

促銷一手樓盤時的操守
Practitioners' conduct in first-sale activities

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一手樓盤銷售地點的秩序
Maintaining order at first-sale sites

規管一手樓銷售新指引

New guidelines regulating sales practices of first-hand properties

地產代理監管局（監管局）已完成整合和更新與一手樓銷售相關的指引。新指引共有三份，並已於2010年5月14日生效。

監管局於2010年5月6日舉行記者會，公布有關新指引的重點。監管局行政總裁余呂杏茜女士說：「一直以來，一手樓的銷售手法引起廣泛的關注，而且地產代理為了推銷樓盤，經常採用不同的銷售手法。新指引



監管局行政總裁余呂杏茜女士和執行總監黃維豐先生舉行記者會，簡介局方將就一手樓盤銷售發出的新執業通告。
EAA Chief Executive Officer Mrs Rosanna Ure and Director of Operations Mr Anthony Wong hold a press briefing on the new practice circulars on the sale of first-hand properties.

The Estate Agents Authority (EAA) has consolidated and updated the guidelines on the sale of first-hand properties and the resultant three new practice circulars took effect on 14 May 2010.

The EAA held a press briefing on 6 May 2010 to announce key points of the new guidelines. EAA Chief Executive Officer Mrs Rosanna Ure said, "Sales practices related to first-sale properties have long been of great concern to the public. This is particularly so as practitioners have been adopting new tactics in the sale of first-hand properties. The

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.

盤銷售的地產代理公司的管理層，向他們詳細講解指引內容，並提醒他們採取適當的措施落實執行有關規定。

黃維豐先生表示：「從業員若被證實違反指引，可遭監管局紀律制裁，最嚴重的處分為撤銷牌照。」

為了方便業界執行指引，監管局分別於5月中及6月舉辦持續專業進修講座，向從業員詳細講解指引內容。

to have breached the regulations, they may be subject to disciplinary sanctions by the EAA. The most serious sanction is licence revocation.”

To help the trade comply with the guidelines, the EAA held a Continuing Professional Development (CPD) seminar in mid-May and will hold another one in June to explain to practitioners the new guidelines in greater detail.

表一：執業通告要點

Table 1: Highlights of the practice circulars

應以書面形式向準買家交代他所屬的公司只代表發展商、只代表準買家，抑或同時代表發展商及準買家。	Practitioners must inform prospective buyers in writing whether their agency company acts for the developer, prospective purchaser or both.
未得到發展商授權，不得以訂金或其他名義接受或向準買家索取任何款項。	Practitioners must not accept or solicit any money, whether described as a deposit or not, from prospective purchasers without the developer's authorisation.
不得向準買家提供貸款，或者提出提供貸款的建議，無論該筆款項作任何用途。	Practitioners must not make loans or propose to make loans to prospective purchasers for any purpose.
應提醒準買家留意售樓說明書列明的單位實際面積，不要倚賴從觀看示範單位所得的對單位面積的觀感。	Practitioners should remind prospective purchasers to pay attention to the actual dimensions of the units as stated in the sales brochure and not to rely only on their perception of the size of the units gathered from viewing the show flats.
未取得準買家的書面同意，不可安排以準買家的信用卡交付訂金。	Practitioners should not arrange for payment of deposits using the credit cards of prospective purchasers without their written consent.
不可在廣告中就物業的周圍環境作出誤導性陳述，例如在廣告中將物業附近的樓宇畫成草地，不顯示附近樓宇或設施，或大幅改低附近樓宇的高度。	Practitioners should not misrepresent the surroundings of a development in their promotional materials: for example, by drawing green pastures around the development when there are in fact buildings and structures in the nearby area, omitting certain nearby buildings or facilities, or substantially lowering the height of nearby buildings.
應建議準買家細閱由發展商提供售樓說明書及價目表內的資料，向準買家提供發展商的價目表內所列表載的物業面積及以物業「實用面積」計算的每平方米或平方米的價格的資料。	Practitioners must advise prospective purchasers to carefully study the information in the sales brochures and price lists, and provide to prospective buyers information concerning the area of property and the price per square foot or metre of the “Saleable Area” as contained in the price lists supplied by the developer.
須委派一名員工監督（須為持牌地產代理），負責監控被調派往一手樓盤銷售地點工作的員工。有關公司應盡快向監管局提供該名監督的姓名和牌照號碼；在樓盤開售至少一天前，向監管局呈交被調派到一手樓盤銷售點的員工名單。	Each estate agency company must assign a controller (who must be the holder of an estate agent's licence) to oversee all company staff deployed to a first-sale site. The estate agency company must provide the name and licence number of the controller to the EAA as soon as possible; it must provide the EAA with a copy of the list of staff to be deployed to a first-sale site at least one day before the launch of the first-sale property.
如無發展商委託，不可在一手樓盤銷售點招攬生意；未取得發展商的書面同意之前，不可發出廣告。	No practitioners other than those of the estate agency companies appointed by the developer should solicit business at the first-sale sites. Practitioners must not issue advertisements without the written consent of the developer.
不可站在行車道上、攔截車輛或干擾駕駛人士。	Practitioners must not stand on the carriageway, intercept vehicles or distract drivers.
推銷時的行為不可過分，例如阻截行人、不斷游說或尾隨行人。	Practitioners must not be over-aggressive when conducting promotional activities, e.g. persistent solicitation or stalking.

