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韓婉萍  
行政總裁

**Ruby Hon Yuen-ping**  
*Chief Executive Officer*



監管局不遺餘力地提升業界水平，務求令行業成為值得市民信賴和尊重的專業，同時加強對業界的規管，推動消費者教育，讓業界為香港作出更大貢獻。

the EAA has spared no effort in elevating the trade to a profession worthy of public trust and respect, strengthening trade compliances and promoting consumer education, so that the trade can make greater contributions to Hong Kong.



# 成就專業 服務香港

## Together we Establish, Advocate and Achieve

監管局25週年的主題是「成就專業 服務香港」(Together we Establish, Advocate and Achieve)。

令監管局「成就專業」的其中一項關鍵元素，就是教育地產代理行業和公眾。

一直以來，監管局不遺餘力地提升業界水平，務求令行業成為值得市民信賴和尊重的專業，同時加強對業界的規管，推動消費者教育，讓業界為香港作出更大貢獻。

要將地產代理行業塑造成一個值得公眾信任和尊重的職業，並不是監管局可以獨力完成的工作。行業的自覺性和努力是不可或缺的。持牌人應時刻謹記，成為「5A代理」並不僅是宣傳口號，更是他們應該達到的真正目標。公眾和監管局都期望，地產代理在任何時刻都保持專業。

在進行地產代理工作時，持牌人應一直以專業方式行事，否則，即使監管局作出多少正面宣傳，行業的形像也將無法維持，甚至可能會受損。

例如，在加強教育和執法方面的共同努力後，一手樓銷售處的秩序有了很大改善。對此，我們感謝發展商的合作和地產代理公司的努力。另一方面，持牌人在推廣二手物業或示範單位時，不應採用誇眾取寵的宣傳手法，以吸引消費者的注意。廣告可以有創意，但請緊記你希望向公眾展示一個怎樣的形象。

在瞬息萬變的環境下，業界和監管局都需要因應最新發展而作出迅速反應。但當中重要的是，我們的核心專業標準和誠信不被動搖。

The theme of the EAA's 25th Anniversary is "Together we Establish, Advocate and Achieve (成就專業 服務香港)".

One of the key elements contributing to the successful achievements of the EAA is to advocate for the estate agency trade and the public.

All along, the EAA has spared no effort in elevating the trade to a profession worthy of public trust and respect, strengthening trade compliances and promoting consumer education, so that the trade can make greater contributions to Hong Kong.

To shape the estate agency industry into a profession worthy of public trust and respect is not a task that can be accomplished by the EAA alone. The trade's self-awareness and efforts are a must. Licensees should always remember that being a "5A agent" is not only a slogan but a real target that they should achieve. The public and the EAA expect estate agents to uphold professionalism at all times.

When conducting estate agency work, licensees should always act in a professional manner or else the image of the trade could not be maintained or might even be tarnished, despite how much positive publicity the EAA generates.

For example, after concerted efforts made to improve education and enforcement, the order at first-sale sites has improved considerably. We appreciate the cooperation of the developers and the efforts made by the estate agency companies. On the other hand, when promoting second-hand properties or show flats, licensees should not adopt exaggerated promotional gimmicks to attract consumers' attention. Advertising can be creative but do remember what image you wish to project to the public.

Under a rapidly changing environment, both the trade and the EAA will need to act swiftly and responsively according to the latest development. But it is important that we must not compromise our core professional standards and integrity.