

除了配合不斷變化的市況和銷售手法外，亦讓地產代理業界更易掌握監管局的有關規定。」

余太補充，作為規管地產代理執業的機構，監管局有需要採取適切的措施，改善一手樓盤的銷售秩序，確保物業交易公開、公平和公正。所有從業員，不論是來自大或小型公司，均需遵行指引。

新整合的通告〔編號：10-02 (CR)、10-03 (CR) 及 10-04 (CR)〕分為三份，分別涵蓋：一手樓盤銷售地點的秩序、促銷一手樓盤時的操守及一手樓盤的物業資料。（表一）

此外，為了讓業界更了解指引的內容，監管局執行總監黃維豐先生於記者會前約見了五家經常參與一手樓



監管局執行總監黃維豐先生向五間經常參與一手樓盤銷售的地產代理公司的管理層闡釋新通告的主要內容。
EAA Director of Operations Mr Anthony Wong explains the new circulars to the management of five estate agency firms which have been heavily involved in the sale of first-hand properties.

new guidelines were issued in response to ever-changing market conditions and sales practices and to facilitate the trade's understanding of all the regulations on the subject.”

Mrs Ure pointed out that as the regulator of the estate agency trade, the EAA has the duty to take whatever measures needed to improve order at first-sale sites and to ensure property transactions are conducted in a fair, open and transparent manner. All practitioners, be they from big or small agencies, have to comply with the new measures.

The three separate circulars (No. 10-02 (CR), 10-03 (CR) and 10-04 (CR)) cover maintaining order at first-sale sites, practitioners' conduct in first-sale activities and providing property information on first-sale developments. (Table 1)

To facilitate the trade's understanding of the guidelines, EAA Director of Operations Mr Anthony Wong met with the management of five estate agency companies which have been heavily involved in the promotion of first-hand properties to carefully explain the guidelines to them, and to remind them to adopt appropriate measures to ensure their practitioners' compliance with the regulations.

Mr Anthony Wong said, “If practitioners are proven



監管局牌照及執業委員會主席梁永祥先生的意見

監管局推出的新一手樓盤銷售執業通告詳盡仔細，涵蓋多個範圍。監管局認為，不論是地產代理公司管理層，抑或是前線的從業員，都應該充分了解通告的內容，並遵守所有規定。

從業員若遵從有關指引，不但能提供專業優質的服務予客戶，地產代理的公眾形象也得以提高。

Comments from EAA Licensing and Practice Committee Chairman Mr William Leung

The new practice circulars on first-sale properties issued by the EAA are comprehensive and detailed, covering different aspects of the subject. Both the management of estate agencies and frontline practitioners should thoroughly understand the circulars and comply with all the regulations.

Should practitioners follow the guidelines, not only will they be able to provide quality services to their clients, the public image of estate agents will also be enhanced.