

參照《執業手冊》提升服務水平 Practice Guide sets out best practices

監管局於本年三月出版了一套《執業手冊》，為地產代理公司的管理人員和前線從業員訂立一套理想的執業標準，鼓勵業界提供卓越的服務予消費者。

監管局行政總裁余呂杏茜女士說：「社會對各行業的要求不斷提高，監管局希望地產代理業界除了遵守《地產代理條例》之外，亦追求優質和卓越的服務。」

余太表示，監管局期望《執業手冊》能夠樹立指標，供業界參考和跟隨，從而提供優質的服務，提升其專業地位。

《執業手冊》列出了專業的從業員應持守的基本信念和專業態度，以及管理層應肩負的責任，亦就地產代理工作各個範疇提出不少建議。

從業員可在本局網站瀏覽《執業手冊》。



The EAA published a *Practice Guide for Hong Kong Estate Agency Practitioners (Practice Guide)* in March this year. The *Practice Guide* sets out best practices for the estate agency trade with the aim of encouraging practitioners to provide quality services to consumers.

EAA Chief Executive Officer Mrs Rosanna Ure said, "The community has growing expectations of different trades. Estate agency practitioners should not only comply with the EAO but also strive for excellence and quality services."

She said the EAA encourages estate agents to follow the standards set out in the *Practice Guide* and provide professional services to their clients, which will in turn raise their status.

The *Practice Guide* sets forth the core values and professional attitudes that a professional estate agency practitioner should have, explains the responsibilities of management, and provides practical suggestions on different aspects of estate agency work.

The *Practice Guide* is available on the EAA website.

監管局行政總裁余呂杏茜女士（左）和規管及法律總監劉淑榮女士（右）舉行記者會，簡介《執業手冊》的重點。
EAA Chief Executive Officer Mrs Rosanna Ure (left) and Director of Regulatory Affairs and General Counsel Ms Eva Lau (right) brief the press on the *Practice Guide*.

監管局拒收郵資不足信件 EAA will not accept mail with insufficient postage

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