

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.