

## 緊記「三言兩與」 — 「與時並進」

### Always be a “5A” agent – “A” for “Advancement”

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「與時並進」，亦即是英文「5A」代理中的第四個特質(Advancement)。

「與時並進」除了代表地產代理應掌握政府規例及地產市場的最新發展外，也代表地產代理應跟隨時代步伐，好好裝備自己。隨着消費者的期望日漸提高，從業員必須不斷自我增值，以滿足客戶的要求。

監管局提供的「持續專業進修計劃」活動為持牌人提供不少選擇，而為了為持牌人提供了更大的靈活性，監管局已將「網絡研討會/網上培訓課程」納入為「持續專業進修計劃」的活動模式，讓持牌人可隨時隨地學習。

為鼓勵從業員自我提升，監管局不斷優化持續專業進修計劃，並提供不同的鼓勵和嘉許措施。例如，若持牌人連續在三個及五個進修時段達到嘉許學分要求，將可獲頒發優越嘉許獎章（銀/金章）。

持牌人應經常保持「與時並進」。尤其是在行內沒有太多經驗的新入行人士，更加應參加多些培訓，除了涉及實務和技能的範疇之外，最重要是加深對監管局規例的認識。



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 fourth “A-level” attribute – “Advancement”.

Advancement is about keeping abreast of the latest trends and developments of any laws, government regulations, essential facts and developments in the real estate market. Estate agents should be well equipped to advance with the times. With the increasing expectations of consumers, practitioners must advance themselves to meet the requirements of their clients.

The Continuing Professional Development (“CPD”) activities conducted by the EAA offer a lot of choices for licensees to advance their knowledge and skills. To provide more flexibility for licensees to participate in CPD activities, the EAA has also included “Webinar/ Online Training Class” as a learning mode under the CPD Scheme, so that licensees can learn anywhere and at any time.

The EAA keeps optimising the CPD Scheme and encourages practitioners to strive for self-advancement. There are various incentives and recognition initiatives for licensees who make an effort. For example, a premium CPD Symbol (silver/gold) will be presented to those licensees who have respectively achieved the CPD attainment target for three consecutive CPD periods and five consecutive CPD periods.

Licensees should always keep up their “Advancement”. In particular, new entrants who have limited experience in the estate agency industry are strongly encouraged to take more training, not only about the practice and the skills necessary, but most importantly about the regulations of the EAA.