

地產代理商舖專業進修優越嘉許獎章

Premium CPD Mark for Estate Agencies

為鼓勵地產代理公司更積極及持續參與持續專業進修計劃，監管局於2022年11月17日推出「地產代理商舖專業進修優越嘉許獎章」。

根據現時持續專業進修計劃，如地產代理商舖有80%或以上的持牌員工(必須包括分行經理)在其上一個持續專業進修時段(即由每年10月至翌年9月)達到持續專業進修計劃的12學分的要求，則該商舖將獲監管局頒發「地產代理商舖專業進修嘉許獎章」(簡稱「商舖嘉許獎章」)。

由2023年10月開始，已連續在緊接著的前三個或五個持續專業進修時段皆取得「商舖嘉許獎章」的地產代理商舖，將分別獲頒發「地產代理商舖專業進修銀章」或「地產代理商舖專業進修金章」(簡稱「商舖優越嘉許獎章」)。

獲頒發「商舖優越嘉許獎章」的地產代理商舖可在其營業地點張貼「商舖優越嘉許獎章」標誌，並在其發出的單張、小冊子、其他文件、資料、以及員工發出的名片上印上「商舖優越嘉許獎章」。

有關「商舖優越嘉許獎章」的詳情，可瀏覽監管局「地產代理商舖專業進修嘉許獎章」及「地產代理商舖專業進修優越嘉許獎章」計劃網頁。

In order to encourage more and continuous participation in the Continuing Professional Development ("CPD") Scheme by estate agency shops, EAA introduced the Premium CPD Mark for Estate Agencies on 17 November 2022.

Under the existing CPD Mark Scheme, agency shops with 80% or more of their licensed employees (amongst them there must be the branch manager) having attained the CPD attainment target of 12 CPD points for the immediately preceding CPD period (from October to September of the following year), will be presented with the CPD Mark for Estate Agencies.

Starting from October 2023, a Silver CPD Mark or Gold CPD Mark (collectively "Premium CPD Mark") will be awarded to agency shops which have attained the CPD Marks for three or five immediately preceding CPD periods respectively.

Agency shops awarded with the Premium CPD Mark may display the Premium CPD Mark decal at their shops and print the Premium CPD Mark on their pamphlets, brochures, and other documents and materials issued by them, as well as the business cards of their employees.

For more details of the Premium CPD Mark, please visit the EAA webpage of CPD Mark and Premium CPD Mark for Estate Agencies Award Scheme.

Professional Learning



銀章 *Silver Mark*

Professional Learning



金章 *Gold Mark*