



300 estate agency shops awarded 2009 CPD Mark

(23 December 2009) The Estate Agents Authority (EAA) has awarded the 2009 CPD Mark for Estate Agencies Award Scheme (CPD Mark) to 300 estate agency shops in recognition of their estate agency practitioners' active participation in activities under the EAA's Continuing Professional Development (CPD) Scheme.

Last year, a total of 172 estate agency shops were awarded the CPD Mark. This year, the number of awarded shops increased substantially by 74% to 300. These shops are entitled to display the 2009 CPD Mark decal in their shops and have the mark printed on their documents and employees' business cards in 2010.

Chairman of the EAA Professional Development Committee Mr Eric Lee said, "This year, the number of shops awarded the CPD Mark has increased significantly, which is very encouraging. The EAA hopes that practitioners will continue to take part actively in CPD activities and that more shops will be awarded the new CPD Mark."

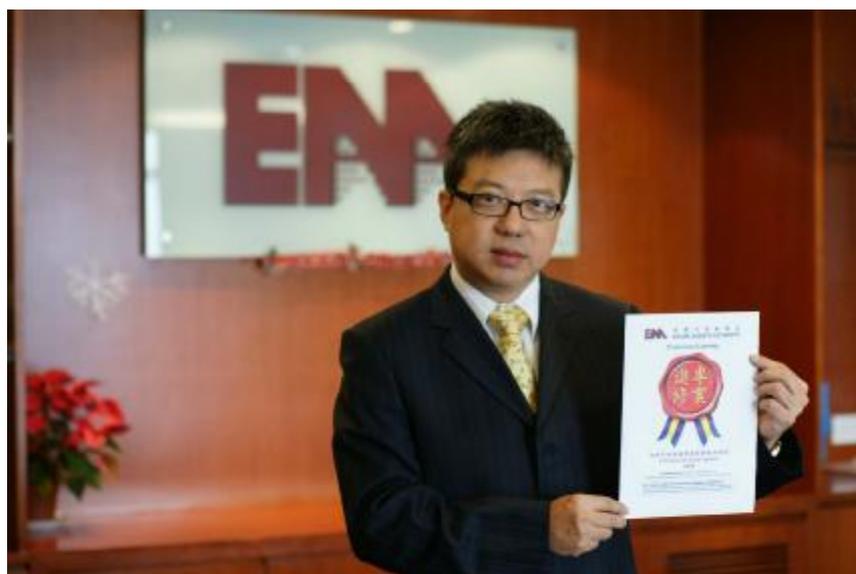
In June 2008, the EAA launched the CPD Mark Scheme in a bid to encourage greater participation in CPD activities by the estate agency trade. Under the scheme, each shop with 50% or more of its practitioners (including the shop or branch manager) meeting the CPD point requirement as at 1 October would be given the CPD Mark.

For the convenience of practitioners and to encourage greater participation in the CPD Scheme, the EAA has, since 1 October 2009, standardised the CPD period such that it will henceforth commence on 1 October of each year and end on 30 September of the following year; as



well as increased the CPD point requirement from 10 to 12 a year. In addition, the EAA will raise the threshold for the award of the CPD Mark from 50% to 80% of licensed employees (including the shop or branch manager) attaining the CPD point target for the 2011 CPD Mark and thereafter.

The list of shops awarded the 2009 CPD Mark has been posted on the EAA website (www.eaa.org.hk).



Chairman of the EAA Professional Development Committee Mr Eric Lee says 300 estate agency shops were awarded the 2009 CPD Mark.

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