

緊記「三言兩與」—「言而有信」

Always be a “5A” agent – “A” for “Accountability”

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「言而有信」，亦即是英文「5A」代理中的第三個特質(Accountability)。

要成為擁有「言而有信」特質的地產代理，持牌人必須對客戶負責，保障客戶在地產交易中不因欺詐、失實陳述或不符合專業操守的行為而受損。地產代理應憑藉他們本身在地產行業方面的知識、培訓、資歷和經驗，向客戶提供專業服務和意見。

同時，隨著公眾對地產代理表現的期望不斷提升，地產代理公司也必須確保其員工具備履行職責及維持高服務水平的能力。

不但地產代理公司本身須對客戶負責，他們也須確保其員工也同樣對客戶負責。因此，地產代理公司應設立妥善的程序和清晰的指引讓員工遵循，提供及容讓他們參予足夠和合適的持續進修，持續及有效地監察其員工的行為，並制定制裁措施以懲處違規的員工，以預防及制止違規或不當行為的發生。

地產代理公司對員工施行有效的管治措施，能夠提升業界整體的守法循規和執業水平，從而令從業員成為「5A」代理。

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 third “A-level” attribute – “Accountability”.

To become an estate agent with the attribute of “Accountability”, licensees should be accountable to their clients and should protect them against fraud, misrepresentation, or any unethical practices in connection with property transactions. Moreover, with their knowledge, training, qualifications and experience in the real estate business, estate agents should be able to provide a professional service and opinions to their clients.

In addition, with the continuously rising public expectations on the performance of estate agents, estate agency companies should also ensure that their staff members possess the competencies to deliver their duties and achieve consistently high levels of performance.

Not only estate agency companies themselves should be accountable to their clients, they should also ensure that their staff will be the same. Hence, estate agency companies should establish proper procedures and clear guidelines for staff to follow, provide and allow them to participate in sufficient and proper continuing training, monitor staff conduct continuously and effectively and set up sanctioning measures to sanction non-compliant staff to prevent and deter non-compliance or misconduct.

Estate agency companies implementing effective governance measures on employees can enhance the overall trade’s compliance and practice standard, which will subsequently lead the trade to become “5A” agents.

