



EAA pleased with level of participation in CPD Scheme

(17 October 2006) The Estate Agents Authority (EAA) is pleased with the level of participation in the Continuing Professional Development (CPD) Scheme in the first CPD period, which ended on 30 September 2006.

The CPD Scheme recorded 24,656 enrolments in the first CPD period, which means that licensees have on average each attended at least one CPD activity (the individual licensee population stood at 21,447 on 30 September 2006).

EAA Chairman Mr Steven Poon said, “We are delighted with the total number of enrolments. We are particularly happy to know that, even though the CPD Scheme was launched just over a year ago, a growing number of estate agency practitioners have bought into the idea of lifelong learning and are keenly aware of the need to keep themselves updated on the latest knowledge and skills.

“The trade’s response to the Scheme is also encouraging. In the first CPD period, individual agencies and trade associations organised a total of 331 CPD activity sessions. It’s their active participation that has enabled the Scheme, which is implemented on a voluntary basis, to achieve such good results in the first CPD period.”

The CPD Scheme was launched in May 2005. In the first CPD period (May 2005 to September 2006), 420 sessions of CPD activities were organised by EAA, tertiary and training institutions, trade associations and agency firms. Of these, 297 sessions were on core subjects. About half of the sessions were either free or subsidised by the Government.

In the coming six months, major CPD activities to be organised by EAA include:

- A talk by Chief Executive of Cathay Pacific Airways Mr Philip Chen, as part of EAA’s Distinguished Speaker Series



- General Management Skills Series by renowned writer Mr Fabian Shum
- Seminars by Mainland academics on Real Estate Practice in the Mainland
- Law and Practice-Related Knowledge Series by experienced lawyers
- Property-related Knowledge Series, Financial Services Series and Language Skills for Estate Agency Work Series by experts in the fields

EAA also reminded practitioners who have acquired a minimum of 10 CPD points in the first CPD period (with at least six from core CPD subjects) to declare their CPD points to EAA on or before 1 November 2006. The second CPD period started on 1 October 2006.

Practitioners who have acquired 10 or more CPD points in the first CPD period and have made their declaration to EAA will be awarded a Certificate of Attainment and have the CPD Attainment Symbol printed on their Estate Agent Card upon renewal. They will also be entitled to print the CPD Attainment Symbol on their business cards if they wish to do so.

Additionally, the 10 practitioners with the highest number of CPD points in the first CPD period will be given a Prize of Excellence in recognition of their efforts.

EAA previously organised a CPD Attainment Symbol Design Competition and has decided to adopt the winning design of the Licensee Section as the CPD Attainment Symbol.

A ceremony will be held in December 2006 to present prizes for the design competition and award Prizes of Excellence.

Separately, EAA recently updated six monographs on six major issues of agency practice, namely, Conveyancing, Hong Kong Domestic Tenancy, Encumbrances, Interpretation of a Land Search, Agency Law and Mortgages.



地 產 代 理 監 管 局
ESTATE AGENTS AUTHORITY

新聞稿
Press Release

All of the monographs have been posted on the EAA website, and two have been published. The remainder will be published over the next few months. All of these publications will be useful to existing practitioners in the estate agency trade as well as prospective examination candidates.

– End –