

主席的話

Message from the Chairman

周年紀念是慶祝和反思的時刻。2007年是地產代理監管局(監管局)十周歲的日子。回顧過去十年，地產代理行業的規管已上軌道，執業水平已大大提高。對此，我感到非常光榮和滿足。

過去十年，樓市有起有跌，地產代理業也經歷蛻變。監管局面對不停改變的市場環境，經常相應調整其規管措施，以確保從業員遵守法規，物業買賣得以公開、公正地進行。

邁向第二個十年，監管局開始行使《地產代理條例》第28條賦予的調查權力，並快將推出有系統、有組織的培訓課程，以進一步提高業界的專業水準。

自監管局在1997年成立以來，從業員的專業水平有長足進步，實有賴各現任和前任的監管局成員盡心盡力的工作，貢獻才能，尤其是在前主席張建東先生領導下所展開的創局工作更是功不可沒。我藉此機會，向他們衷心致謝。我感謝地產代理業界對監管局的全力支持，並感激監管局員工一直以來努力不懈的服務。最後，我感謝香港特別行政區政府和廣大香港人對監管局的鞭策和激勵。

監管局經過十年的發展，已成為一個專業、能幹和負責任的規管機構。繼往開來，我們仍然以提升地產代理行業的水準為己任。在將來的無數個十年，我們的使命始終不變。

地產代理監管局主席
潘國濂

Anniversaries are a time for celebration and reflection. The year 2007 marks the 10th anniversary of the Estate Agents Authority (EAA). Looking back over the past decade, I am pleased to say, with considerable pride and satisfaction, that the regulatory regime for the estate agency trade has been firmly put in place and the standard of estate agency practice has improved substantially.

The past 10 years has seen the ups and downs of the property market and, at the same time, a significant evolution in the estate agency trade. To cope with the ever-changing market, EAA constantly repositions its regulatory efforts to ensure practitioners observe the law and property transactions are conducted in an open and fair manner.

As we approach our second decade, we need to forge forward with new initiatives to further enhance our sector. The exercise of the investigation powers under Section 28 of the Estate Agents Ordinance and the coming introduction of structured training courses for licensees are our latest efforts to this end.

The professional standards of practitioners have come a long way since EAA was set up in 1997. Such an achievement would not have been possible without the dedication and ability of fellow members of the board, past and present, and particularly of my distinguished predecessor, Mr Marvin Cheung. I would like to take this opportunity to thank them for their contributions. Thanks must also go to the trade associations for their unfailing advice, and to EAA staff for their hard work and commitment over the years. I am particularly grateful to the Hong Kong SAR Government and the general public for their unwavering trust and support.

EAA has passed its first decade of early formation to become a professional, able and responsible regulatory body. As we strive to promote the standards of the trade, we will remain as true to our mission in the decades to come as we have been in our first decade of service.



Steven POON
Chairman, Estate Agents Authority

1997-2007



運輸及房屋局局長鄭汝樺



敬業樂群
專業楷模

地產代理監管局成立十周年誌慶

財務及策略發展委員會

Finance and Strategic Development Committee



財務及策略發展委員會的主要工作是籌劃監管局的发展方向。

委員會商議和訂定政策和工作策略，以確保監管局的活動符合社會的需要和期望。

委員會審閱年度財政預算案及重要的財政事宜。監管局保持審慎理財的原則。儘管兩次削減牌費（減幅共 44%），監管局的財政狀況穩健。

委員會也負責檢討監管局的組織架構和薪酬政策；並制訂企業管治機制，令機構運作暢順。

財務及策略發展委員會主席
潘國濂

The Finance and Strategic Development Committee (FSDC) has played an important role in mapping the development of EAA.

It examines issues of long term strategic significance with an aim to ensuring EAA activities are not lagging behind community needs and expectations. The Committee also vets the annual budget and items of financial significance.

EAA adheres to prudent financial principles. Despite having twice reduced license fees by up to 44% in total, EAA maintains a healthy financial position.