註：欲了解通告的詳細內容，請參閱監管局網頁 www.eaa.org.hk。

Note: For details of the practice circulars, please refer to the EAA website: www.eaa.org.hk.



通知監管局有關董事的變更 Notifying the EAA of changes in directorship

地產代理公司須注意，倘其公司有任何董事獲委任或離任，則該公司須就有關事宜通知監管局。

根據《地產代理條例》，持牌人須在自董事委任或離任日期起計31天內向監管局遞交相關的表格，通知監管局有關變更。此外，持牌人亦須在終止從事地產代理工作時通知監管局。違反以上規定的人士將會受到監管局的紀律制裁。

Estate agency companies are reminded that they should notify the EAA when a director is appointed or steps down.

Under the Estate Agents Ordinance (EAO), licensees have to file such notifications to the EAA within 31 days of the date of the appointment or departure using the relevant prescribed forms. Licensees should also notify the EAA when they stop doing estate agency work. Failure to do so may result in disciplinary sanctions by the EAA.

附有違建工程物業的處理方法 Handling properties with unauthorised building works

監管局於本年4月發出執業通告10-01 (CR)，提醒從業員處理附有違建工程物業的租賃交易時如代表租戶一方，須提醒租戶單位可能有安全問題，及清楚解釋相關的風險，例如政府可對物業行使重收權或將物業封閉等。有關執業通告已上載於本局網站。

此外，監管局於3月29日舉辦《舊樓維修保養與地產代理於處理附有違建工程的物業時須注意的事項》專題講座。講座吸引了約300名從業員參加。

The EAA issued a new practice circular 10-01(CR) in April to remind practitioners that if they act on behalf of a tenant renting an old property with unauthorised building works, they should alert the tenant to possible safety issues related to the property. They should also explain to their client clearly the risks involved, such as the risk of the Government's exercising its right of re-entry or closure of the property, to protect the tenant's interests. The new practice circular has been posted on the EAA website.

Separately, on 29 March 2010, the EAA held a seminar entitled "Repair and maintenance of old buildings and proper procedures for estate agents in handling properties with unauthorised building works". The seminar was attended by around 300 practitioners.



監管局法律顧問張偉浩先生（左）、屋宇署總屋宇測量師莊永康先生（中）及該署高級結構工程師許葉明芳博士回答從業員的提問。EAA Legal Counsel Mr Earnest Cheung (left), Chief Building Counsel Mr Chong Wing-hong (middle) and Senior Structural Engineer of the Department Dr Hui Ming-fong answer questions from practitioners.

