

境外樓花買唔買？計過風險先好買！

To buy or not to buy off-plan properties outside Hong Kong? Assess the risks before you buy!

有鑑於愈來愈多香港人購買境外未建成物業及當中的潛在風險，監管局期望透過公眾教育，提醒消費者在購買此類物業時要格外警惕。

整個公眾教育宣傳計劃包括簡單易記的標語和有關購買境外樓花的注意事項，並透過傳統和網上多媒體渠道向大眾宣揚訊息。當中，「**境外樓花買唔買？計過風險先好買！**」標語特別帶出在購買境外樓花時必須小保障個人權益。

是次宣傳計劃的精簡表達方法及多平台有效宣傳方式，獲得國際地產代理業規管及政策制定機構組織－房地產牌照司法人員協會（Association of Real Estate License Law Officials）頒發教育獎（消費者教育）。這已是監管局第二次獲得此項國際殊榮，進一步肯定了監管局在消費者教育方面的努力。

監管局鼓勵地產代理業界在製作宣傳資料時，加入購買境外樓花注意事項的訊息，亦歡迎業界直接使用監管局製作的標語，以宣傳購買境外樓花的潛在風險，同時能提醒準買家，加強保障消費者權益。

了解更多購買境外樓花的注意事項：Outsidehk.eaa.org.hk

Concerning the rising number of Hong Kong people purchasing uncompleted properties outside Hong Kong (“UPOH”) and the potential risks thereof, the EAA alerts the public to be extra vigilant in such purchases through a public education programme.

The programme includes easy-to-remember taglines and important points-to-note regarding the issue and they are being promoted to reach the mass public through conventional and online multimedia channels. In particular, the tagline **“To buy or not to buy non-local off-plan properties? Assess the risks before you buy!”** reinforces the message of protecting one’s interests with careful consideration with a highlight on non-local uncompleted properties.

The consumer education programme about UPOH has been granted “The Education Award (Consumer Education)” by the Association of Real Estate License Law Officials (“ARELLO”) recently for its easy-to-absorb expression of complicated information and effective dissemination across various platforms. This is the second time for the EAA to receive this international accolade and it further recognises the EAA’s extensive efforts in consumer education.

The EAA encourages the adoption of this key message and always welcomes the usage of the tagline by the estate agency trade in their own promotional materials for the advocacy of potential risks in purchasing UPOH, which could serve as a direct reminder to the potential buyers and thus enhance the protection of consumer interests.

To learn more about the practical tips for buying UPOH: Outsidehk.eaa.org.hk