The FSDC further reviews the Administration's establishment structure and remuneration policies and has facilitated the setting up of a corporate governance mechanism to ensure a smooth running of EAA.

Steven POON
Chairman
Finance and Strategic Development Committee

牌照及執業委員會

Licensing and Practice Committee



牌照及執業委員會負責發牌和執業事宜。委員會的工作包括檢討業界執業情況及在有需要時發出執業通告，向從業員提供有關地產代理工作的執業指引。同時，委員會制訂簽發牌照的政策和審閱個別牌照申請。

自 1999 年至今，委員會共發出了 91 份執業通告，涵蓋地產代理實務的多個範疇；其中包括一手物業銷售手法、確認人買賣、物業租用權轉讓、土地查冊和管理層責任等。

委員會亦曾審閱數以百計的牌照申請，並就牌照條件（例如學歷要求、適當人選標準等）的審核訂立詳細準則。

牌照及執業委員會主席
梁永祥

The Licensing and Practice Committee (LPC) oversees licensing and practice matters. It reviews trade practices and issues circulars to practitioners from time to time to provide directives on estate agency practice. It also sets out licensing-related policies and considers individual licence applications.

Since 1999, a total of 91 practice circulars have been issued. The circulars cover a broad spectrum of estate agency work, including practices at first sales, confirmor sales, takeover of tenancy, land search and duties of management, to name but a few.

Over the years, the committee has also reviewed hundreds of licence applications and settled on details of the criteria for assessing an application with regard to, for example, the educational qualification and the fit and proper person requirement.

William LEUNG
Chairman
Licensing and Practice Committee

紀律委員會

Disciplinary Committee



紀律委員會的職責包括查究遭受投訴的持牌地產代理和營業員有否違反《地產代理條例》、考慮採取紀律處分，並訂立指引和程序，確保以公平一致的原則處理紀律個案。

紀律委員會委員除了出席定期的會議外，亦主持紀律研訊。過去十年，監管局共舉行接近九百次紀律研訊，涉及逾一千名持牌人。

委員會向違規違法的持牌人採取適當的紀律制裁行動，在杜絕劣行方面扮演重要角色，有助提升業界的專業形象和保障市民大眾的利益。

紀律委員會主席

馬豪輝

The Disciplinary Committee is charged with inquiring into complaints against licensed estate agents and salespersons for non-compliance with the Estate Agents Ordinance, taking disciplinary action, and drawing up guidelines and procedures to ensure consistency and fairness in handling disciplinary cases.

In addition to attending regular committee meetings, members also conduct inquiry hearings on a frequent basis. Over the past ten years, close to 900 inquiry hearings involving over 1,000 licensees have been held.

By meting out appropriate disciplinary sanctions to licensees who have breached the law and regulations, the Disciplinary Committee has played a significant role in stamping out malpractices and, thus, enhancing the professional image of the trade and protecting the interests of the community at large.

MA Ho-fai

Chairman

Disciplinary Committee

第二十八條調查委員會

Section 28 Investigation Committee



第二十八條調查委員會於2007年3月成立，旨在制訂有效的機制，監督監管局行使《地產代理條例》第二十八條賦予的調查權力。

委員會的職能為接受和考慮監管局行政部門提交的報告，並在有需要時，委任調查員對可能違規的持牌人進行調查。委員會監督根據條例第二十八條進行的調查，確保調查工作符合法例規定。委員會亦接受和考慮調查員所提交的報告和建議。在適當情況下把個案轉交紀律委員會舉行紀律研訊。

過去數月，委員會制定了指引和程序，以決定何等個案須根據第28條而展開調查。至今，基礎工作已經做妥，調查工作即將開始。

第二十八條調查委員會主席

廖譚婉瓊

The Section 28 Investigation Committee seeks to establish an effective mechanism to monitor the use of the investigative powers under section 28 of the Estate Agents Ordinance (EAO).

