



黃永光太平紳士  
Mr Daryl NG Win-kong, JP

信和集團副主席  
Deputy Chairman, Sino Group  
香港地產建設商會會董  
Director, The Real Estate Developers Association of Hong Kong  
香港僱主聯合會諮議會成員  
Council Member of the Employers' Federation of Hong Kong

# 監管局成員黃永光太平紳士

## Mr Daryl NG Win-kong, JP Member of the EAA

**問** 作為地產發展商一份子，你對地產代理的表現有何看法？加入監管局後，看法有否轉變？

**答** 地產代理在物業市場產業鏈發揮重要角色，聯繫買賣雙方，促成交易，同時增加有關樓市及物業的資訊流通。發展商發展優質項目，需要從業員透過專業知識、廣泛網絡和努力，向潛在買家介紹項目特點及資訊、置業安居，同時協助發展商促銷項目。

我非常榮幸獲委任為地產代理監管局（「監管局」）成員。作為紀律委員會和執業及考試委員會成員，我親身了解從業員日常面對的挑戰。和香港其他行業一樣，地產代理業非常有效率。監管局履行職能，監管框架涵蓋各個範疇，包括考試、發牌、監管、紀律研訊以至持續專業進修計劃，有助持續提升從業員的專業水平、操守及誠信標準，令系統完善和全面，提升業界的良好執業，提高個人和公司的標準。買賣雙方都需要信賴可靠的中介人，這是行業發展的重要一環。

**Q** As a member of a real estate developer, what are your views on the performance of estate agents? Have your views changed after you joined the EAA?

**A** Estate agents play an important role in the entire value chain, connecting buyers and sellers to facilitate sales while promoting knowledge about the market and projects. As a property developer, we build quality projects, and appreciate the work of estate agents, who disseminate information and reach out to potential buyers through their know-how, network and hard work.

I am honoured to serve the Estate Agents Authority (“EAA”). As a member of the Disciplinary Committee and Practice and Examination Committee, I see firsthand the challenges practitioners are encountering. Like many other industries in Hong Kong, the agency business is highly efficient. The EAA has done a superb job in enforcing a holistic regulatory framework encompassing examination, licensing, regulation and disciplinary proceedings, as well as Continuing Professional Development Scheme to uphold regulatory compliance, ethics standards and integrity. Adding all these together, we have a well-established system that promotes best practices and raises the standards of individuals and companies. This would be an important aspect going forward as buyers and sellers need a trusted adviser.

**問** 你覺得香港房地產的發展，在未來五年會有何走勢？地產代理又可以如何加以配合把握商機呢？

**答** 本港物業市場基礎穩健，對住屋有殷切需求，加上低息環境等利好因素支持。同時，特區政府透過賣地及簡化機制增加土地供應，有助本港樓市長遠健康發展。

此外，內房開發商在本港越見積極，印證香港市場的活力和吸引力，地產代理從業員可以把握機遇，擔任顧問角色，協助資深及新參與者發展業務。

監管局與地產代理從業員過去一起努力，助業界長足發展。顧客需要專業知識及建議，從業員需要秉持專業及誠信，與各方建立互信關係。

**問** 疫情影響香港經濟，地產代理亦難免受到打擊，你對他們有何建議或鼓勵呢？

**答** 香港一直是區內以及國際商業樞紐，發展蓬勃，系統行之有效，基礎穩健。

新型冠狀病毒疫情更顯出科技應用的力量。科技發展是通向未來之路，致力培養創新文化、啟發新思維提升服務和標準，可轉危為機。很高興不少地產代理業界朋友積極開發房地產科技，例如數碼地圖和區塊鏈房地產平台等技術應用。

有說「機會是留給有準備的人」。地產代理應增進行業知識、熟悉各個項目的特點、了解顧客需要、不斷學習，發揮堅毅的獅子山精神。

**Q** How would you forecast the trend of real estate development in the coming five years? In what way can estate agents tie in and seize the business opportunities?

**A** The Hong Kong property market is resilient with sound fundamentals such as a well-developed economy and robust demand for housing. We are enjoying a low interest environment; at the same time, the HKSAR Government is addressing the supply side with land sales and streamlined mechanism. These would be conducive to the healthy development of the market in the long run.

We have also seen more Mainland Chinese developers establishing and growing business in Hong Kong. This is a testament to the vibrancy and attraction of Hong Kong. This spells opportunities for estate agency practitioners to take up advisory role to support and facilitate new and established players in the market.

The industry has seen improvements by leaps and bounds thanks to the collective efforts and commitment from the EAA and estate agency practitioners. Practitioners should remind themselves that customers come to them for knowledge and advice. They need to uphold professionalism and integrity, and to build relationships with different parties based on mutual trust.

**Q** The Hong Kong economy and estate agents are deeply affected by the pandemic. What would you advise and encourage them to do?

**A** Hong Kong has always been a vibrant business hub, regionally and internationally. We have well-established and recognised systems, and our robust fundamentals are intact.

We have seen for ourselves during the COVID-19 situation that technology is a great enabler. Our path to future is paved with technology. Fostering innovation and spurring new ideas to improve service scope and standards would turn challenges into opportunities. I am delighted to see that many industry players are embracing proptech such as digital maps and blockchain real estate platform.

As the saying goes, opportunity favours the prepared mind. Estate agents should enhance their industry knowledge, get to know projects' characteristics better, understand their customers' needs, keep learning, and above all, have the can-do Lion Rock Spirit.