

監管局回顧2020年工作及簡介2021年工作重點

The EAA reviews its work in 2020 and introduces its initiatives for 2021

監管局於2021年1月27日舉行網上新聞發布會，由主席廖玉玲太平紳士及行政總裁韓婉萍女士回顧監管局在2020年的工作，並簡介2021年的工作重點。

廖女士指出，地產代理業界及監管局均受到2019冠狀病毒病疫情所影響。然而，截至2020年12月31日，個人牌照數目卻錄得歷史新高，達40,802個。出現增幅的原因，可能出於有來自其他行業人士新入行及前持牌人重新入行，同時，兩次現金資助亦鼓勵了持牌人續領牌照。

監管局於2020年共開立327宗投訴個案，較2019年增加9%。在最常見的投訴性質當中，以「發出違規廣告」類別所佔的比例最高，去年共有79宗。而有關香港境外物業的投訴亦錄得明顯升幅，2020年共開立了66宗相關投訴個案，比2019年的6宗大幅增加。

踏入2021年，監管局將集中向業界、特別是中小型地產代理公司提供支援，以提升其專業水平。局方會舉辦更多持續專業進修計劃講座，並會為地產代理公司進行外展探訪計劃，讓從業員更熟習有關反洗錢及發出物業廣告方面的指引。

與此同時，監管局會繼續就購買香港境外物業進行消費者教育，並透過「5A代理」宣傳計劃進一步推廣地產代理的正面形象。

The EAA held an online press conference on 27 January 2021 at which its Chairman, Ms Elaine Liu, JP, and Chief Executive Officer, Ms Ruby Hon, reviewed the EAA's work in 2020 and introduced its initiatives for 2021.

Ms Liu pointed out that the COVID-19 pandemic has had an impact on both the estate agency trade and the EAA. Nonetheless, the number of individual licences reached a record high of 40,802 as at 31 December 2020. The increase is probably due to members from other professions joining the estate agency trade and former licensees rejoining the trade. The two cash subsidies also encouraged licensees to renew their licences.

In 2020, the EAA opened a total of 327 complaint files, representing an increase of 9% compared to 2019. Among the most common categories of complaints, issuing non-compliant advertisements accounted for the largest proportion and recorded 79 cases last year. The number of complaints regarding properties situated outside Hong Kong also recorded a sharp increase. The EAA opened 66 complaint files about this subject in 2020, which is a sharp increase compared to the six cases in 2019.

Stepping into 2021, the EAA will provide support to the trade to improve its professional standard, in particular the small-to-medium sized estate agency companies. More practical seminars will be organised under the Continuing Professional Development Scheme. Educational visits to agency shops will also be launched to familiarise practitioners with the guidelines about Anti-Money Laundering and issuing property advertisements.

In addition, the EAA will continue consumer education on purchasing properties situated outside Hong Kong and further promote the positive image of estate agents by carrying on the "5A Agent" publicity campaign.



監管局主席廖玉玲太平紳士（左）及行政總裁韓婉萍女士（右）於網上新聞發布會上回顧局方在2020年的工作，並簡介2021年的工作重點。

EAA Chairman Ms Elaine Liu, JP (left) and Chief Executive Officer Ms Ruby Hon (right) review the EAA's work in 2020 and introduce its initiatives for 2021 at the online press conference.

有關香港律師會介入黃馮律師行業務

Intervention into the practice of Messrs. Wong, Fung & Co. by the Law Society of Hong Kong

鑑於香港律師會（「律師會」）介入黃馮律師行的業務，監管局於2021年1月6日發出一封「致持牌人函件」（「函件」），並電郵函件予所有持牌人。

監管局於函件中提醒持牌人就律師會介入一事應向客戶作出何等資料/建議及協助。

有關向受介入一事影響的客戶所提供的資料/建議及協助，持牌人可登入監管局網頁（「持牌人」>「致持牌人函件」）參考該函件。

此外，有關律師會就介入一事發表的最新情況及預備的常見問題，持牌人亦可參閱律師會的相關網頁以了解詳情。（www.hklawsoc.org.hk/pub_e/popup/20201231/20201231.asp）

In light of the intervention into the practice of Messrs. Wong, Fung & Co. ("Intervention") by the Law Society of Hong Kong ("Law Society"), the EAA issued a "Letter to Licensees" ("Letter") on 6 January 2021 and emailed it to all licensees.

In the Letter, the EAA reminded licensees what information/advice and assistance they should give their clients in relation to the Intervention.

For the information/advice and assistance that licensees may offer to their clients who are affected by the Intervention, licensees may visit the EAA's website (Licensees > Letter to Licensees) and refer to the Letter.

Furthermore, licensees may also visit the designated webpage of the Law Society (www.hklawsoc.org.hk/pub_e/popup/20201231/en_20201231.asp) for further information on the latest update published and frequently asked questions prepared by it in connection with the Intervention.



兩個嶄新培訓課程：「土地查冊學英文」及「以智能電話製作樓盤影片」即將推出

Two new forthcoming CPD courses: "Learning English through Land Search" and "Video Production for Estate Agency Trade Using Smartphone"

地產管理局將為地產代理及營業員（持牌人）推出兩個嶄新的培訓課程：「土地查冊學英文」及「以智能電話製作樓盤影片」。這兩個免費的培訓課程均獲得政府「第二輪防疫抗疫基金：技能提升配對資助計劃」的資助。

鑑於土地查冊上的英文詞彙艱深但非常重要，當中更涉及一些法律知識，故此「土地查冊學英文」旨在讓持牌人準確地理解土地查冊上的英文詞彙。

而「以智能電話製作樓盤影片」旨在讓持牌人學習以智能電話製作高質素的樓盤影片，以供客戶於網上觀看樓盤環境，促進樓盤介紹，並減少在疫情中持牌人與其客戶的接觸。課程包括介紹手機軟件、影片製作及後期編輯。

監管局現正委任合適的培訓機構以提供上述兩個培訓課程，首班培訓課程將於2021年7月推出，請密切留意持續專業進修計劃的網頁。

The Estate Agents Authority (EAA) is going to launch two brand new CPD training courses, namely, "Learning English through Land Search" and "Video Production for Estate Agency Trade Using Smartphone" for estate agents and salespersons ("licensees"). These two free-of-charge CPD courses are organised with the financial subsidies from the "Government Matching Grant Scheme for Skills Upgrading under the second round of the Anti-epidemic Fund".

In view of the difficulty, importance and the legal knowledge involved in the English terminologies on the Land Search, "Learning English through the Land Search" course aims to enhance licensees' understanding on the common English terminologies used in the Land Search.

The course of "Video Production for Estate Agency Trade Using Smartphone" aims to enable licensees to produce a high quality video clips for property units with the use of a smartphone to facilitate the introduction of property units to their clients through online viewing so as to minimise the meetings or gathering in person. The course would introduce common tools and mobile apps for video shooting, video production and subsequent editing.

The EAA is now appointing suitable training institution(s) to provide these two training courses, with the first class scheduled for July 2021. Please stay tuned for the details at the webpage of the CPD Scheme.

