

監管局與發展商增強溝通

EAA establishes close rapport with developers

地產代理從業員推銷「一手」樓盤的手法一直是監管局和市民關注的焦點。為改善「一手」樓盤的銷售秩序，監管局於過去數月，積極接觸新樓盤的發展商，建立溝通渠道。

監管局執行總監黃維豐先生曾與多家發展商的管理層會面，向他們介紹監管局為地產代理從業員在推銷「一手」樓盤時所制訂的規則、應盡的責任和監管局的規管範圍，得到多家發展商的支持並作出配合，加派員工維持銷售點的秩序。

一些發展商亦有就「一手」樓盤的銷售手法和秩序，向地產代理公司發出工作指引，此舉大大改善銷售點附近的秩序。

此外，監管局亦就「一手」樓盤銷售問題提醒地產代理從業員，不應該在新樓盤銷售處附近的馬路，攔截車輛促銷物業。這種行為對駕駛者和其他行人構成滋擾甚至危險，亦嚴重影響地產代理行業的聲譽和形象。

由今年5月開始，監管局如發現從業員在公眾地方進行滋擾性的兜售活動，會開設檔案進行調查，而非只是向有關從業員發出口頭勸喻。

如果前線地產營業員或代理在執業時行為不檢，他們所屬的地產代理公司的管理層也可能被視為未能有效管理他們的地產代理業務，違反《地產代理常規（一般責任及香港住宅物業）規例》（《常規規例》）第15條，而遭監管局施行紀律處分。

The sales practices of estate agency practitioners at first-sale sites have always been a concern for the EAA and the public. Over the past few months, to improve order at first-sale sites, the EAA kept in close contact with property developers who were about to launch new developments and has established a close rapport with them.

The EAA Director of Operations Mr Anthony Wong had had meetings with the management of a number of developers and explained the rules and regulations that practitioners needed to observe when promoting first-hand properties in a bid to help the developers understand the responsibilities of practitioners and the regulatory work of the EAA. Many developers expressed support for the initiatives of the EAA and deployed additional staff to maintain order at first-sale sites.

Some developers also issued guidelines to estate agency companies on sales practices and order at first-sale sites. This helped improve order at the sale-sites substantially.

Separately, the EAA reminds practitioners that they should not intercept cars near the sale-sites of first-sale properties. Such behaviour is a nuisance, and a threat to drivers and pedestrians, and also seriously affects the image of the trade.

Starting from this May, the EAA, upon finding practitioners conducting sales activities that cause a nuisance in public areas, will open a file to investigate the incident, instead of merely giving verbal advice to the practitioners concerned.

If frontline estate agents conduct sales activities improperly, the management of the estate agencies which employ them may also be considered to have failed to effectively manage their estate agency businesses, thereby breaching section 15 of the Estate Agents Practice (General Duties and Hong Kong Residential Properties) Regulation (Practice Regulation) and may be subject to disciplinary sanctions by the EAA.