



地產代理監管局25周年誌慶

Celebrating The EAA's 25th Anniversary



地產代理行業蛻變25載

今年是《地產代理條例》頒布及地產代理監管局（「監管局」）成立25周年誌慶。25年來，監管局對地產代理行業力求完善的規管，提升地產代理專業水平，以及加強保障消費者權益上一直擔當重要角色。經歷了幾許跌宕起伏，監管局依然致力秉承專業精神，引領業界穩步發展。

成就專業 服務香港

25周年主題為「成就專業 服務香港」，這主題不僅見證了過去四分之一世紀以來監管局的成果和進展，也反映了我們帶動業界與時並進、為推動香港繁榮發展一同努力。過去我

25 Years of Transforming the Estate Agency Industry

This year marks the 25th anniversary of the promulgation of the Estate Agents Ordinance and the establishment of the Estate Agents Authority ("EAA"). For 25 years, the EAA has been playing a pivotal role in the pursuit of maintaining a well-regulated estate agency industry, uplifting the professional standards of all estate agents, as well as enhancing the protection of consumer interests. In the face of many ups and downs over the past years, the EAA has spared no efforts in upholding our professionalism, steering steady growth for the industry.

Together we Establish, Advocate and Achieve

The 25th Anniversary theme, "Together we Establish, Advocate and Achieve", not only reflects the achievements and advances of the EAA over the last quarter of a century but also refers to our role in leading the

們對地產代理的嚴格要求，以及發出的執業指引均促進了地產代理行業的發展，而監管局的持續專業進修計劃更幫助了業界掌握物業市場的最新趨勢與發展。這些年來，有賴業界和社會的堅定支持，才能造就出這些成果。適逢銀禧之年，監管局特別舉辦了一系列慶祝活動，與地產代理同業一同回饋社會。

industry to move with the times together for the prosperous development of Hong Kong. The stringent requirements for estate agents and all the practice guidelines issued in the past years have facilitated improvement for the estate agency trade, whereas the EAA's Continuing Professional Development scheme has helped the trade to stay abreast of the latest trends and developments in the ever-changing property market. That said, the remarkable achievements over the years would not have been accomplished without the staunch support from the trade and the

community. At this silver jubilee anniversary, the EAA celebrates this special occasion with a series of initiatives, engaging the estate agency trade and giving back to the community.

Exploring the Hong Kong Property Market

As the first celebration activity, a public seminar titled "Retrospect and Prospects of Hong Kong Property Market" was successfully held on 30 July 2022 with the presence of six industry pioneers and leaders sharing their valuable insights on the development, current situation, and prospects

of the Hong Kong property market, the transformation of the estate agency industry over the years, as well as the opportunities arising from the property market of the Greater Bay Area. The guest speakers also reminded the audience of the potential risks of purchasing properties situated outside Hong Kong, which is also one of the major subjects of the EAA's consumer education initiatives.

探索香港物業市場

作為銀禧紀念的首個慶祝活動，監管局在2022年7月30日舉辦一個名為「香港物業市場回顧與前瞻」的公開講座，邀請了六位業界先驅與領袖回顧香港樓市多年來的發展、剖析物業市場現況及前景，同時探討地產代理行業歷年來的變化，以至大灣區房地產的箇中機遇，與觀眾分享其真知灼見。嘉賓講者亦特別提醒觀眾購買境外物業時要格外留意潛在風險，這亦是監管局推行消費者教育其中一項重點主題。

連繫業界與社區

慶祝活動一浪接一浪，繼公開講座之後，監管局隨即舉行了三場「地產代理服務長者日」，帶動地產代理業界履行企業社會責





任。監管局向地產代理業界招募義工，分別為香港島、九龍及新界區的長者服務。是次活動共有超過50位義工參與，除了探訪服務中心及上門接觸長者之外，義工亦與長者傾談了解他們的日常生活，並送出日用禮物包，給予長者一份關懷，盡顯業界「關懷有『理』」。有關監管局25周年紀念資訊，請瀏覽專題網站：25anniversary.eaa.org.hk

近距離了解地產代理的正面印象

在公眾眼中，地產代理的印象可能過於商業化，甚至對他們抱有偏見。為了讓公眾了解更多地產代理真實的一面，監管局夥拍知名YouTube頻道，製作兩段有關地產代理的專題影片。來自不同背景的地產代理將分享自己的故事、如何看待地產代理的角色，以及其工作職責以外的社區工作。專題影片將於10月推出，萬勿錯過。

堅守我們的使命

25周年紀念不是一個終結，而是監管局帶領地產代理業界邁向更高標準的新一章之始。憑藉多年來建立的堅實基礎，監管局將繼續與地產代理業界並肩，加快行業的正面發展，並與消費者同行，以持續教育來加強消費者權益。未來，監管局將繼續為香港社會作出貢獻。

Connecting the Industry and the Community

Celebration activities come in waves. Following the public seminar, three sessions of "Estate Agents Elderly Service Day" were then held with an aim to drive corporate social responsibility ("CSR") among the estate agency trade. Engaging volunteers from the estate agency trade, this volunteering activity targeted to serve the elderly in various districts of Hong Kong Island, Kowloon, and the New Territories. A total of over 50 volunteers visited elderly centres and homes, not only to chat with the elders but also to give away daily commodities gift packs,

showing the warmest regards and care from the estate agency trade. For more information about the EAA's 25th anniversary, please visit the anniversary website at: 25anniversary.eaa.org.hk

A Closer Look at the positive image of Estate Agents

The general public's image of estate agents might be that they are too business-oriented and sometimes even biased. Hence, with the aim of letting the public get to know more about estate agents' positive side, the EAA partnered with a famous YouTube channel to produce two special feature videos about estate agents. Estate agents with different backgrounds will be sharing their own stories, how they perceive the role of estate agents, as well as the community work which goes beyond their job duties. The videos will be rolled out in October and please stay tuned to watch the videos.

Adhering to our Mission

The 25th anniversary would not be a full stop but a new beginning of the EAA in the journey to reach new heights of estate agency standards. Riding on the solid foundation established over the past years, the EAA will keep on working hand in hand with the estate agency trade to accelerate the positive development of the industry and stand with the consumers to protect their interests through continual consumer education. In the years to come, the EAA will continue to contribute to Hong Kong society