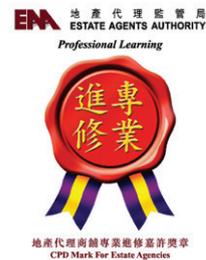


「地產代理商舖專業進修嘉許獎章」計劃 CPD Mark for Estate Agencies Award Scheme

《專業天地》會專訪一些獲得「地產代理商舖專業進修嘉許獎章」（「商舖嘉許獎章」）的地產代理公司，分享他們推動員工持續進修的經驗。今期我們訪問了駿達物業有限公司，該公司共獲頒發「專業進修嘉許獎章」五次。

In *Horizons*, we will interview a number of the estate agencies who have been awarded the CPD Mark for Estate Agencies Award (“CPD Mark”) to share their experiences in facilitating their staff’s continuous learning. In this issue, we interviewed Far Success Properties Limited which has received the CPD Mark five times.



駿達物業有限公司為員工提供多元化的專業培訓，讓員工提升自己的專業
Far Success Properties Limited offers diversified professional training to staff to improve themselves

1. 你認為參加「商舖嘉許獎章」對貴公司及員工有什麼幫助或得著？可否分享具體例子？

「商舖嘉許獎章」標誌可以張貼於我們的營業地點，或印刷於公司傳單及代理名片上，使公眾知悉我們的僱員積極參與持續進修。即使公司規模不大，客戶可識別此嘉許獎章標誌，有助員工爭取客戶之信任及認同。

2. 地產代理工作繁重，貴公司如何鼓勵員工參加持續專業進修活動？

自持續專業進修計劃推出以來，我們已開始為員工提供多元化的專業培訓，鼓勵他們報讀，同時，監管局也提供多元化的免費講座及網上學習活動等。我們也經常向員工推廣良好操守，並協助他們報讀持續進修課程。員工也享受提升自己的寶貴學習機會。

1. **Could you share what benefits the “CPD Mark” has brought to your company and staff with some examples?**

The CPD Mark under the “CPD Mark for Estate Agencies Award Scheme” can be posted at our business location or printed on our company leaflets and our agents’ business cards, which can be seen by the public and let them know that our employees are actively participating in continuous training. Even though our company is a small-scale agency, customers can identify the CPD Mark which helps us gain our customers’ trust and recognition.

2. **With the heavy workload of estate agents, how does your company encourage your staff to participate in CPD activities?**

Since the launch of the Continuing Professional Development Scheme, we have been providing employees with diversified professional training and encouraging them to enroll. The Estate Agents Authority also provides diversified free seminars and online learning activities for licensees. We also promote good conduct among our staff and assist them in enrolling on CPD courses. Our staff enjoy equipping themselves and treasure the opportunities to further study.