

# 「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。今期我們訪問了美聯集團，該公司自2008年計劃推出已積極參與，亦是其中一間連續7年最多分行獲頒發「專業進修嘉許獎章」。

## 1. 參與「商舖嘉許獎章」對貴公司及員工有何得著？

美聯集團一直鼓勵員工持續進修以提升專業水平，更藉著參與「商舖嘉許獎章」計劃以推動行業的認受性。地產代理行業競爭激烈，而取得「獎章」能讓公司從眾多代理中脫穎而出。曾經有客人因分行獲取「獎章」而將其物業委託我們作獨家放盤。由於他非常滿意同事的表現，其後更轉介其家人及朋友惠顧，可見取得「獎章」可提升員工競爭力、協助員工發展其事業、為公司建立專業形象及提升大眾對行業的信心，達致「四贏局面」。

## 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後，美聯大學堂已開始將內部課程申請為CPD課程，持續為員工提供多元化的專業培訓。培訓課題除了涵蓋實務知識、軟性技巧及管理技巧，亦會按行業趨勢提供季度專題講座，如網上營銷策略。員工亦可透過線上學習平台隨時隨地學習，增進知識。



In *Horizons*, we will interview a number of the awarded estate agencies with CPD Mark for Estate Agencies Award ("CPD Mark") to share their experience in facilitating their staff's continuous learning. In this issue, we interviewed Midland Holdings Limited (Midland) which has actively participated since the scheme launched in 2008 and had received the most CPD Marks for seven consecutive years.

## 1. Could you share what benefits the "CPD Mark" brought to your company and staff?

Our company has been encouraging its staff to continue learning to improve their professional standards and to gain public recognition through participating in the "CPD Mark". The competition in the industry is keen, but the CPD Mark allows us to stand out from the crowd. One of our customers appointed one of our shops as the exclusive agency because of the CPD Mark. He was very satisfied with our staff's professional service and then referred other friends and relatives to Midland. This example shows that the CPD Mark can help improve our staff's competitiveness, develop their career, build up a professional image for Midland, and most importantly, to enhance the public's confidence in the industry, achieving a win-win situation.

## 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 "CPD Scheme", the "Midland University" has started registering internal training courses as CPD courses. To encourage our staff to actively join the training courses, we provide different training topics to staff, such as operational knowledge, soft skills and management skills. We also organise seminars on up-to-date topics, such as online marketing strategies, on a quarterly basis. Our staff can also learn anytime and anywhere through our e-learning platform

to enhance their knowledge.