

緊記「三言兩與」—「言出必行」 Always be a “5A” agent – “A” for “Adherence”

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，我們會首先談談「三言兩與」中的「言出必行」，亦即是英文「5A」代理中的第一個特質(Adherence)。

「言出必行」代表了地產代理在經營業務的過程中，必須秉持誠實、忠誠和嚴正的態度向客戶提供服務。倘若客戶向代理查詢有關物業的資料時，作為地產代理，必須以嚴正的態度及誠實的向客戶解答問題。

事實上，監管局發出的《操守守則》中亦有指明：「地產代理和營業員在經營過程中，必須秉持誠實、忠誠和嚴正的態度向客戶提供服務。他們應保障客戶在地產交易中不因欺詐、失實陳述或不合專業操守的行為而受損」。這反映了「言出必行」這個特質不單只是重要，而且也是成為專業地產代理的一個基本要求。

持牌人在為客戶提供地產代理服務時，應時刻保持審慎，切勿違反相關規例。尤其是，不要匆忙將任何未經核實的物業資料提供給準買家或租客。誤導陳述不僅可能會導致客戶蒙受經濟損失，還可能招致投訴和可能被監管局紀律處分。

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 choosing an estate agent to appoint. 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 “Adherence” first.

“Adherence” refers to the requirement that an estate agent shall provide services to clients with honesty, fidelity and integrity. When clients ask for the information of a property, estate agents should respond to their questions in a serious and honest manner.

As a matter of fact, the *Code of Ethics* issued by the EAA also specifies that “estate agents and salespersons shall, in the course of business, provide services to clients with honesty, fidelity and integrity. They should protect their clients against fraud, misrepresentation or any unethical practices in connection with real estate transactions”. It reflects that such quality is not only important but also a basic requirement of being a professional estate agent.

Licensees should always be prudent when providing estate agency services to their clients. Do not infringe the relevant laws and regulations.

In particular, please do not hastily provide any unchecked property information to potential purchasers or tenants. Misrepresentation might not only result in financial loss for customers but also attracts complaints and possible disciplinary actions by the EAA.