紀律處分個案分享 — 更改臨約條款前必須取得買賣雙方書面同意

Inquiry hearing case — Written consent of both purchaser and vendor needed before changing the terms of a PASP

臨時買賣合約（臨約）是具法律約束力的文件，因此倘若買方或賣方欲更改臨約的條款，從業員應取得另一方的書面同意，或安排其在有關修訂旁簡簽。

在一宗紀律研訊個案中，從業員為雙邊代理。他先安排買方單方面簽署臨約，該臨約訂明若買方未能履行合約，賣方可以沒收訂金，但不可以向買方進一步追究責任或要求賠償損失。然而，該從業員其後與賣方商討合約條款時，按賣方的建議將臨約改為「必買必賣」協議，並把買方的30萬元訂金支票交給賣方。另一方面，買方改變主意，停止兌現支票，買賣雙方因而進行法律訴訟。

該從業員按賣方要求將合約改為「必買必賣」的合約，把雙方在是次交易中須承擔的法律責任完全改變了，屬條款上的重要修訂，但該從業員未有取得買方的書面同意，就把訂金交給賣方，沒有盡量小心和盡一切應盡的努力，未有遵守《操守守則》第3.5.1段。

結果該從業員被監管局紀律委員暫時吊銷牌照14天，他的牌照亦被附加條件。

A provisional agreement for sale and purchase (PASP) is a legally binding document. If either the purchaser or the vendor would like to amend the terms of a PASP, practitioners should seek the written consent of the other party or arrange for them to initial the amendment.

In this inquiry hearing case, a practitioner acted for both the purchaser and the vendor. He first arranged for the purchaser to sign a PASP, which contained the provision that should the buyer fail to complete the transaction, the deposit shall be forfeited to the vendor but the vendor shall not sue the buyer for any liabilities or damages. However, when the practitioner later discussed the PASP with the vendor, the practitioner, at the request of the vendor, changed the PASP to a “must buy, must sell” agreement and passed the buyer’s \$300,000 cheque to the vendor. On the other hand, the purchaser changed his mind and stopped payment of the cheque. This led to litigation between the two parties.

The addition of such a term to the PASP was a significant change, as the liabilities of both the purchaser and vendor had totally changed. The practitioner did not obtain the buyer’s written consent or arrange for him to initial the amendment before passing the deposit to the vendor. He did not exercise due care and diligence, and thereby failed to comply with paragraph 3.5.1 of the Code of Ethics.

The EAA Disciplinary Committee suspended the practitioner’s licence for 14 days and attached a condition to his licence.



商會代表意見

Comments from representatives of trade associations

香港專業地產顧問商會汪敦敬會長認為，《地產代理條例》已訂明了從業員在物業交易須遵守的規定。從業員必須嚴格遵守相關法規和專業操守，才能保障買賣雙方的利益。個案中的從業員態度未夠嚴謹，以致在修訂臨約前，未取得客戶的書面同意，導致錯失。



香港專業地產顧問商會
汪敦敬會長
President of the Hong
Kong Chamber of
Professional Property
Consultants
Mr Lawrance Wong

President of the Hong Kong Chamber of Professional Property Consultants Mr Lawrance Wong commented that the EAO specifies the rules and regulations which practitioners should observe when handling property transactions. Practitioners should comply with these rules and the Code of Ethics to protect the interests of both the purchaser and the vendor. The practitioner in this case should have sought the written consent of the client prior to amending the terms of the PASP.

香港地產代理專業協會關樂平會長表示，在普通法下，代理人有責任保障客戶利益。代理安排客戶簽署臨約時不能掉以輕心，尤其是處理重要條文時，須確保買賣雙方同意條款及書面簽妥。雙邊代理須要小心保障買賣雙方的利益，倘若其中一方提出的條件對另一方不利，代理有責任向雙方解釋該要求對他們的利弊，平衡雙方利益。另外，合約條文亦要清晰表達雙方意願，並在雙方都明白和同意下才可簽署。此外，如遇到合約未有訂明的情況，代理應向雙方解釋清楚和了解雙方的意願，通過協商的方式解決問題。



香港地產代理專業協會
關樂平會長
President of the Society
of Hong Kong Real
Estate Agents
Mr Denys Kwan

President of the Society of Hong Kong Real Estate Agents Mr Denys Kwan said under common law, agents have the responsibility to protect their clients' interests. Estate agents should therefore exercise due care when arranging for clients to enter into a PASP, particularly when dealing with important terms. Agents should ascertain whether both parties agree to the terms and obtain their written consent to the agreement. In the case of dual agency, agents should exercise due care in protecting the interests of both. If either party wishes to add terms which are disadvantageous to the other, agents should act in an impartial manner and advise both parties of the pros and cons of such amendments. The terms and conditions of a PASP should clearly reflect the intent of both and the agreement should be signed only after both parties understand and agree to the terms. If agents come across situations which are not mentioned in the PASP, they should explain such matters clearly to both parties, understand their needs and resolve the matters through negotiation.

