

監管局2009年上半年工作回顧

EAA reviews its work in the first half of 2009



監管局主席陳韻雲女士在記者會上回顧監管局2009年上半年的工作，並展望下半年的新措施。

EAA Chairman Ms Vivien Chan reviews the EAA's work in the first half of 2009 and talks about its plans for the second half in a press conference.

監管局於2009年7月8日舉行記者會，由主席陳韻雲女士回顧和展望監管局的工作。她在會上透露，就香港與內地的地產代理業資格互認安排方面，監管局已成立工作小組，全面推展有關工作。

陳韻雲女士表示，自年初監管局與內地機構就內地與香港地產代理專業資格互認安排簽訂備忘錄，現正與政府商討為確立資格互認而所需要的法例修訂。她預期有關的修訂可於2009/10立法年度提出¹。此外，董事局已成立工作小組跟進有關資格互認安排的細節，包括訂立本港地產代理參加互認安排的遴選準則及程序。

她又透露，監管局正編制《執業手冊》，為從業員提供方便和全面的執業指引。

The EAA has set up a working group to work out details for the implementation of the mutual recognition of professional qualifications in estate agency between Hong Kong and the Mainland, said EAA Chairman Ms Vivien Chan in a press conference held on 8 July 2009 on the work of the EAA in the first half of the year and its future plans.

Ms Chan said that since the signing of a memorandum of understanding between the EAA and the Mainland authority on the mutual recognition of qualifications for estate agents early this year, the EAA has been working with the HKSAR Government on the necessary legislative amendments, which are expected to be submitted in the

2009/10 legislative year¹. She also said that a working group has been formed to follow up on the details of the arrangement, including selection criteria and procedures for local estate agents participating in the scheme.

She also pointed out that the EAA is preparing a reference guide entitled *Practice Guide* which will provide practitioners with handy and comprehensive guidelines on estate agency practice. The guide will cover not only practitioners' legal responsibilities, but also commonly encountered practical issues. The EAA has also commissioned a consultant to draw up a set of IT security-related policies for the estate agency trade's reference. The trade should, according to their operational needs, formulate appropriate policies to enhance electronic data security and proper handling of such data.

¹ 有關修訂已於10月提交立法會。

¹ The amendment regulation was tabled in the Legislative Council in October.

手冊不僅涵蓋法例的要求，更加入大量實務範疇的知識。此外，監管局已委託顧問擬訂一套電腦資訊保安的政策藍本供地產代理業界參考，業界可根據實際的作業情況，制定合適的政策，加強電子資料保安及恰當使用有關資料。

陳韻雲女士也回顧了監管局上半年的主要工作。她透露，受到金融海嘯的影響，個人持牌數目由去年10月開始向下調整，然而，自本年3月開始，持牌數目已停止跌勢，6月底的個人牌照數目（23,074）較去年年底只是下跌0.8%。公司牌照數目更創出新高。（最新牌照數字請參考表一。）

另一方面，由於上半年一手樓市活躍，監管局共巡查了32個新樓盤，合共進行638次一手盤巡查，比去年同期增加15%。監管局特別關注從業員在馬路截車招攬生意，以及部分從業員涉嫌就一手樓作出失實陳述。

陳韻雲女士指出，由於愈來愈多地產代理利用互聯網作為宣傳平台，監管局已加強抽查網上物業廣告。今年上半年，監管局曾抽查網上廣告220次，其中共發出口頭勸喻32次。然而，大部分網上廣告的違規情況輕微，經口頭勸喻後已作出更正。

陳韻雲女士表示，本年上半年的持續專業進修活動的參與人次有10,040，較去年同期上升了3%。她希望業界繼續把握機會，積極進修。■

Ms Chan also reviewed the EAA's work in the first half of 2009. She said that as a result of the impact of the financial tsunami, the number of individual licence holders had decreased since October 2008. However, the decline stopped in March this year. The number of individual licence holders as at the end of June this year (23,074) was only 0.8 % lower than that of 31 December 2008, while the number of company licences reached new heights. (Please see Table 1 for latest licence figures.)

In view of the buoyant first-hand property market, the EAA conducted a total of 638 compliance inspections at 32 first-sale sites in the first half of 2009, an increase of about 15% in the number of inspections. The EAA has been particularly concerned about practitioners intercepting vehicles to solicit business and allegedly making misrepresentations in first-sale activities.

Ms Chan added that as an increasing number of estate agents are promoting their business through the Internet, the EAA has enhanced the patrol of online property advertisements. In the first half of 2009, the EAA conducted 220 inspections of online advertisements, and gave verbal advice on 32 occasions. However, most cases of non-compliance were minor and rectifications were made soon after the EAA advised the practitioners verbally.

Ms Chan said that the enrolment in activities under the CPD Scheme for the first half of 2009 reached 10,040, a year-on-year rise of 3%. She hoped that the trade would continue to actively participate in the scheme. ■

表一： 牌照數目
Table 1: Number of licences

日期 Date	地產代理（個人）牌照 Estate Agent's Licence (Individual)	營業員牌照 Salesperson's Licence	個人牌照總數 Total no. of individual licences	地產代理（公司）牌照 Estate Agent's Licence (Company)	營業詳情說明書 Statement of Particulars of Business
2008/12/31	10,964	12,302	23,266	1,660	4,398
2009/3/31	10,784	11,795	22,579	1,673	4,183
2009/6/30	11,161	11,913	23,074	1,742	4,245
2009/9/30	11,673	12,643 [#]	24,316 [#]	1,831 [#]	4,433 [#]

新高數字
Record high