

監管局加強消費者教育

EAA rolls out new consumer-education campaign

In March 2009, the EAA launched a consumer-education campaign calling on home-seekers to sign estate agency agreements and read the terms of the agreements.

A poster featuring a supermarket trolley and asking the public not to treat home buying the same way as grocery shopping was displayed at 49 MTR stations for two weeks in March. It urged consumers to sign an estate agency agreement with their estate agent and to pay attention to the terms of the agreement to protect their interests. The poster was also displayed at more than 100 public housing estates for two weeks in May.

Also in March, snappy commercials were broadcast on Commercial Radio One reminding consumers to obtain land search records, and to check with practitioners on the saleable area of a property and whether it had unauthorised building works.

Separately, the EAA has drawn up ten frequently-asked questions and answers and posted them on the EAA website. They provide useful information to consumers on estate agency-related matters. The questions and answers were published by Ming Pao in full on 21 March.



刊載於《明報》的消費者常見問題與解答。

The frequently-asked questions and answers for consumers are carried by Ming Pao.

今年3月，監管局推出一連串消費者教育活動，呼籲準買家簽署地產代理協議和詳閱協議內的條文。

監管局印製了一張主題鮮明的海報，利用超級市場購物車的設計，提醒市民「買樓」不等於「買菜」，委託地產代理時，為保障自己的利益，應與地產代理簽署地產代理協議和詳閱協議內的條文。該海報分別於3月和5月張貼在49個港鐵車站和逾一百個公共屋邨，各為期兩個星期。

監管局亦於3月在「商業一台」播放宣傳聲帶，提醒消費者向從業員索取土地查冊副本、查問物業的實用面積和有否僭建物等。

另外，監管局撰寫了十條消費者常見問題與解答，向消費者提供更多與地產代理行業相關資訊。監管局已將有關問答上載在監管局網頁上。《明報》亦於3月21日轉載了該十條常見問題與解答。



張貼在港鐵車站的海報。該海報鼓勵消費者與地產代理簽署地產代理協議和詳閱協議的條文。

Posters are displayed at MTR stations urging consumers to sign an estate agency agreement with an estate agent and to pay attention to the terms of the agreement.