

發牌

LICENSING

牌照組本年度工作除基本的發牌及續牌外，主要與發牌規例的修訂，以及過渡期在2001年底屆滿有關。此外，隨著監管局電腦系統的改良，牌照資料庫亦得以提升。

The Licensing Section had a very eventful year with the amendments of the Licensing Regulation and special services associated with the close of the transition period in December 2001. Also, the licensee database was enhanced during the year with the commissioning of the overhauled EAA computer system.

過渡期結束 TRANSITION PERIOD AND UNSUBSTANTIATED LICENSEES

發牌制度的三年過渡期在2001年底結束。為此，監管局特推行一系列措施，協助仍未符合領取正式牌照資格的持牌人在過渡期屆滿前完成考試或培訓的規定。在2001年4月，仍有3,766名持牌人尚未符合過渡資格，另有6,961人曾持有臨時牌照，若要重回行業亦須符合有關考試或培訓的規定。到2001年底時，祇有1,530名持牌人沒有續牌，或因未符合要求不能續牌。

The transition period prescribed under the Licensing Regulation came to an end on 31st December 2001, and the year under review saw special efforts made by the EAA to help licensees who had not yet fulfilled the examination or training requirements attached to their licences do so before the close of transition. As at April 2001, there were 3,766 licensees that had yet to be substantiated, and 6,961 individuals who had held the licence before and who would be eligible to re-enter the trade if they could meet the examination/training requirement. By the end of December 2001, there were 1,530 holding the licence but who had chosen not to, or were unable to, meet the requirements to continue practice.

監管局在本年度致力聯繫尚未符合過渡條件的持牌人，提醒他們若擬於過渡期後繼續保留持牌資格，必須完成有關考試或培訓的規定。監管局透過報章、電台、海報，以至直接向持牌人寄發郵件，宣傳有關訊息。有關為該等持牌人提供更多培訓及考試機會的工作，在培訓及考試工作報告中，將有更詳細的交代。

Intensive efforts were made during the year to alert unsubstantiated licensees to the need for the examination/training requirement to be fulfilled if they wished their licensee status to be maintained beyond the transition period. There were publicity efforts in the press, announcements on the radio, public messages at hubs of pedestrian traffic, as well as direct mailing reminders to the licensees themselves. A fuller narration of the EAA's efforts in training and in the expanded opportunities for examination created for unsubstantiated licensees is featured in the activities report of the Training and Examinations Section.

發牌規例的修訂 AMENDMENT OF THE LICENSING REGULATION

監管局經向業界廣泛諮詢，再考慮從業員自發牌規例在1999年1月實施以來所表達的意見後，在2001年6月向立法會提交修訂發牌規例的建議。有關建議經事務委員會審訂後，在2001年10月31日呈交立法會，並獲得通過。修訂內容主要為發牌提供更大靈活性，包括若前持牌人在離開行業前已符合持牌資格，在前持牌照屆滿後

After careful consideration of practitioners' response to the Licensing Regulation since implementation in January 1999 and extensive consultation with the trade, amendments to the Licensing Regulation were introduced to the Legislative Council in June 2001. The amendments, which were reviewed by a sub-committee and passed by the Council on 31st October 2001, consisted mainly of changes to provide for greater flexibility in licensing matters: an ex-licensee who has satisfied all licensing conditions before he leaves the trade and who applies for a licence not more than 24 months from the expiry date of his last licence will be exempted from prescribed educational and

24 個月內再申領牌照，可獲豁免遵守規例有關學歷和考試的規定；持牌人申請轉換牌照，若之前已符合申領該類牌照資格，可毋須重新符合對新入行人士實施的規定。

其他修訂包括牌照有效期可按持牌人的選擇為 12 個月或 24 個月；修訂牌照登記冊及各款申請表格以切合實際用途；以及修訂有關在營業文件及廣告內提供資料的規定。此外，將各類牌照牌費一律下調 30%，由 2002 年 1 月 1 日起開始生效。

examination requirements. In addition, certain restrictions were removed for licensees intending to switch from one category of practice to another. They will be able to do so without having to fulfil the requirements imposed on new entrants provided that they have attained the relevant qualifications previously.

Other amendments provided for licences of 12-month or 24-month validity, as well as miscellaneous arrangements introduced in response to requests from legislators and the trade. These pertained to the revision of various application/renewal forms in accordance with the post-transition requirements and simplification in their format for greater facility in completion. The revised forms, being easier to use, would help to streamline the licence renewal exercises and save both licensees' time and the Authority's resources. In addition, the amended Licensing Regulation provided for a reduction in licence fees by 30% which took effect from 1st January 2002.

