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韓婉萍  
行政總裁

**Ruby Hon Yuen-ping**  
*Chief Executive Officer*

“

筆者希望前線地產代理及地產代理公司的管理層時刻緊記，即使只是一宗劣行，也足以帶來公眾廣泛負評，破壞整個行業的形象。

I hope that frontline estate agents and the management of estate agency companies will always remember that even one single incident of bad behaviour would cause widespread negative opinion from the public and destroy the image of the whole trade.

”

# 代理打架何時了？

## When will there be no more estate agents' fighting?

十月下旬，一個一手住宅樓盤的銷售處發生了一宗涉及數名持牌地產代理的打鬥事件。事發後有多篇新聞報道，同時在社交媒體上也被廣泛討論，並附有難看的照片和視頻，為地產代理行業的形象造成嚴重損害。

地產代理監管局（「監管局」）非常關注有關事件，事發後已即時向警方及有關發展商了解事件作出跟進。無論事件的起因是甚麼，又或者誰是誰非，地產代理從業員都必須自律，其公司亦必須為其員工的不當行為負責，監管局會對被證實違規的代理進行處分。

持牌人因觸犯涉及暴力的罪行而被定罪，其牌照不但會被撤銷，並會於五年內不會獲重新發牌。倘若有關人士沒有牌照，其牌照申請亦會於五年內不會獲批，僱用他們的地產代理公司亦有機會被處分。

由於樓盤銷售處及安排均屬於發展商的決定，監管局已在事件發生後立即向有關發展商跟進，而該發展商亦在其後加入了由監管局早於2018年推出的「一手住宅物業銷售約章」。監管局希望有關銷售安排能有所改善，避免再次發生類似事件。

目前，合共有36家地產發展商加入了「一手住宅物業銷售約章」，在該約章推出以來，一手住宅物業銷售處的秩序已大有改善，但我們仍會聽聞在銷售處發生一些不愉快事件，而令整個行業蒙羞。筆者不禁也問：此等劣行何時了？

筆者希望前線地產代理及地產代理公司的管理層時刻緊記，即使只是一宗劣行，也足以帶來公眾廣泛負評，破壞整個行業的形象。筆者相信，沒有地產代理希望被人看低。

In late October there was a fighting incident involving a number of licensed estate agents at one of the sale-sites of a first-hand residential development. There were multiple news reports and discussions on social media with photos and videos. It certainly damaged the image of the estate agency trade.

The Estate Agents Authority ("EAA") was deeply concerned about the incident and contacted the Police and the relevant developer to follow up immediately. No matter what triggered the dispute or who was right or wrong, estate agency practitioners must remain self-disciplined, while the estate agency companies are also responsible for the misconduct of their staff. The EAA will take disciplinary action against the non-compliant licensees.

Once a licensee is convicted of a crime involving violence during his estate agency work, his licence will be revoked and he will not be granted a new one for at least five years. If the person concerned is not a holder of a valid licence, the EAA will also refuse his licence application for five years and the estate company which employs him may also be disciplined.

As the sale-sites and sales arrangements are all decided by the developer, the EAA liaised with the relevant developer immediately after the incident. The developer later joined the "Charter on the Sales of First-hand Residential Properties" which was launched by the EAA in 2018. The EAA hopes there will be an improvement in the sales arrangements so that similar incidents will not occur again in the future.

Currently, there are 36 property developers participating in the Charter. After the launch of the Charter, the order at the sale-sites of first-hand residential properties significantly improved. However, there has still been some unpleasant incidents at the sale-sites which has brought disrepute to the industry. I could not help asking myself: when will such awful behaviour end?

I hope that frontline estate agents and the management of estate agency companies will always remember that even one single incident of bad behaviour would cause widespread negative opinion from the public and destroy the image of the whole trade. I believe no estate agents want to be looked down on by the public.