

「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。今期我們訪問了萬怡置業，該公司自2008年專業進修嘉許計劃推出以來一直積極參與計劃，並總共10年獲頒發「專業進修嘉許獎章」。

1. 你認為參加「商舖嘉許獎章」對貴公司及員工有什麼幫助或得著？可否分享具體例子？

「商舖嘉許獎章」標誌可以張貼於獲得標誌的營業地點，更可在店舖的單張及代理名片上印上標誌，使公眾清晰知道我們有積極參與持續進修。即使公司規模不大，客戶仍然可以透過此獎章標誌提升對我們專業服務的了解及信心，使代理更容易得到客戶信任及認同。

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？

我們會安排員工留意監管局及各培訓機構不時推出的持續專業進修活動，並會向員工發布最新資訊，亦會提供協助，例如安排假期及報名等。員工透過持續進修，從而溫故知新，熟知工作所需知識，使他們工作更為順利，減少不必要的解難工作，客戶滿意度高，更有助提升同事的生意額及成功感，因此，我們的員工普遍也會積極參與進修。

In Horizons, we will interview a number of the estate agencies who have been awarded the CPD Mark for Estate Agencies Award ("CPD Mark") to share their experiences in facilitating their staff's continuous learning. In this issue, we interviewed Million Yield Properties Limited which has actively participated in the CPD scheme since the scheme launched in 2008 and has received the CPD Mark for ten years.

1. Could you share what benefits the "CPD Mark" has brought to your company and staff with some examples?

With the decal of the CPD Mark being displayed at the shop, on leaflets and on the business cards of our agents, customers are informed that we are proactive in continuous learning. Through the CPD Mark we gain the clients' understanding and confidence in our professional service, helping us to gain clients' recognition despite being a small-scale agency.

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

We encourage our staff to keep up to date with the CPD activities organised by the EAA and other providers and share the latest information with our staff. We also assist them to enroll on the courses and offer the needed time-off. Continuous learning enables estate agents to refresh their knowledge and skills, work more efficiently and reduce any unnecessary problem-solving work. With higher satisfaction from customers, business would be facilitated, and our staff would have a greater sense of achievement. Hence, they are all eager to take further studies.