

Review 2010

2011

地產代理監管局

回顧2010年工作及簡介2011年新工作

EAA reviews its work in 2010 and introduces its initiatives for 2011

地產代理監管局(監管局)主席陳韻雲女士聯同行政總裁余呂杏茜女士於2011年1月18日舉行新聞發布會，回顧監管局在2010年的工作，並且簡介2011年的工作重點。陳韻雲女士表示，監管局去年通過巡查和教育工作，以及發出執業通告，以提升地產代理業界的專業水平。為了推動業界的長遠發展及提升業界的操守水平，監管局將於2011年推展內地與香港地產代理專業資格互認的計劃，以及「誠信管理計劃」。

陳韻雲女士表示，可能由於2010年的市道暢旺，應考資格考試的考生以及持牌人數目均錄得顯著的增幅。持有個人牌照人士的數目於2010年12月31日創出歷史新高，達到31,306。不過，監管局於去年所收到的投訴數目，卻較2009年下跌7%，其中有關一手樓銷售的投訴也下降11%。

陳韻雲女士又指出，監管局致力成為負責任和有效的規管機構，一直密切監察市場新情況，尤其是政府相關的新措施以及地產代理從業員的執業手法，並不時發出執業通告和指引。

Chairman of the Estate Agents Authority (EAA) Ms Vivien Chan, together with EAA Chief Executive Officer Mrs Rosanna Ure, held a press conference on 18 January 2011 to give an account of the EAA's work in 2010 and its initiatives for 2011. Ms Vivien Chan pointed out that in 2010, through compliance inspections and issuance of new practice circulars, the EAA strived to upgrade the professional standards of the estate agency trade. In 2011, the EAA will roll out the scheme of mutual recognition of professional qualifications for Hong Kong and Mainland estate agents, and launch the "Integrity Management Programme", which will help the long term development of the trade and promote integrity in the industry.

According to Ms Vivien Chan, probably due to the boom in the property market in 2010, there was a substantial increase in both the number of candidates taking part in qualifying examinations and the number of licensees, with the number of individual licensees scaling new



監管局主席陳韻雲女士（左）及行政總裁余呂杏茜女士於新聞發布會上回顧局方在2010年的工作，並且簡介2011年的工作重點。
EAA Chairman Ms Vivien Chan (left) and Chief Executive Officer Mrs Rosanna Ure review the EAA's work in 2010 and introduce its initiatives for 2011 at the press conference.

她舉例說，為了幫助地產代理了解規管一手樓銷售的規例，並且提醒業界遵行由政府發出的相關新指引，監管局在2010年5月整合並且更新有關規管一手樓銷售的執業通告。此外，監管局也分別就地產代理處理附有違例建築工程的樓宇的租賃事宜以及地產代理參與收購舊樓發出執業通告。

此外，局方於2010年在一手樓盤和地產代理商舖進行了一共2,326次巡查，其中巡查代理商舖次數增加了29%至1,165次。此外，監管局約訪11個發展商，向他們講解監管局對於地產代理推銷一手樓盤的要求。


監管局與中國房地產估價師與房地產經紀人學會於2010年11月簽署協議書，就內地與香港的地產代理專業資格互認的安排方面，落實計劃的基本安排。根據協議，內地和香港的地產代理參加課程和通過考試後，將分別取得在香港和內地執業的資格。

余呂杏茜女士表示，有關資格互認計劃將於2011年2月接受報名，而訓練課程和考試則於今年7月舉行。計劃的詳情會於2011年2月1日在監管局網頁公布。

除了協助地產代理業界在內地開拓商機外，監管局亦會於2011年致力加強行業的誠信培訓和管理。監管局與廉政公署會於2011年3月聯合推出為期三年的「誠信管理計劃」。有關計劃的重點項目包括培訓短片、優質管理指引和新的誠信培訓課程。

監管局亦會提升服務水平，以方便持牌人和公眾。局方將會全面革新網頁，加強監管局與持牌人和市民的聯繫。新的監管局網頁會為持牌人提供新的電子化服務，首先將會推出網上更新個人資料以及訂閱／取消訂閱監管局的通知和提示服務。

就最近有買家投訴某半山樓盤的獨家代理涉嫌誤導一事，陳韻雲女士也向傳媒闡釋了監管局的立場和跟進工作。發布會吸引共28間傳媒機構採訪，各大主要電子傳媒於當日報道了有關監管局的消息。翌日印刷傳媒有關監管局的報道文章有30多篇。



heights to 31,306 as at 31 December 2010. The number of complaints against estate agents decreased by 7% in 2010 as compared to 2009, with those relating to first sales down 11% from 2009.

Ms Vivien Chan also emphasised the EAA's vision to be a responsible and effective regulator. It closely monitors new market conditions, in particular, relevant Government policies and practices of estate agency practitioners, and issues practice circulars and guidelines from time to time.

Ms Chan mentioned, for instance, that the EAA consolidated and updated its practice circulars in a bid to strengthen practitioners' understanding of legislative requirements relating to the sale of first-hand properties and to remind them to abide by the Government's new guidelines regulating first sales in May 2010. The EAA also issued practice circulars on both the leasing of old properties with unauthorised building works and agents' practices in the acquisition of old buildings.

In 2010, the EAA carried out 2,326 compliance inspections, with the number of spot checks at agency shops up 29% to 1,165. The EAA also visited a total of 11 developers, providing them with information about the EAA's expectation of estate agents' conduct during first-sale activities.

In regard to the mutual recognition of professional qualifications between estate agents in the Mainland and Hong Kong, the EAA and the China Institute of Real Estate Appraisers and Agents signed an agreement in November 2010, laying down the foundation

for the arrangement through which agents in the Mainland and Hong Kong can obtain a qualification to practise in Hong Kong and the Mainland respectively upon taking a course and passing an examination.

Mrs Rosanna Ure announced that participants could register for the scheme in February 2011, and that the training course and examination would be held in July 2011. Details on the scheme would be available on the EAA website with effect from 1 February 2011.

In addition to facilitating the exploration of opportunities in the Mainland by the estate agency trade, the EAA will work towards enhancing integrity training and management within the industry in 2011. The EAA and ICAC will jointly roll out a three-year "Integrity Management Programme" in March 2011. Highlights of the programme include a training video, guidelines on proper management, and new training courses on integrity management.

To provide better and more convenient service for licensees and the general public, the EAA will overhaul its website to enhance communication with them. The EAA will use the new website to introduce new electronic services for licensees, including updating personal particulars and subscribing or unsubscribing to EAA notices and reminders, in the first phase.

In response to a number of purchasers' complaints against the alleged provision of misleading information by the exclusive agent of a development in the Mid-levels, Ms Vivien Chan explained to the media in detail the EAA's stance and follow-up action. The press briefing was attended by a total of 28 media organisations, resulting in wide coverage of the briefing by the electronic media on the same day and more than 30 news reports in the printed media on the following day.