The Committee is responsible for receiving and considering reports from the EAA Administration and, if necessary, appointing investigators to look into cases involving suspected licensees. The Committee will oversee the conduct of these investigations to ensure full compliance and consider reports and recommendations submitted by the investigators. Cases will be referred to the Disciplinary Committee, where appropriate, for inquiry hearings.

Over the past few months, the Committee has been working assiduously to formulate guidelines for and procedures on the selection of cases for investigation under this section. The groundwork has been laid and investigative work is about to start.

Amy LIU

Chairman

Section 28 Investigation Committee

專業發展委員會

Professional Development Committee



在執行規管法例的同時，監管局亦致力提升行業的專業水平和服務水平。專業發展委員會所負責統籌的持續專業進修計劃，目的就是通過培訓活動，鼓勵地產代理從業員持續進修。

在監管局、培訓院校、業界商會和代理公司的共同努力下，持續專業進修計劃自2005年推出以來，進展良好，持牌人參與活動亦漸趨踴躍。至今，共舉辦了870場進修活動，參加人次逾47,000。進修活動涵蓋多個課題，包括地產代理法例和執業實務、物業估價、語文技巧、辦公室管理和市場銷售技巧等，照顧從業員的不同需要。

專業發展委員會主席
曾煥平

In addition to enforcing the regulations, EAA is committed to enhancing the professional standards of the trade. The Professional Development Committee is tasked with the implementation of the Continuing Professional Development (CPD) Scheme of the Authority, which seeks to encourage lifelong learning among practitioners by providing them with training opportunities.

Since its inception in May 2005, the scheme has been progressing well with growing participation from licencees. So far, more than 870 sessions of CPD activities have been held through the concerted efforts of EAA, training institutes, trade associations and agency firms, recording over 47,000 enrolments. The activities cover a wide range of topics, such as estate agency law and practice, property valuation, language skills, office management and marketing techniques, catering for the diverse needs of practitioners.

Joseph TSANG
Chairman
Professional Development Committee

考試小組

Examination Panel



考試小組負責監督地產代理資格考試和營業員資格考試的試題制訂及評分方法，以確保只有符合專業要求的考生才可以入職。

首次資格考試在1999年3月舉行，其後考試制度曾經數度改革，並且加強通過實際的個案分析評核考生在地產代理行業方面的實務知識。

歷年，監管局共舉辦了2,222次資格考試（通過筆試或電腦試模式），超過70,000名考生應試。2006年，地產代理資格考試和營業員資格考試的合格率分別為百分之二十一和百分之五十九。

考試小組主席
陳友正

The Examination Panel is responsible for overseeing the setting of examination questions and the marking scheme for the Estate Agents Qualifying Examinations (EAQE) and Salespersons Qualifying Examinations (SQE). It is important to ensure that only capable candidates who meet the trade's professional standards are qualified for entry.

The first qualifying examinations took place in March 1999. The examination system has undergone several changes since then, with more emphasis on case studies of real-life client situations to test the practical knowledge expected of an estate agent.

Over the years, 2,222 qualifying examinations (in both paper and computerised formats) have been held with more than 70,000 candidates sitting them. The pass rates of the EAQE and SQE held in 2006 were 21% and 59% respectively.

