

Professional Development

New Enhancement Initiatives

To further enhance the professional image of the trade and facilitate management of estate agencies to foster greater participation in the CPD scheme, the EAA is pursuing a number of initiatives to enhance the CPD Scheme. The new measures are as follows:

1. Standardization of the CPD period

For the convenience of licensees, the CPD period for all licensees will be standardised to end on 30 September of each year, irrespective of the validity period of the licences. The first standardised CPD period will commence on 1 October 2009 (that is, the first CPD period will be from 1 October 2009 to 30 September 2010).

During the transitional period, the CPD period for all licensees will end on 30 September 2009 and the required CPD points for the award of the CPD Attainment Certificate will be calculated on a pro-rata basis. (Please refer to Annexes.)

2. Increasing the CPD points requirement

Effective from 1 October 2009, the number of CPD points required in a 12-month CPD period will be increased from 10 to 12. The current six-point requirement for core subjects remains unchanged.

In other words, a practitioner who would like to obtain a Certificate of Attainment in 2010 will need to obtain at least 12 CPD points during the CPD period of 1 October 2009 to 30 September 2010, with at least six CPD points from core subjects.

3. Raising the threshold for the award of CPD Mark

The criterion for the award of the CPD Mark will be raised from 50% to 80% of licensed employees (including the shop or branch manager) attaining the CPD points target in their previous CPD period. The new criterion will be adopted for CPD Mark applications in 2011 and thereafter.

That means, at least 80% of licensed employees (including the shop or branch manager) must have attained the CPD points target in the CPD period of 1 October 2010 to 30 September 2011 before the shop can qualify for the 2011 CPD Mark.

Annexes

[A. Illustrations of CPD Period and CPD Attainment Target for the CPD Period Ending 30 September 2009 \(12-month Licence\)](#)

[B. Illustrations of CPD Period and CPD Attainment Target for the CPD Period Ending 30 September 2009 \(24-month Licence\)](#)