

專業 HORIZONS 天地



地產代理監管局2009年新措施 Estate Agents Authority's initiatives for 2009

地產代理監管局（監管局）主席陳韻雲女士表示，踏入新的一年，監管局將推行新措施，以進一步提升地產代理業界的專業水平。

陳韻雲女士於今年1月13日，聯同行政總裁陳佩珊女士舉行記者會，簡介新措施。在會上，陳韻雲女士重申，縱然樓市逆轉，監管局仍然會堅守崗位，致力履行監管職責。

資格考試

監管局將會檢討營業員資格考試的範圍和形式，以期只有符合水平的考生，才能加入地產代理行業。監管局期望，新入職的從業員不但擁有法律知識和實務技巧，還符合道德規範和專業操守。

The Estate Agents Authority (EAA) would introduce a number of initiatives this year to further enhance the standards of the estate agency trade, said EAA Chairman Ms Vivien Chan.

In a press conference held on 13 January 2009 jointly with EAA Chief Executive Officer Ms Sandy Chan, Ms Vivien Chan said the EAA would continue to exercise its regulatory duties with vigour, despite the downturn in the property market.

Qualifying Examinations

The EAA will review the scope and format of the Salespersons Qualifying Examination, with the aim of ensuring candidates possess not only the requisite legal knowledge and practice-related skills, but also a good work ethic and professional integrity.

網上抽查

可以預見，愈來愈多地產代理從業員除了
在報紙刊登樓盤廣告外，還利用互聯網作
為宣傳平台。去年，監管局曾就網上物業
廣告進行了138次抽查。今年，監管局將會
加強網上抽查。監管局還會聯絡有關網站
的負責人，向他們介紹監管局對於地產代
理刊登廣告的規定。

電腦資訊保安

近年來，大眾對於電腦網絡資訊保安的問
題愈見關注。由於從業員執業時要處理大
量個人資料，所以監管局希望加深業界對
有關題目的認識，包括保護電腦網絡上的
個人資料、提防電腦資料外洩和未經授權
使用電腦資料等。
監管局將會委託顧問公司擬訂電腦網
絡資訊保安政策，
供不同規模的地產
代理公司參考。

《執業手冊》

監管局正編制《執業手冊》，為從業員
提供方便和全面的
執業指引。《執業手
冊》不僅涵蓋法例
的要求，更加入大
量常用的實務知識，
可作為前線從業員
和管理人員的隨身
參考。

陳韻雲女士期望，
通過上述措施，能
提升業界的操守
和道德水平，促進
有秩序、資訊透明
和穩定的物業市
場發展。

Cyber Patrol

It is envisaged that an increasing number of estate agents will promote their business through websites in addition to the traditional newspaper medium. Last year, the EAA conducted 138 inspections of online property advertisements. This year, the EAA will reinforce its “cyber patrol”. The EAA will also liaise with relevant website operators to introduce its rules and regulations on issuing advertisements by estate agents.

IT Data Security

In recent years, there has been mounting public concern about information technology (IT) data security. As practitioners have to handle a considerable amount of personal data and information in the course of their work, it is imperative to heighten the trade's security awareness. To educate practitioners on the proper

handling of personal data and information and to prevent leakage and unauthorised access and use of client data, the EAA will commission a consultant to draw up a set of IT security-related policies for estate agencies of different scales.

Practice Guide for Estate Agents

In order to provide practitioners with handy and comprehensive guidelines on their legal responsibilities and other commonly encountered practical areas, the EAA is preparing a reference guide entitled “Practice Guide for Estate Agents” for frontline practitioners and management staff.

Ms Vivien Chan said she believed that these measures would be conducive to building a stronger moral fabric in the estate agency trade, which would, in turn, facilitate the development of an orderly, stable and transparent property market.



■ 監管局主席陳韻雲女士於記者會上回顧監管局2008年的主要工作，及簡介2009年的新措施。
EAA Chairman Ms Vivien Chan reviews the work of the EAA in 2008 and introduces EAA's initiatives for 2009 in a press conference.