

# 專業 HORIZONS 天地



「誠信公平可創富。」

監管局主席陳韻雲

*“It pays to play fair and proper.”*

EAA Chairman  
Ms Vivien Chan

地產代理監管局（監管局）堅信「誠信」是地產代理從業員事業成功的基礎。監管局為了推動業內的誠信文化，特設全新欄目－「誠信與你」，並由監管局主席陳韻雲女士在首一輯中率先與從業員分享她對於誠信文化的看法和信念，以及為了達到這個理想而必須訂立的方向。

誠信與你  
Integrity in Focus

The Estate Agents Authority (EAA) strongly believes that integrity is the foundation of successful business for estate agency practitioners. To launch this new section which is created for the promotion of integrity, EAA Chairman Ms Vivien Chan shares her views on the importance of building a culture of integrity and probity in the trade, and the direction towards which we should head in order to achieve this goal.

陳韻雲女士說：「監管局已建立適當的硬件，包括審批牌照、進行紀律研訊以及懲處違規行為的法定能力，以履行規管責任。監管局的監管機制既已成形，我們應該集中建立一種『誠信公平可創富』的文化。」

她解釋，監管機構不可不斷增加懲處措施，監管機構需要做的是，建立一套公眾和業界認同和遵守的道德基準。

## 良好管治是關鍵

陳韻雲女士表示，監管局一向關注從業員在推銷一手樓盤時的秩序和紀律。一方面，監管局將繼續認真地與發展商、警方、公共交通機構，以及地產代理公司的管理層保持緊密合作。另一方面，監管局將致力糾正那些滋擾途人和駕駛者的違規從業員的想法。監管局須要從地產代理管理層著手，提醒他們必須要嚴謹監察前線從業員，確保他們採用良好營銷手法。

陳韻雲女士相信，整體來說，地產代理行業能否健康發展，地產代理公司能否實行良好管治是關鍵因素之一。監管局會繼續投放資源，協助地產代理公司管理層實施良好管治，例如就電腦資料管理或者良好執業手法方面提供指引。

“The EAA is now well endowed with optimum hardware for its regulatory role, equipped with licensing, disciplinary and penal capabilities. With the hardware squarely in place, the EAA should focus on instilling a culture of **‘It pays to play fair and proper’** amongst practitioners”, said Ms Chan.

Ms Chan explained that there is a limit to how many more penal measures any regulator can impose. Regulators should instead build a moral benchmark to which both the public and the trade should come to expect and conform.

## Proper governance is the key

The maintenance of order and discipline at first-sale sites has always been a major concern for the EAA. Apart from working closely and conscientiously with developers, the police, public transport providers and the management of estate agencies, the EAA faces the challenge of resetting the mindsets of errant practitioners who harass pedestrians and drivers

to solicit business. A lot of this has to do with reminding the management of estate agencies to closely monitor their frontline practitioners to ensure adoption of good trade practices.

On the role of the management of estate agencies, Ms Chan said proper governance is key to the well being of the industry. The EAA

will continue to provide resources to help management exercise effective control, for example, by providing guidelines and pro-forma in data software management or proper sales practices.

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## 充分肯定「自我完善」的精神

陳韻雲女士指出，「自我完善」的精神如果獲得充分的認可，可以為公眾及業界帶來好處，有利於建立新文化。由監管局推行的自願性持續專業進修計劃就是一個有力的例子。去年，共有495場持續專業進修活動舉行，吸引了多達31,010人次參與。對於從業員來說，「時間」可能是他們專業生涯裏最寶貴的資產，而進修活動能吸引如此多從業員參與，實在是一項不可小覷的成就。

她補充，良好公民責任和良心消費乃世界趨勢。香港社會服務聯會的「商界展關懷」標誌，和英國的公平貿易證書，都是體現了這個世界趨勢的顯著例子。監管局在此時進一步實踐使命，建立道德基準，可能相對較容易。

陳韻雲女士說：「企業良心的價值觀念，要得到商界和社會大眾的欣賞，實在需要決心和耐性。這大方向實在非常重要。本港地產代理業界渴望其專業地位備受認同，而事實上業界也理應獲得如此的地位。如果監管局在這方面擔當領導者的角色，只要付出時間，努力不懈，業界和社會在這個過程之中將會同樣獲益匪淺。香港這個國際金融中心，將會更展光芒。」■

## Due recognition for “Being Good”

On the other hand, due recognition for “Being Good” can work to the advantage of both the trade and the public interest in the promotion of the new culture. The EAA’s voluntary Continuing Professional Development (CPD) regime is a shining example of such. Last year, 495 CPD courses were organised, attracting an enrolment of 31,010. With “time” probably the most valued commodity in licensees’ professional life, it is no mean feat to have such a large number of voluntary participants.

Ms Chan added that it is a global trend to encourage good corporate citizenship and ethical consumption, with the Hong Kong Council of Social Service’s “Caring Company” logo and the United Kingdom Fair-trade certification being two good examples. This global trend might make it easier for the EAA to take the mission of building a moral benchmark further.

“It will require both resolve and patience to realise the full appreciation of these values by the trade and the public at large. It is certainly a much-needed direction. The local estate agency trade generally aspires to be recognised as a profession, which indeed, it should deservedly be so. Should the EAA take up the role of a collective leader in this respect, and given time and perseverance, both the trade and the community have much to gain from such a process. Hong Kong will shine brighter as a global finance centre,” she said. ■