關會長指出，個案中的代理未有安排買方書面確實臨約的修改，便將訂金交給賣方，沒有盡一切應盡的努力和盡量小心，實屬疏忽。口頭協議容易造成爭拗，也難證實（尤其在沒有第三者作證的情況下），所以臨約若有修改，一定要取得雙方同意及以書面簽妥。

Mr Kwan also pointed out that the practitioner mentioned in the above case was negligent in not asking for the buyer's written consent to the amendment to the PASP before passing the deposit to the vendor, thus failing to exercise due care and due diligence. As verbal agreements may lead to disputes and are hard to prove (especially when there is no third party witness), the written consent of both parties is essential.

無牌從事地產代理工作人士被檢控 Unlicensed persons engaging in estate agency work prosecuted

無牌從事地產代理或僱用無牌人士從事地產代理工作均屬刑事罪行。暑期臨近，地產代理公司管理層切勿聘用無牌青年人從事地產代理工作，以身試法。

監管局在近期的一次執法行動中，發現一名無牌人士向顧客介紹物業及參與議價的工作。該名人士為一家地產代理公司的司機，承認有進行地產代理工作，案件最後被轉介予警方處理，而警方亦提出檢控。結果該名人士在2010年4月被法庭判處罰款\$5,000。

去年亦有一名地產代理公司董事僱用一名無牌人士，為一對夫婦提供地產代理服務。結果該名無牌人士及該名董事在2009年3月分別被法庭裁定違反《地產代理條例》第16(1)(a)條及第39(1)條，兩人均被判罰款\$2,000及監禁兩個月，緩刑兩年。監管局紀律委員會於本年2月對該名董事進行紀律研訊，紀律委員會最後決定譴責該名董事、罰款\$5,000，並在其牌照上附加條件，要求他在一年內取得12個持續專業進修計劃核心科目學分。

監管局執行總監黃維豐先生說：「地產代理工作定義廣泛，包括為業主介紹買家或租客，以及為買賣雙方進行議價工作等。無牌人士即使被聘擔任其他職位，只要參與地產代理工作，就有可能被檢控。」

Engaging in estate agency work without a licence and employing unlicensed persons to carry out such work constitute criminal offences. As summer is approaching, the EAA would like to remind the management of estate agencies not to hire unlicensed young people to engage in estate agency work.

In a recent EAA operation, an unlicensed person was found introducing properties to clients and engaging in negotiation work. Being a driver of an estate agency, he admitted carrying out estate agency work without a licence. The case was referred to the police. The person was prosecuted by police and fined \$5,000 in April 2010.

In another case last year, an estate agency director hired an unlicensed person to provide estate agency service to a couple. In the end, the unlicensed person and the director were convicted of breaching sections 16(1)(a) and 39(1) of the EAO respectively in March 2009. They were fined \$2,000 and sentenced to two months' imprisonment, which was suspended for two years. In February this year, the EAA Disciplinary Committee conducted an inquiry hearing against the director, which resulted in the director being reprimanded and fined \$5,000. The Disciplinary Committee also attached a condition to the director's licence, requiring him to obtain 12 CPD points in core subjects of the CPD Scheme within one year.

EAA Director of Operations Mr Anthony Wong said, "Estate agency work has a wide meaning, including the introduction of a purchaser or tenant to a vendor or landlord, or carrying out negotiations on behalf of a purchaser or vendor. Even though an unlicensed person might be hired to fill other posts, if he carries out estate agency work, he faces the risk of prosecution."



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

鑑於監管局近期收到未付足夠郵資的信件，謹此提醒持牌人或牌照申請者，凡以郵遞方式寄交監管局的信件，必須付足郵資，否則監管局一概不會接收該類信件，也不會代寄件者支付不足的餘額。

The EAA has received some mail with insufficient postage recently, and would like to remind licensees or licence applicants that they must affix sufficient postage for mail to the EAA. Otherwise, the EAA will not accept the mail, nor will the EAA pay the outstanding postage for the sender.

