

緊記「三言兩與」 – 「言之有物」

Always be a “5A” agent – “A” for “Ability”

監管局於2019年推出「5A」代理宣傳計劃，推廣專業地產代理應具備的「三言兩與」特質，提醒消費者委託具備該等特質的地產代理。自計劃推出以來，具代表性的「5A」代理廣受業界歡迎。

監管局會於《專業天地》中，提醒持牌人如何成為消費者尋求的「5A」代理。在今期的《專業天地》中，我們會談談「三言兩與」中的「言之有物」，亦即是英文「5A」代理中的第二個特質(Ability)。

要成為一位「言之有物」的地產代理，即應掌握一切相關的法律及政府規例，熟悉並遵守《地產代理條例》、其附屬法例、《操守守則》，以及由監管局不時發布的所有其他指引，以便能盡責地向客戶提供意見。經驗較淺的新入行代理，特別應該參加多些培訓，除了涉及實務和技能的範疇之外，最重要是要加深對規例的認識。

另一方面，較資深的持牌人也應該不斷更新他們的「Ability」。監管局舉辦的持續專業進修計劃活動，就着不同科目及學習模式提供了不少選擇。而且，持續專業進修計劃亦與時並進，已將「網絡研討會/ 網上培訓課程」納入為認可活動模式，為持牌人提供了更大的靈活性，可以隨時隨地為自己增值。此外，該計劃還有不同的措施以鼓勵持牌人繼續接受培訓，以便他們可以為客戶提供專業服務。

The EAA launched the publicity campaign of the “5A Agent” in 2019 to promote the important “5A” qualities that a professional licensed estate agent should possess, and which consumers should focus on when appointing an estate agent. The iconic 5A Agent has gained popularity among the trade since then.

Here in Horizons, we will remind licensees how to become this “5A agent” whom every consumer will look for. In this issue, we will talk about the second “A-level” attribute – “Ability”.

Being an estate agent with “Ability” means that one should have a good understanding of all related legislations and be fully conversant with the Estate Agents Ordinance, its subsidiary legislation, the *Code of Ethics*, and all the guidelines issued by the EAA from time to time so that one can advise their clients in a responsible and professional manner. Newcomers who do not possess experience in the estate agency industry are especially encouraged to take more training courses not limited to those relating to the practice and skills, but most importantly the regulations.

On the other hand, experienced licensees should also keep up to date with their “Ability” continuously. The Continuing Professional Development (“CPD”) activities conducted by the EAA and other providers offer a lot of choices in different subjects and learning modes. To keep up with the times, the EAA has included “Webinar/ Online Training Class” as an approved learning mode under the CPD Scheme, providing more flexibility for licensees so that they can enhance their abilities at anytime and anywhere. There are also different incentive schemes encouraging licensees to continue training so that they can provide professional services to clients.