Bob CHAN
Chairman
Examination Panel

大事紀要

Milestones

1993	11	政府成立「監察地產代理工作小組」 Government appointed a Working Group on the Regulation of Estate Agents
1995	11	1995 年《地產代理條例》草案在立法局提出 The Estate Agents Bill 1995 was introduced to the Legislative Council
1997	5	立法局通過 1995 年《地產代理條例》草案 The Legislative Council passed the Estate Agents Bill 1995
	11	監管局成立。張建東太平紳士，SBS 擔任首屆主席 EAA established. Mr Marvin Cheung Kin-tung, SBS, JP was appointed the first EAA Chairman
	12	監管局舉行第一次會議 First meeting of EAA
1998	11	立法會通過《地產代理（發牌）規例》 The Legislative Council passed the Estate Agents (Licensing) Regulation
1999	1	首批牌照生效 The first batch of licences became effective
	3	監管局舉行首屆地產代理及營業員資格考試 EAA held the first Qualifying Examinations for Estate Agents and Salespersons
	6	立法會通過《地產代理常規（一般責任及香港住宅物業）規例》 The Legislative Council passed the Estate Agents Practice (General Duties and Hong Kong Residential Properties) Regulation
	7	監管局資源中心啟用 ● EAA opened the Resource Centre
	8	紀律委員會首次暫時吊銷從業員的牌照 The Disciplinary Committee suspended a licence for the first time
	11	《地產代理常規（一般責任及香港住宅物業）規例》生效 The Estate Agents Practice (General Duties and Hong Kong Residential Properties) Regulation came into effect
2000	1	監管局調低牌照費用 20% EAA lowered the licence fees by 20%
	10	監管局舉辦宣傳活動，推廣《地產代理條例》 EAA launched a publicity campaign to promote the Estate Agents Ordinance
		
		
2001	3	增設電腦化營業員資格考試 The Computerised Salespersons Qualifying Examinations was introduced
	12	地產代理發牌制度三年過渡期結束 The three-year transition period prescribed under the Licensing Regulation ended

2002	1	<p>新修訂發牌規例生效 The amended Licensing Regulation came into operation</p> <p>監管局調低牌照費用 30% EAA lowered the licence fees by 30%</p>	
2003	10	<p>監管局辦事處遷往合和中心 48 樓 EAA moved to 48th Floor, Hopewell Centre</p>	
	11	<p>潘國濂太平紳士繼任監管局主席 Mr Steven Poon Kwok-lim, JP, assumed Chairmanship of EAA</p>	
	12	<p>監管局訪問團前往北京，拜會國務院建設部、商務部、港澳事務辦公室和中共中央統一戰線工作部，向中央政府反映香港地產代理業歡迎特區與內地建立更緊密經貿關係 An EAA delegation visited Beijing and called on the Ministry of Construction, the Ministry of Commerce, the Hong Kong and Macao Affairs Office of the State Council, and the United Front Work Department of the Central Committee of the Communist Party of China. The delegation conveyed to the Central People's Government Hong Kong practitioners' support for the Closer Economic Partnership Arrangement (CEPA)</p>	
2004	1	<p>監管局發出執業通告，以配合政府的打擊清洗黑錢措施 EAA issued practice guidelines to complement Government's anti-money laundering efforts</p>	
2005	5	<p>推出持續專業進修計劃：行政會議召集人梁振英議員擔任首場「專業領袖講座」嘉賓 EAA launched the Continuing Professional Development (CPD) Scheme; Executive Council Convenor The Hon Leung Chun-ying gave the inaugural talk in the "Distinguished Speaker Series"</p>	
	7	<p>新形式地產代理資格考試首次舉行 The first Estate Agents Qualifying Examination with a new format was held</p>	
2006	3	<p>全國人大常委會副委員長許嘉璐教授擔任「專業領袖講座」主講嘉賓 Professor Xu Jialu, Vice Chairman of the Standing Committee of the National People's Congress, delivered a talk in the "Distinguished Speaker Series"</p>	
	6	<p>監管局發出「地產代理管理階層有責任有效地控制業務」執業通告 EAA issued the practice guidelines "Duties of Management in Ensuring Effective Control of Their Estate Agency Business"</p>	
	7	<p>營業員資格考試首次以新形式舉行 The first Salespersons Qualifying Examination with a new format was held</p>	
	10	<p>監管局發出「銷售新住宅物業事宜」執業通告 EAA issued the practice guidelines "First Sales of Residential Properties"</p>	
2007	3	<p>監管局成立第 28 條調查委員會 The Section 28 Investigation Committee was formed</p>	