有關偷盤射單問題的調查結果

Survey findings on the problem of unlawful transfer of clientele

監管局去年向業界進行問卷調查，以了解業內偷盤射單的問題。調查結果顯示，只有約30%的受訪者向執法機關舉報懷疑偷盤個案，亦只有58%的受訪者公司有定期監察員工登入電腦的情況。

監管局向業界派發300份問卷，成功訪問195名持牌人。受訪者中，過半數從事地產代理五年或以上；30%為管理人員。

調查結果顯示，12%受訪者在多年的地產代理工作生涯中，曾經發現或聽聞1至5宗的偷盤射單個案。半數受訪者表示所屬公司會解僱受懷疑的員工，只有約30%表示會向監管局或其他執法機關舉報。

另一方面，近90%受訪者將盤源儲存於電腦內並指示員工使用密碼才能登入電腦，但只有58%受訪者有定期監察員工登入電腦的情況。

監管局調查部總經理黃麟昌表示，由於從業員經常要處理客戶或樓盤資料，管理層除了要採取電腦保安措施以防資料外洩之外，也應該經常監察員工的工作情況和操守，以防止員工偷取非儲存於電腦的資料。他呼籲僱主遇有懷疑情況時盡早舉報，否則難以跟進。



To understand more about the problem of unlawful transfer of clientele and listings, the EAA conducted a survey last year. According to the survey findings, only 30% of respondents would report suspected cases to law enforcement institutions and only 58% said their companies regularly monitored their staff's access to company computers.

Out of the 300 questionnaires sent out to the trade, the EAA received 195 completed ones. Over half of the respondents had been in the trade for at least five years and 30% were from management.

About 12% of respondents said they had discovered or heard about only one to five suspected cases of unlawful transfer of clientele in the past. Over half of the respondents believed that if their companies discovered such an incident, the management would fire the suspected employees. Only 30% said their companies would report the cases to the EAA or law enforcement institutions.

Nearly 90% of the respondents said the listings were stored in the company computers and staff members were required to log in with a password. However, only 58% of them regularly checked the access records.

Chief Manager of the EAA Investigation Section Mr Eric Wong said that as practitioners often handle information of clients and listings, management should take security measures to prevent leakage of information. He suggested they also constantly monitor the work of their employees to prevent them from stealing information not stored in computers and urged employers to report suspected cases to the relevant authorities as soon as they discover them. Otherwise, it would be difficult to investigate the cases.

香港中文大學獲委託進行調查 Chinese University appointed to conduct survey

監管局最近委託了香港中文大學香港亞太研究所為持牌人進行一項調查，以了解他們對監管局各範疇工作及持續專業進修計劃未來發展的看法。

是次調查將訪問500位持牌人。訪問將於本年夏季透過電話進行，訪問時間約為10至15分鐘。監管局會將隨機抽出的持牌人電話號碼交予研究所，但並不會披露有關人士的姓名或其他個人資料。

調查所得結果將有助監管局制定政策，提升行業的專業水平與地位。監管局呼籲被抽中的持牌人支持是次調查。



The EAA has appointed the Hong Kong Institute of Asia-Pacific Studies of The Chinese University of Hong Kong to conduct a survey among licensees to gauge their views on different aspects of the work of the EAA and on the future development of the CPD Scheme.

The survey aims to interview 500 licensees. Interviews will be conducted over the phone this summer and will last about 10 to 15 minutes each. The EAA will pass only the phone numbers, not the names or other personal details, of randomly selected licensees to the institute.

The EAA would like to call upon licensees approached by the institute to support the survey, whose findings will help the EAA formulate policies to promote the competence and enhance the status of the trade.



越南代表團到訪監管局

五名越南政府官員、三名聯合國毒品和犯罪問題辦公室（越南）的官員，以及兩名聯合財富情報組官員於5月18日到訪監管局，並與監管局執行總監黃維豐先生會面（相中左六）。監管局向代表團簡介了香港地產代理的規管制度，及監管局的打擊「洗黑錢」措施。

A delegation from Vietnam visited the EAA

Five Vietnam government officials and three officers from the Vietnam Country Office of the United Nations Office on Drugs and Crime were received by the EAA Director of Operations Mr Anthony Wong (sixth from left in the photo) on 18 May. The delegates, accompanied by two police officers from the Joint Financial Intelligence Unit, were briefed on the regulatory regime for estate agents in Hong Kong and the anti-money laundering measures undertaken by the EAA.

