

規管一手樓銷售的新指引 實施情況

Implementation of new practice circulars on the sale of first-sale properties

與一手樓銷售有關的最新執業通告已於2010年5月14日生效。通過巡查工作，監管局發現大部分地產代理都能遵守新規定。

由指引生效至8月31日為止，監管局曾經巡查26個樓盤共469次。監管局執行總監黃維豐先生表示：「自新指引生效以來，一手樓盤的銷售秩序大致良好。監管局只發現一名地產代理從業員在行車路上截車招攬客人及五名從業員未有配戴地產代理證或職員證。」

黃維豐先生補充，執業通告中有關委派員工監督的指引發揮效用。根據該指引，地產代理公司委派一名員工監督（須為持牌代理），負責監控被調派往一手樓盤銷售地點工作的員工，也需要對違規員工負責任。

監管局將多份與一手樓銷售有關的執業通告重新分類及整合，並且加入新內容。經整合後的通告分為三份，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和一手樓盤的物業資料這幾個範疇。

另外，監管局檢討和整合了過往各發展商要求地產代理公司及從業員推銷一手樓盤時須遵守的行為守則，並提出建議，作為各方參與新盤銷售時有效管理前線地產代理的參考。黃維豐先生過去兩個月來主動接觸了八間發展商，了解他們的銷售情況，並簡介上述參考資料。發展商的反應積極，已有四間發展商就其新盤銷售的秩序事宜參考監管局的建議。

The practice circulars regulating the sale of first-hand properties came into effect on 14 May 2010. Through its compliance inspections, the EAA has found that most estate agents are observing the new regulations.

From the date the new guidelines took effect until 31 August, the EAA conducted a total of 469 inspections at 26 first-sale sites. EAA Director of Operations Mr Anthony Wong said, "Since the guidelines took effect, estate agents' order at first-sale sites has generally been good. The EAA found only one estate agency practitioner intercepting vehicles to solicit business and five practitioners not wearing Estate Agent Cards or staff cards."

Mr Wong added that the regulation requiring the appointment of a controller to oversee staff at first-sale sites had been effective. According to the regulation, estate agencies have to assign a controller (who must hold an estate agent's licence) to monitor staff deployed to the sales sites and to be accountable for staff non-compliance.

The EAA consolidated a number of practice circulars on the promotion of first-hand properties under different topics and incorporated new information into them. The three resultant circulars cover maintaining order at first-sale sites, practitioners' conduct in first-sale activities and providing property information on first-sale developments.

In addition, the EAA reviewed and consolidated the code of conduct which developers expect of estate agencies and practitioners in first sales. This, together with suggestions on the effective control of frontline estate agents, has been shared with parties concerned in the form of a set of reference materials. In the past two months, Mr Wong approached a total of eight developers in order to learn more about their sales arrangements and introduce to them the above-mentioned reference information. The response of the developers was positive and four developers have already made reference to the EAA's suggestions on maintaining sales order at first-sale sites.