



Chairman of the Estate Agents Authority Inspected
First-Sale Site

(23 August 2004) Steven Poon Kwok-lim, Chairman of the Estate Agents Authority (EAA), having met with the senior management of four estate agency companies regularly involved in the promotion of first-sale properties last week, inspected a first-sale site on Hong Kong Island the other day to observe the orderliness of estate agents' operation there.

Mr Poon said, "The EAA attaches great importance to orderly behaviour at first-sale sites. We have asked both developers and the estate agency companies to take appropriate measures to ensure that estate agents involved in sales activities act within the confines of legislation, and to prevent conflicts among agents as they vie for customer attention."

The EAA has, earlier on, repeatedly reminded practitioners of the need to act in compliance with legislation. Practitioners who are involved in altercations in public, who cause nuisance to citizens as they canvass for business, and who act in such a way on the road as to cause danger to themselves and/or other road-users, are in breach of the Code of Ethics promulgated by the EAA and may have even committed an offence against the law. Offenders may be subject to penalties including the revocation of licence, and serious cases will be referred to the Police.

Mr Poon indicated his approval of the Estate Agent Zone set up adjacent to the sales office, the demonstration unit, and the car park, noting that these zones will help to maintain general orderliness. He also advised practitioners on site to pursue their business in a disciplined manner so as to keep up the reputation of the profession.

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