 2020 and introduces its initiatives for the second half

地產代理監管局（「監管局」）於2020年7月28日首次舉行網上直播新聞發布會，回顧 2020年上半年的工作概況，並簡介下半年的工作重點。

受到2019新型冠狀病毒病疫情所影響，今年上半年局方和業界均面對不少挑戰。例如：部分資格考試及紀律研訊因受疫情影響而被逼取消，而實體巡查的次數亦有所減少。然而，局方仍竭力維持整體規管工作。

2020年上半年，監管局共接獲148宗的投訴，較去年同期輕微減少6%。整體的投訴數字雖然有所改善，但有關「發出違規廣告」的投訴錄得最大升幅，由去年同期的29宗按年增至41宗。

另外，由於網上廣告日益普及，局方加強了網上抽查的力度，合共抽查了網上物業廣告403次，及抽查227次不同網站，數字分別比去年同期增加33%及35%。

The Estate Agents Authority (“EAA”) held a live streaming press conference on 28 July 2020 to review the EAA’s work in the first half of 2020 and introduced its initiatives for the second half.

Affected by the COVID-19 pandemic, both the EAA and the estate agency trade had faced challenges in the first half of this year. For example, a number of qualifying examinations and inquiry hearings were inevitably cancelled, the number of physical inspection checks decreased as well. However, the EAA strived to sustain its overall regulatory work.

The EAA received 148 complaints in the first half of 2020, a slight decrease of 6% compared to the same period of last year. Although there was an overall improvement, the biggest increase was found in the category of “issuing non-compliant advertisements”, which recorded a year-on-year rise from 29 cases to 41 cases.

Owing to the rising popularity of online advertisements, the EAA’s on online checks were strengthened. The EAA screened online property advertisements 403 times and spot checked different online portals 227 times, representing a year-on-year increase of 33% and 35% respectively.



監管局主席梁永祥教授SBS太平紳士及行政總裁韓婉萍女士於首次網上直播新聞發布會上回顧2020年上半年的工作概況，並簡介下半年的工作重點。

EAA Chairman Prof William Leung, SBS, JP and Chief Executive Officer Ms Ruby Hon review EAA's work in the first half of 2020 and introduce its initiatives for the second half in its first live streaming press conference.

踏入2020年下半年，監管局會繼續透過不同渠道確保業界守法循規，並就常見的違規事項（如發出物業廣告）教育持牌人。

此外，局方將會繼續就購買境外物業教育消費者，並透過推行「5A代理」的宣傳計劃及舉辦更多企業社會責任活動供業界參與，繼續推廣地產代理的正面形象。

Stepping into the second half of 2020, the EAA will continue to strengthen trade compliance and the education of licensees by various means regarding those common non-compliances, such as the issuance of property advertisements.

In addition, the EAA will continue to educate consumers on the purchase of properties situated outside Hong Kong and continue to promote the positive image of estate agents by carrying on the “5A Agent” publicity campaign and organising more corporate social responsibility activities for the trade to participate in.

臨時買賣協議中的有關 2019冠狀病毒病條款 COVID-19 Clause for Provisional Agreement for Sale and Purchase



因 應近期2019冠狀病毒病疫情發展及公共衛生的最新情況，監管局於2020年8月10日發出一封有關條款範本的「致持牌人函件」，以供持牌人參考。

如賣方及/ 或買方客戶關注2019冠狀病毒病對其物業交易可能造成影響，持牌人可在臨時買賣協議（「臨約」）中加入該條款。此外，持牌人應向客戶解釋該條款，建議他們考慮在臨約中加入相關的條款；及在有需要的情況下先尋求獨立法律意見，才簽署臨約。

持牌人可瀏覽監管局網頁（進入「持牌人」>「致持牌人函件」）以閱讀該函件。

In view of the recent developments of COVID-19 and the latest public health situation, the EAA has issued a Letter to Licensees on 10 August 2020 regarding a template clause for licensees' reference.

If vendor and/or purchaser clients have any concerns over the possible impacts of COVID-19 on their property transactions, the licensee may insert a template clause in the provisional agreement for sale and purchase ("PASP"). The licensee should explain the meaning of the clause and advise their clients to seek independent legal advice before proceeding to sign the PASP, if necessary.

Licensees may read the Letter at the EAA website (Licensees > Letter to Licensees).

城市規劃委員會有關「鄉村式發展」地帶的提醒

Reminder from Town Planning Board on “Village Type Development” zone

地產管理局早前接獲城市規劃委員會（「城規會」）有關「鄉村式發展」地帶內的動物寄養所的信函。

在處理購買或租用新界鄉郊土地前，持牌人應告知客戶在「鄉村式發展」地帶開設動物寄養所，須得城規會批准。

持牌人如有查詢，可致電2231 4810或電郵至 tpbpd@pland.gov.hk 與城規會聯絡。

The EAA received a letter from the Town Planning Board (“TPB”) regarding animal boarding establishment in the “Village Type Development” zone.

When handling the purchase or renting of land in the rural New Territories, licensees are reminded to inform their clients that planning permission from the TPB is required for animal boarding establishment in the “Village Type Development” zone.

For any queries, licensees may contact the Town Planning Board at 2231 4810 or via email: tpbpd@pland.gov.hk

電視宣傳短片及網上宣傳活動 API and online campaign

地產監管局最近再度推出一段電視宣傳短片及電台聲帶，提醒消費者在委託地產代理時與其訂立地產代理協議的重要性。

另外，為進一步推廣地產代理的正面形象及提升公眾對監管局的認識，局方於Google及Yahoo的廣告網絡進行宣傳，強調委託專業持牌地產代理處理物業交易的重要性，同時提醒公眾監管局作為規管機構的角色。

The EAA has recently re-launched an Announcement in the Public Interest (“API”) on television and radio to remind consumers of the importance of entering into an estate agency agreement with their appointed estate agents.

Moreover, to further promote the positive image of estate agents and increase the public awareness of the EAA, a promotional campaign has been launched by placing online advertisements in the display advertising network of Google and Yahoo. The campaign not only emphasizes the importance of appointing a professional licensed estate agent to handle property transactions, it also reminds the public of the EAA's role as a regulatory body.