1998

監管局首屆成員合照
Inaugural members of EAA



1998

前任副主席鄭慕智先生（右三）主持新聞發布會，解釋發牌制度實施細則。

A press conference hosted by former Vice-chairman Mr Moses Cheng (3rd right) to explain the details of the licensing regime



1999

前任成員孫漢明先生（右）主持「如何填寫標準文件」工作坊。

An EAA workshop hosted by former member Mr Stephen Suen (right) on the completion of standard forms for licensees

1997

1998

1999

2000

2001

2002



2000

前任主席張建東先生（右）頒贈獎章予在資格考試取得優異成績的考生。

Former Chairman Mr Marvin Cheung (right) awards a medal to a candidate who passed with commendation in the qualifying examination.



2000

監管局舉辦巡迴展覽，向公眾介紹監管局的工作。

EAA holds an exhibition to introduce its work to the public.



2003

監管局訪京團拜會中共中央統戰部劉延東部長（前排左一）。

An EAA delegation visits Ms Liu Yandong (1st left, front row), Head of the United Front Work Department of the Central Committee of the Communist Party of China, in Beijing.



2003

現任主席潘國濂先生（右）歡送離任的主席張建東先生（左）。

Current Chairman Mr Steven Poon (right) farewells former Chairman Mr Marvin Cheung (left).



2004

監管局成員合照
Members of EAA



2004

與地產代理業界商會舉行聯絡會議
A liaison meeting with estate agency trade associations



2006

主席潘國濂先生（右一）出席立法會房屋事務委員會會議。
Chairman Mr Steven Poon (1st right) attends a meeting of the Panel on Housing of the Legislative Council.

2003

2004

2005

2006

2007



2006

全國人大常委會許嘉璐副委員長主講持續專業進修講座，副主席廖譚婉瓊女士致送紀念品。
Professor Xu Jialu, Vice-Chairman of the Standing Committee of the National People's Congress, receives a souvenir from Vice-chairman Mrs Amy Liu before speaking at a CPD seminar.



2006

監管局員工參加慈善活動「毅力十二愛心跑」。
EAA staff participate in the charity event "Run With Your Heart".



2006

持續專業進修計劃嘉許獎章設計比賽評審委員審閱參賽作品。
Adjudicators of the CPD Attainment Symbol Design Competition appraise entries.



