

網上物業廣告研討會

Forum on online property advertisements

監管局於2009年3月4日舉行網上物業廣告研討會，讓物業網站營運商和地產代理公司，加深了解網上發布物業廣告的相關法例要求。

來自地產代理商會、地產代理公司，以及物業網站營運商共約30人出席該研討會。

監管局執行總監黃維豐先生表示，根據《地產代理條例》，網上廣告也是廣告的一類，因此地產代理發出網上廣告時，須遵守有關發布廣告的法規。

黃維豐先生說：「我們預計網上物業廣告會漸趨流行，因此我們希望藉著舉辦研討會，與地產代理公司和物業網站營運商交流意見，推動業界恪守網上廣告規例。」

監管局亦在研討會上，簡介監管局網上巡查的工作和常見的違規廣告情況，同時建議地產代理公司建立良好的管理系統監察網上發布物業廣告的情況，以及在每個網上廣告註明更新日期，讓消費者知道廣告資料在何時更新。

去年，監管局共進行了138次網上物業廣告抽查，發出口頭勸喻22次。今年首季，監管局增強執法力度，一共進行了83次抽查，發出口頭勸喻15次。

監管局計劃於7月再次舉辦同類的網上物業廣告研討會。

The EAA held a forum on online property advertising on 4 March 2009 to deepen property-website companies' and estate agencies' understanding of the relevant legal requirements for online advertising.

About 30 participants from estate agency trade associations, estate agencies and property-website companies attended the forum.

EAA Director of Operations Mr Anthony Wong, PMSM said online advertisements were also a form of advertising under the Estate Agents Ordinance (EAO) and that practitioners needed to comply with all relevant requirements when advertising online.

“We envisage online advertising will become increasingly popular. We therefore would like to make use of the forum to exchange views with the participants and draw their attention to areas of concern so as to achieve a high level of compliance,” Mr Wong said.

At the forum, participants were also briefed on the EAA's cyber patrol efforts and the most common types of non-compliant online advertisements. Estate agencies were advised to establish a management system to monitor the posting of online property advertisements and to put a revision date on each online advertisement so that consumers knew how up to date the information was.

Last year, the EAA conducted 138 inspections of online property advertisements and gave verbal advice 22 times. In the first quarter of 2009, the EAA stepped up its cyber patrols, carrying out 83 such inspections and giving verbal advice 15 times.

The EAA plans to hold another similar forum on online property advertising in July.



監管局執行總監黃維豐先生簡介網上物業廣告的法例要求。
EAA Director of Operations Mr Anthony Wong explains the legal requirements related to online property advertising.