

## 「5A代理」最新動畫短片 New animation videos on “5A agent”

為宣揚專業地產代理應具備的重要特質和提升地產代理的專業形象，監管局推出宣傳計劃，進一步向公眾推廣「5A代理」的概念。監管局最近製作並推出一系列動畫短片，教育消費者在委託地產代理時，應注重哪些重要特質。

一連五集的動畫短片以「識揀一定揀 識得『三言兩與』嘅5A地產代理」為主題，涵蓋地產代理為客戶提供專業服務時應具備的各項「5A」特質，包括「言出必行」（Adherence）、「言之有物」（Ability）、「言而有信」（Accountability）、「與時並進」（Advancement）及「與客同行」（Affinity）。

在這系列的動畫短片中，一位動畫化的「5A代理」會利用簡單而生動的圖像和標語，引導觀眾了解每種特質的基本特徵。每段短片長約一分鐘，內容雙語對照，讓消費者能快速明白「5A」特質。

全部五集動畫短片已上載至監管局的YouTube頻道([www.youtube.com/EstateAgentsAuthority](http://www.youtube.com/EstateAgentsAuthority))。歡迎持牌人與客戶分享短片，向他們介紹你也是一位「5A代理」。



To promote the important qualities that a professional estate agent should possess and enhance the professional image of estate agents, the EAA has launched a publicity campaign to further promote the concept of the “5A agent” to the public. A series of animation videos was recently produced and launched to educate consumers on the important “5A” qualities that they should focus on when appointing an estate agent.

Themed “Be a wise consumer, choose a 5A estate agent”, this series of animation videos consists of five episodes, covering each of the “5A” qualities that estate agents should possess in order to provide professional services to their clients. The “5A” qualities include “Adherence”, “Ability”, “Accountability”, “Advancement” and “Affinity”.

In these short animation videos, the animated “5A agent” will guide the audience through the essential traits of each quality with the aid of simple yet vivid graphics and headlines. Each video is about one-minute and bilingual in content so that consumers can understand the “5A” qualities in no time.

All five animation videos have been uploaded to the EAA’s YouTube channel ([www.youtube.com/EstateAgentsAuthority](http://www.youtube.com/EstateAgentsAuthority)). Licensees are welcome to share the videos with your clients to show that you are also a “5A agent”.



「識揀一定揀 識得『三言兩與』嘅5A地產代理」動畫短片介紹專業地產代理應具備的「5A」特質。 “Be a wise consumer, choose a 5A estate agent” animation video series introduce the important “5A” qualities that professional estate agents should possess.

