

172間商舖獲專業進修嘉許獎章

172 shops awarded CPD Mark for Estate Agencies

截至2008年12月24日，共有172間地產代理商舖獲得監管局頒發2008年「地產代理商舖專業進修嘉許獎章」（商舖專業進修嘉許獎章），以作表揚積極參與監管局的持續專業進修計劃。獲嘉許的商舖在2009年內，可以在店內張貼2008年嘉許獎章標誌，並在其發出的其他文件和員工名片上，印上嘉許獎章。監管局謹在此恭賀各間獲嘉許商舖和有關從業員。

商舖專業進修嘉許獎章於2008年6月推出。於每年10月1日，倘若一間地產代理商舖（或辦事處）有一半或以上的從業員（其中必須包括該商舖的經理，即分行經理）「達標」，即是說在其上一個持續專業進修時段，個人曾經獲得10個持續專業進修學分，商舖即獲得嘉許。

此外，為了進一步提升地產代理業界的專業形象，增強公眾對於業界的信心，監管局將逐步推行持續專業進修計劃的新措施。

首先，為了方便從業員，持續專業進修時段劃一於每年9月30日結束，而無須與牌照有效期掛鈎。首個劃一持續專業進修時段由2009年10月1日開始至2010年9月30日為止。在過渡期間，每名持牌人為達標而須要取得的進修學分，將按比例計算。

As at 24 December 2008, 172 estate agency shops have been awarded the 2008 CPD Mark for Estate Agencies in recognition of their active participation in the CPD Scheme. The shops will be entitled to display the 2008 CPD Mark decal in their shops and have the mark printed on their documents and employees' business cards in 2009. The EAA would like to congratulate all the shops and practitioners concerned.

The CPD Mark for Estate Agencies, which was launched in June 2008, is awarded to an estate agency shop or office if 50% or more of its employed licensees (including the shop or branch manager) attain the 10-CPD-point target in their previous CPD period as at 1 October each year.

To further enhance the professional standards of the trade, which will in turn foster greater public confidence in the trade, the EAA is pursuing a number of additional initiatives to enhance the CPD Scheme.

First, for the convenience of licensees, the CPD period for all licences 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 be from 1 October 2009 to 30 September 2010. During the transitional period, the required number of CPD points for the Certificate of Attainment will be calculated on a pro-rata basis.



地產代理商舖專業進修嘉許獎章
CPD Mark for Estate Agencies



■ 監管局行政總裁陳佩珊女士（右）、專業發展委員會主席李峻銘先生（中）及專業發展部經理黃慧敏女士向傳媒介紹持續專業進修計劃的新措施，並公布獲得地產代理商舖專業進修嘉許獎章的商舖數目。
EAA Chief Executive Officer Ms Sandy Chan (right), Professional Development Committee Chairman Mr Eric Lee (middle) and Professional Development Manager Ms Sue Wong announce new initiatives for the CPD Scheme and the number of estate agency shops awarded the CPD Mark for Estate Agencies.

第二，由2009年10月1日起，學分要求將由每年10分提高至12分。跟以往一樣，其中最少6個學分是核心課程。個人如要取得2010年的個人嘉許獎章，須於2009年10月1日至2010年9月30日期間取得最少12個學分。

第三，商舖中達標的員工（包括店舖或分行經理）比率，將由50%提升至80%。新的門檻將會適用於申請2011年及其後的嘉許獎章。換言之，商舖如要獲得2011年嘉許獎章，必須要有至少80%的員工（包括店舖或分行經理）在有關的進修時段內（即2010年10月1日至2011年9月30日）達標。

獲嘉許的商舖名單已刊載於監管局網站。

Second, effective from 1 October 2009, the number of CPD points required will be increased from 10 to 12 a year. The current six-point requirement for core subjects will remain unchanged. To obtain the Certificate of Attainment in 2010, practitioners will need to obtain at least 12 CPD points from 1 October 2009 to 30 September 2010.

Third, 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 applications for the CPD Mark 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 they can qualify for the 2011 CPD Mark.

A list of the awardees has been posted on the EAA website.