

緊記「三言兩與」 — 「與客同行」 Always be a “5A” agent – “A” for “Affinity”

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「與客同行」，亦即是英文「5A」代理中的第五個特質（Affinity）。

地產代理「與客同行」，不單止代表地產代理需要陪同客戶視察物業，亦泛指地產代理應向各式各樣的客戶提供同樣的優質服務，不應因客戶的性別、婚姻狀況、懷孕或傷殘、家庭崗位及種族而有所差別。

根據監管局發出的執業通告（編號09-07（CR）），地產代理不得基於種族而拒絕向準買家/租客提供地產代理服務，例如，他們不應因準買家/租客是某特定種族而拒絕安排他視察單位。

此外，地產代理也不應刊登帶有歧視內容的廣告，例如包含「特定種族的人士免問」的字眼；他們亦不應對任何準買家/租客作出較差待遇，例如向他們收取較高佣金、開價較高、或不向他們提供物業查冊等。

作為一個專業的「5A代理」，應時刻緊記「與客同行」的特質，對社會不同階層人士提供同樣專業的地產代理服務。這不但能令地產代理與社區有更緊密的關係，亦有助提升行業的公眾形象。



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 fifth “A-level” attribute – “Affinity”.

Estate Agents’ affinity with clients does not only mean that estate agents accompany their clients during property inspections, but it also means that they should provide the same quality service to all kinds of clients irrespective of their sex, marital status, pregnancy, disability, family status and race.

According to Practice Circular (No.09-07(CR)) issued by the EAA, estate agents should not refuse to provide estate agency services to any prospective purchasers/tenants on the grounds of race. For example, they should not refuse to arrange a visit to a flat for a prospective purchaser/tenant of a particular race.

In addition, they should not publish advertisements containing discriminatory statements, such as “not letting to persons of a particular race” and they should not discriminate against prospective purchasers or tenants of a different race by treating them less favourably, for example, asking them to pay a higher commission, quoting a higher price to them, or not providing them with a land search of a property on the grounds of their race etc.

A professional “5A agent” should always remember the quality of “Affinity” and provide professional estate agency services to persons from all walks of life equally. It will not only tighten the bond between estate agents and their communities but will also enhance the public’s image of the industry.