

「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。今期我們就訪問了祥益地產代理有限公司，該公司自2008年計劃推出已積極參與，並於2016年至2020年連續5年獲最多分行頒發商舖嘉許獎章。

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 talked with Many Wells Property Agency Ltd which has actively participated since the scheme launched in 2008 and received the most CPD Marks for five consecutive years from 2016 to 2020.

1. 參與「商舖嘉許獎章」對貴公司及員工有甚麼得著？

獲獎的店舖有如「Q嘜」認證，代表了在該店舖內有不少於80%持牌員工獲得地產代理監管局頒發持續專業進修嘉許證書，使公眾更易識別有推動員工持續專業進修的地產代理公司，給予客戶更多信心。當地產代理持續進修，便能熟知法規及指引，在工作上便能事半功倍，更順利並更容易取得成功，遇到複雜的個案也可以從容面對，提供令客戶滿意的服務，從而建立口碑，對其本身在行業發展有莫大幫助。而作為地產代理公司，保持整體員工高專業水平，也會得到公眾的認同。

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？

在監管局未推出「持續專業進修計劃」前，我們已有一系列的內部培訓課程來培訓員工。後來，我們將部份內部培訓課程申請成為持續專業進修課程，鼓勵員工繼續報讀，加上監管局也提供多元化的免費講座及網上研習等。我們也經常向員工推廣，並會協助員工報名及安排時間。員工也感受到專業知識對工作帶來的便利，會自動自覺爭取進修的機會。



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

The "CPD Mark" is similar to a "Quality Mark" to an estate agency company. It represents that over 80% or more of the licensed staff of the agency shop have been awarded the CPD Attainment Certificates. It enables the public to identify those estate agencies that encourage staff's continuous learning and gives more confidence to clients. When estate agents participate in continuous learning, they would become more familiar with the regulations and guidelines and thus can work more smoothly and handle complicated cases with confidence. They can provide satisfactory services to clients and in return build up their own reputation which will benefit their career development. As to the estate agency company, maintaining a high professional standard of its staff will also gain public recognition.

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

Before the EAA's CPD Scheme was launched, our company had already rolled out a series of internal training programmes. Later on, we registered some of our training courses as the CPD courses and encouraged our staff to continuously join them, as well as various free seminars and e-learning activities held by the EAA. We often promote the courses to our staff, help them enroll and arrange their schedule. Our staff also experience the benefits brought by professional knowledge and will proactively strive for more learning opportunities.