統計數字 Statistics

牌照數目 (於2010年3月31日計算)
Number of licences (as at 31/3/2010)

營業員牌照 Salesperson's licences	14,396
地產代理(個人)牌照 Estate agent's licences (individual)	+ 13,037
個人牌照總數 Total no. of individual licences	27,433
地產代理(公司)牌照 Estate agent's licences (company)	2,017

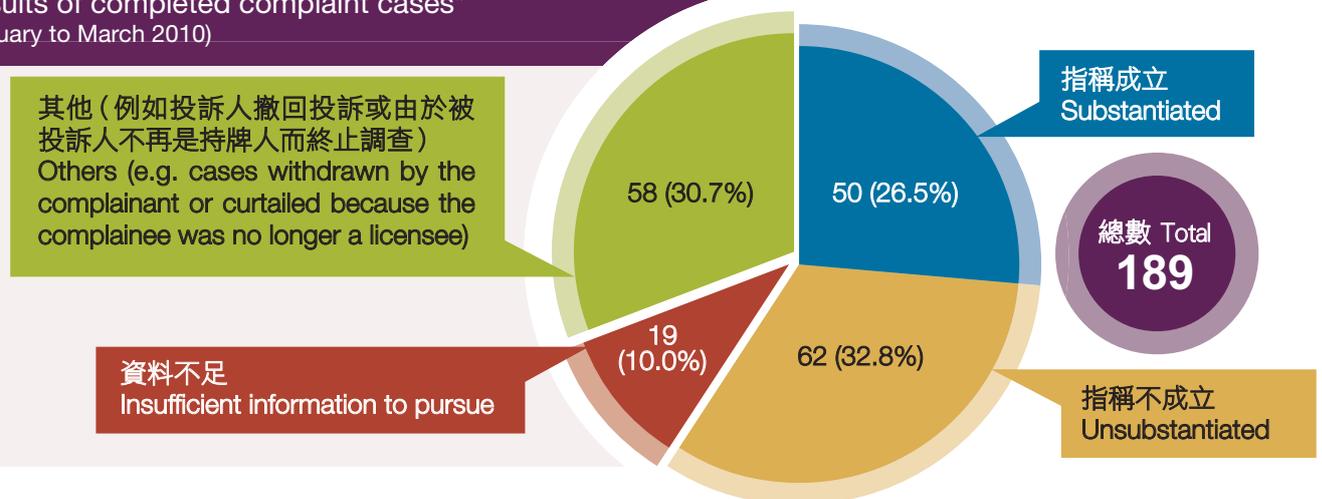
營業詳情說明書數目 (於2010年3月31日計算)
Number of statements of particulars of business
(as at 31/3/2010)



接獲的投訴/破產個案數目 (2010年1月至3月)
Number of complaint / bankruptcy cases received (January to March 2010)

投訴個案 Complaint cases	123
破產個案 Bankruptcy cases	15

已處理的投訴個案結果* (2010年1月至3月)
Results of completed complaint cases*
(January to March 2010)



已處理的破產個案數目 (2010年1月至3月)
Number of completed bankruptcy cases (January to March 2010)

18*

* 部分是往年接獲的個案
Some cases were carried over from previous years

巡查次數 (2010年1月至3月)

Number of compliance inspections (January to March 2010)

「一手」樓盤 First-sale sites	327
代理商舖 Agency shops	195
網上物業廣告 Online property advertisements	120

經巡查或抽查而發現並成立的違規個案 (2010年1月至3月)

Number of substantiated non-compliance cases arising from inspections or spot checks (January to March 2010)

32*

* 部分是往年接獲的個案

Some cases were carried over from previous years

紀律處分 (2010年1月至3月)

Disciplinary actions (January to March 2010)

被暫時吊銷的牌照數目 Number of licences suspended	8
被撤銷的牌照數目 Number of licences revoked	0

考試及考試日期

Examination and date

地產代理資格考試 Estate Agents Qualifying Examination	參加人數 No. of candidates	合格率 Pass rate
25/2/2010	1,640	44%
營業員資格考試 Salespersons Qualifying Examination	參加人數 No. of candidates	合格率 Pass rate
26/2/2010	1,583	52%

《專業天地》由監管局寄發。如果你不希望再收到此刊物，請致電 3628 9711 或電郵至 enquiry@eaa.org.hk 通知監管局。
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