

「一手」住宅樓盤銷售的秩序問題

Maintaining order at first-sale sites

監管局關注地產代理從業員推銷「一手」樓盤的執業手法。近期，由於物業市場轉旺，交投活躍，監管局認為有需要加強執法，希望「一手」物業的推銷工作，是在有秩序和有規律的情況下進行。

監管局早前發現再次有懷疑是地產代理從業員的人士，在「一手」樓盤附近的行車道上招攬生意，罔顧個人及他人安全。監管局認為此等情況不能接受。

與此同時，監管局亦接獲市民投訴，指稱有地產代理在推銷樓盤時，在公眾地方，包括行人路、商場出入口，以及車站出入口等滋擾途人。

故此，監管局於2007年12月發出了執業指引，提醒從業員遵守現行的法例，包括在未經許可的情況下，從業員不應在鐵路範圍向乘客招攬生意或派發傳單，或在商場或屋苑門口攔截顧客和居民。從業員也不應在樓盤附近的行車道上攔截車輛、招攬生意，以免對駕駛人士、車上乘客和其他路人造成阻礙及構成危險。

為了向公眾解釋有關通告內容，監管局牌照及執業委員會主席梁永祥先生於2007年12月4日主持了一個新聞發布會，其後並出席了多個電台、電視節目。



EAA attaches great importance to the behaviour of estate agents at first-sale sites. Given the recent revival of the property market, EAA deems it necessary to enhance enforcement to ensure that first sales are carried out in an orderly manner.

Recently, EAA has noticed certain people, believed to be estate agents, touting on roads near first-sale sites and disregarding their own safety and that of others. EAA finds such behaviour unacceptable.

EAA has also received complaints from the public alleging that estate agents have harassed pedestrians on the street, on footbridges and at entrances to shopping malls, housing estates and railway stations.

To address the above issues, EAA issued a practice circular in December 2007, reminding practitioners to abide by the existing laws. In the circular, practitioners were reminded that without prior authorisation they should not solicit business or distribute leaflets on railway premises, or intercept customers and residents at the entrances of shopping malls to solicit business. Practitioners were also warned not to intercept or strike vehicles on roads near first-sale sites, which may cause blockage or danger to passengers and passers-by.

In a bid to raise public awareness of the new guidelines, Mr William Leung, Chairman of the EAA Licensing and Practice Committee, hosted a press briefing on 4 December 2007 and attended several radio and TV programmes thereafter.

牌照及執業委員會主席梁永祥先生（中）向傳媒介紹一份有關「一手」住宅樓盤銷售秩序的執業通告。

Chairman of the Licensing and Practice Committee Mr William Leung (centre) introduces a practice circular to the media on maintaining order at residential first-sale sites.