

Course Outline - Estate Agency Management Course

(8 sessions x 3 hours) Total 24 hours / Core CPD Points		
Topic	Contents	CPD Points
Effective agency management and supervision of salespersons to ensure compliance with the Estate Agents Ordinance, its subsidiary legislation and the Code of Ethics	<p>This 3-hour session provides participants an in-depth understanding of the responsibilities of the management of estate agency business to establish proper procedures or systems in managing their business and to supervise their salespersons to ensure compliance with the Estate Agents Ordinance, its subsidiary legislation and the Code of Ethics.</p> <p><u>Topics include:</u> Statutory duties of the management in ensuring effective control of estate agency business; vicarious liability; management of property information; good governance of branch level estate agency practice etc.</p>	3 (Core)
Disciplinary case studies	<p>This session brings together a number of cases handled by EAA's Disciplinary Committee, to raise awareness among estate agency practitioners of the possible problems that can arise during practice, to increase understanding of the relevant laws and, as a result, to promote compliance.</p> <p><u>Topics include:</u> Nature of common complaints; powers of Disciplinary Committee; procedures of inquiry hearings and appeal; and common complaint cases and sanctions on establishment of a complaint.</p>	3 (Core)
Agency Law, commercial/ industrial property transaction and land sale	<p>This session provides a basic understanding of the principles of Agency Law. It also highlights the key legal issues and relevant case studies in commercial/industrial property transactions and land sale.</p> <p><u>Topics include:</u> Agency law: Basis of agency law; duties of an estate agent; unethical/unlawful transfer of client's data. Commercial/ industrial property transaction: outline of a conveyancing transaction; points to note when handling a transaction of a commercial/industrial property; e.g. unauthorized building works, change of usage etc. Land sale: Auction, tender etc.</p>	3 (Core)
Anti-money laundering and corruption prevention measures	<p>Practitioners who commit offences involving money laundering and/or corruption may, in addition to committing offences under the laws, be subject to disciplinary action by the Estate Agents Authority. This 3-hour session strengthens participants' understanding of the laws on money laundering and terrorist financing and enhances their knowledge of the main provisions of the Prevention of Bribery Ordinance. Representatives from the Hong Kong Joint Financial Intelligence Unit and Independent Commission Against Corruption will be invited to speak from the management perspective and to answer enquiries on the subjects at the seminar.</p> <p><u>Topics included:</u> Anti-money laundering (AML) activities and measures: AML legislation; recommendations by Financial Action Task Force; and how to identify suspicious transactions. Corruption prevention measures: bribery for giving assistance in regard to contract; corrupt transactions with agents; and common corruption and malpractices.</p>	3 (Core)

Information security for privacy protection	<p>Information security has become a major issue of concern following a series of incidents involving leakage of personal data on the Internet. The management of estate agencies should put in place risk-based policies and procedures to reduce information security risks arising from their estate agency work. Apart from information security perspective, representatives from the Office of the Privacy Commissioner for Personal Data will be invited to speak and to answer enquiries on the subject at the seminar.</p> <p><u>Topics include:</u> Relevant provisions of the Practice Circular 09-10 (CR); establishment of proper security measures to safeguard information security; terms and conditions to safeguard the confidentiality of the computerised system and data; measures and controls for monitoring contractors' compliance during outsourcing of the IT services; and main provisions of Personal Data (Privacy) Ordinance.</p>	3 (Core)
Valuation and Urban renewal	<p>This 3-hour session enhances participants' knowledge in the technicalities in property valuation and urban renewal.</p> <p><u>Topics include:</u> Valuation: Definition of value in property valuation; demand for and supply of landed property; different possible values of landed property; methods of valuation; site valuation method; property market and valuation report. Urban renewal: Land lease, land supply system; particulars of the lot; general and special conditions; consent scheme/non-consent scheme; outline zoning plan; site coverage and plot ratio; development permission area plan; change of zoning; site classification; site ownership; land search; and current legislations, Urban Renewal Authority's powers and policies on acquisition of old buildings.</p>	3 (Core)
Ordinances in respect of equal opportunities	<p>This session enhances participants' legal knowledge in respect of ordinances relevant to equal opportunities. Representative from the Hong Kong Equal Opportunities Commission will be invited to speak and to answer enquiries relating to equal opportunities at the seminar.</p> <p><u>Topics include:</u> Ordinances in respect of equal opportunities and relevant cases.</p>	3 (Core)
Financial accounting	<p>This session equips participants with the basic understanding of the principles of accounting and develops their ability to apply recognized accounting systems and methods in recording business transactions and preparing and interpreting financial statements.</p> <p><u>Topics include:</u> Principles of financial accounting; preparing financial statements; and interpretation of financial statements.</p>	3 (Core)