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韓婉萍
行政總裁

Ruby Hon Yuen-ping
Chief Executive Officer

“ 筆者希望提醒各位持牌人，在向客戶建議放盤價格範圍時，必須採取務實的態度，向客戶提供市場最新資料作參考，從而訂出合乎現實的放盤價，切勿以嘩眾取寵的形式去促銷物業。 ”

“ I would like to remind all licensees that they must adopt a pragmatic approach when recommending the listing price range to vendors, provide to their clients the latest market data for reference so as to determine a realistic listing price, and not promote properties in an exaggerated manner. ”

廣告上的物業放盤價

Property listing price in advertisements

作為一個提供優質服務的地產代理，努力為放盤的客戶促銷物業固然無可厚非，而推出一個吸引準買家的物業廣告自然是重要環節之一。廣告上除了奪目的標題及照片之外，最吸引準買家的重要資料，當然就是放盤價。近期監管局收到不少有關放盤價真偽的查詢，筆者希望在此提醒各位持牌人，在刊登物業放盤價時，必須務實和小心。

根據規定，地產代理不得以有別於客戶指示的放盤價刊登住宅物業廣告。不過，為了方便促銷物業，部份地產代理會建議業主設定一個價格範圍取代一固定售價，加註在地產代理協議上。

因此，由不同地產代理公司發出的物業廣告，即使是屬於同一物業，便有可能在不同的廣告上出現不同的標價。這種情況的出現，有機會令準買家產生混亂，甚至造成外界的誤會。

假如廣告上顯示的是一個比近期成交價便宜很多的價錢的話，公眾更未必會以為這是一個「苟盤」，反而會有可能以為這是一個不真實的促銷價，甚至質疑有關廣告的真偽。同時，根據《地產代理常規（一般責任及香港住宅物業）規例》，地產代理需要向客戶解釋地產代理協議上的所有條款，因此，儘管放盤的業主接受較低的價格推廣其物業，地產代理須向業主清楚解釋，使他們完全明白並接受地產代理可能以價格幅度中最低的价格作為物業廣告上的標價。否則，放盤的業主在看到有關廣告時，便有可能感覺自己的物業以太低價出售，從而引起爭拗。

專業的地產代理必須秉持誠實、忠誠和嚴正的態度為客戶提供服務。因此，筆者希望提醒各位持牌人，在向客戶建議放盤價格範圍時，必須採取務實的態度，向客戶提供市場最新資料作參考，從而訂出合乎現實的放盤價，切勿以嘩眾取寵的形式去促銷物業。否則，當準買家或放盤業主對價格出現嚴重期望落差時，便有可能產生不必要的爭拗。

As an estate agent providing high-quality services, he/she will definitely work hard to promote the listed properties for clients and issuing an attractive property advertisement is one of the most important steps. In addition to the eye-catching headline and photos, the most important information in an advertisement that attracts prospective purchasers is of course the listing price. Recently, the Estate Agents Authority has received a number of enquiries about the authenticity of the listing price. On this, I would like to remind licensees that they must be pragmatic and careful when publishing the listing price.

According to our regulations, estate agents are not allowed to advertise a residential property at a listing price different from the client's instructions. However, in order to promote the property more easily, some estate agents will advise vendors to set a price range instead of a fixed selling price to be stated in the estate agency agreement.

As a result, property advertisements issued by different estate agency companies may show different prices on different advertisements, even though they refer to the same property. This scenario might cause confusion to the prospective purchasers and even misunderstandings for the public.

If the listing price displayed on the advertisements is much cheaper when compared with the recent transaction price, the public may not think that the property listing in the advertisement is a bargain but rather the price is untrue or even question the authenticity of the advertisement. At the same time, according to the Estate Agents Practice (General Duties and Hong Kong Residential Properties) Regulation, estate agents need to explain to the vendor every term and condition as set out in the estate agency agreement. Therefore, even if the vendor accepts to promote his/her property at a lower price, the estate agent should clearly explain to the vendor so that the vendor fully understands and accepts that the estate agent may advertise the property at the lowest price in the price range. Otherwise, when the vendor sees the relevant advertisement, he/she may feel that his/her property has been underpriced and this may lead to disputes.

Professional estate agents should provide services to clients with honesty, fidelity and integrity. Therefore, I would like to remind all licensees that they must adopt a pragmatic approach when recommending the listing price range to vendors, provide to their clients the latest market data for reference so as to determine a realistic listing price, and not promote properties in an exaggerated manner. Otherwise, unnecessary disputes could arise due to serious discrepancies in the price expectations of the prospective purchasers and vendors.