2007

監管局成員合照
Members of EAA

祝賀地產代理監管局成立十週年紀念誌慶

領導有方
共創繁榮



香港地產代理商總會
主席張天送 敬賀

地產代理監管局十週年誌慶

卓越監管 專才懋集
團結業界 凝聚力量



香港地產代理專業協會
會長王羅桂華 敬賀



祝賀地產代理監管局成立十周年

移風易俗
激濁揚清



香港專業地產顧問商會
汪敦敬會長 敬賀

地產代理監管局成立十週年紀念誌慶

代理南針

地產代理（從業員）總公會
總幹事袁彩娟 敬賀

慶祝地產代理監管局成立十週年

耕耘十載 福澤社群



地產代理聯會主席
郭德亮 敬賀

恭賀地產代理監管局成立十周年誌慶

規圓矩方



地產代理管理協會會長
曹紹偉 致意

慶祝地產代理監管局成立十周年紀念

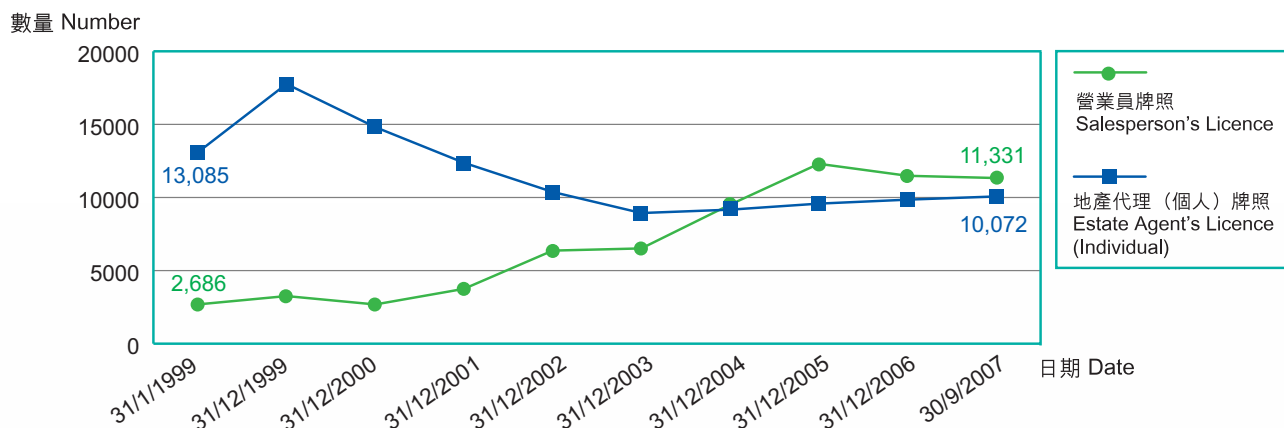
監管精神、專業服務 業界支持、人人得益



新界地產代理商總會
主席邱慶新題

地產代理持牌人數目 (1999-2007)

Number of individual licensees (1999-2007)



註：發牌制度在 1999 年 1 月 1 日開始實施。

Note: The licensing system was implemented on 1 January 1999.

前任及現任監管局成員

Former and current EAA members

The Hon Bernard CHAN, GBS, JP
Mr Thomas CHAN Chun-yuen, JP
Mr Thomas CHAN Kui-yuen
Ms Amy CHAN Lim-chee
Dr Bob CHAN Yau-ching
Mrs Pamela CHAN WONG Shui, BBS, JP
Mrs Lisa CHEE LEUNG Siu-ling, JP
Mr CHENG Kai-nam
Mr Moses CHENG Mo-chi, GBS, JP
Mr Marvin CHEUNG Kin-tung, SBS, JP
Dr Charles CHEUNG Wai-bun, JP
Mr Michael CHOI Ngai-min
Mr Anthony CHOW Wing-kin, SBS, JP
The Hon Audrey EU Yuet-mee, SC, JP
Mr William FUNG Yui-sum
Ms Katherine HUNG Siu-lin
Mr Frederick KAN Ka-chong
Mr Gilbert KO Kwok-yiu
Mr Mike KOO Ho-chin (Kim-fai)
Mr Keith LAM Hon-keung, JP
Ms LAM Yuk-chun
Miss Connie LAU Yin-hing
Mr Eric LEE Chun-ming
Mr Stewart LEUNG Chi-kin
Mr LEUNG Chin-man, JP
Mr William LEUNG Wing-cheung, JP
The Hon Kevin LI Kwok-ying, MH
The Hon Fred LI Wah-ming, JP

陳智思議員, GBS, JP
陳鎮源太平紳士
陳鉅源先生
陳念慈女士
陳友正博士
陳黃穗太平紳士, BBS
朱梁小玲太平紳士
程介南先生
鄭慕智太平紳士, GBS
張建東太平紳士, SBS
張惠彬博士, JP
蔡涯棉先生
周永健太平紳士, SBS
余若薇議員, SC, JP
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李華明議員, JP

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Ms Eva TO Hau-yin
Mr Joseph TSANG Hon-ping
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Mr Herbert TSOI Hak-kong, BBS, JP
Mr Aaron WAN Chi-keung, BBS, JP
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Mr WONG Kin-yip
Ms Lorna WONG Lung-shi
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前任及現任監管局行政總裁

Former and current EAA Chief Executive Officers

Ms Grace CHOW CHAN Man-yuen

周陳文琬女士

Ms Sandy CHAN Pui-shan

陳佩珊女士