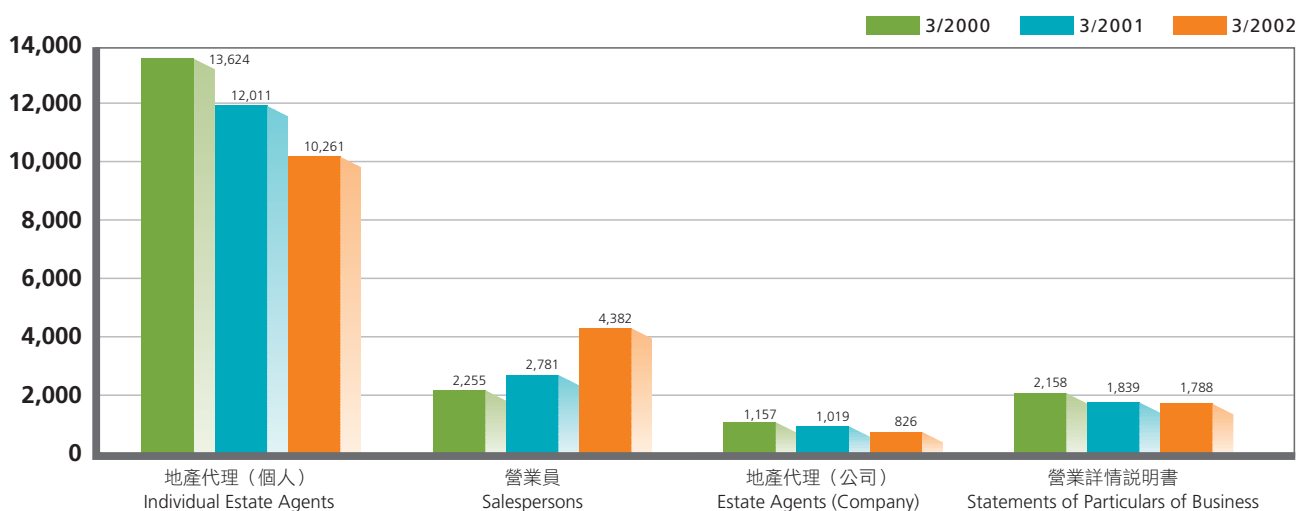
持牌人背景 THE LICENSEE POPULATION

持牌人數 NUMBERS

本年度的牌照總數為 17,257，包括 14,643 個人牌照和 2,614 商舖牌照，與去年同期比較，輕微減少了 2%。此減幅比預期為小，原因是電腦化營業員考試舉行得更頻密，加快補充新血，本年度共有 3,101 名新人加入行業。

The total number of licensees as at the end of the year under review stood at 17,257, comprising 14,643 individuals and 2,614 shops. These represented a decrease by 2% compared to the corresponding figure of the previous year. The decrease was more favourable than anticipated in view of the fact that 3,101 new entrants had joined the trade within the year, taking advantage of the frequently conducted computer-based salespersons qualifying examinations.

2000/2001/2002 牌照數目比較 Comparison of Licensee Numbers, 2000/2001/2002

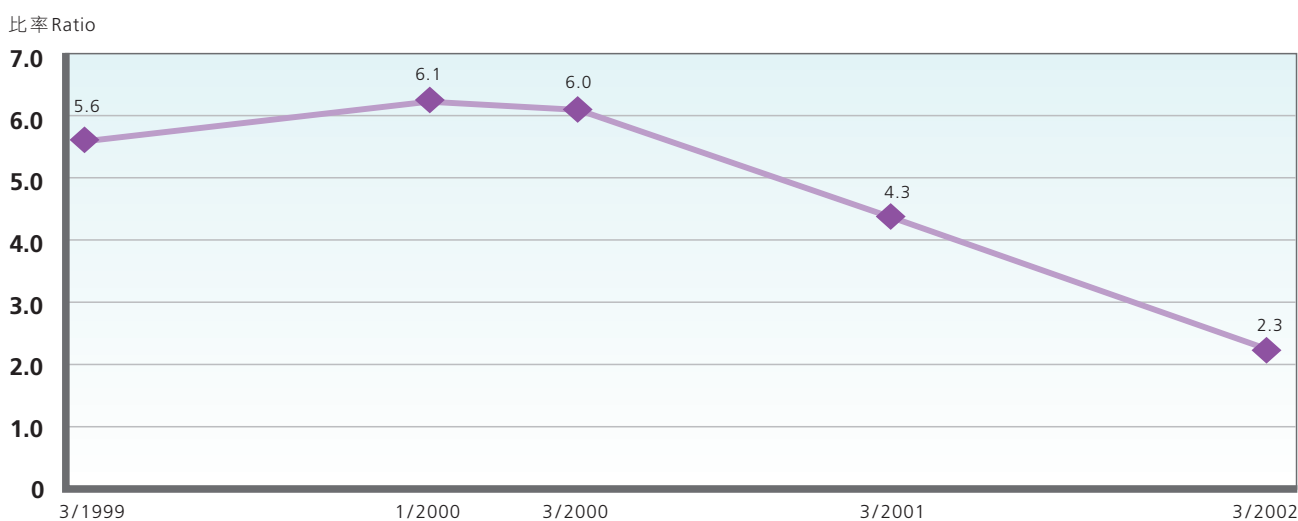


地產代理與營業員比例 RATIO OF ESTATE AGENTS TO SALESPERSONS

地產代理與營業員的比例，一直在持續下降，由2000年1月的6.1比1下降至2002年3月的2.3比1。導至此現象出現的原因有多方面，首先是從業員慢慢發覺，所做的工作其實持營業員牌照已足夠，所以將地產代理牌照轉為營業員牌照；另外就是2001年營業員資格考試舉辦的次數大增，令有意入行的人可更快取得資格。監管局認為這現象很健康，因為將從業員牌照分為兩級，原意是讓初入行者先行領取營業員牌照，待須擔任管理階層時才申領地產代理牌照。

The ratio between estate agents and salespersons was much altered from the peak of 6.1 to 1 in January 2000 to 2.3 to 1 in March 2002. The reasons for this changed ratio were manifold, including practitioners who changed their estate agent licences to salesperson licences as they gradually realised the extensive range of work that could be performed by salespersons, and the abundance of qualifying examination opportunities for salespersons in 2001. The EAA views this as a healthy trend as the rationale behind the two-tier system has always been that the salesperson licence marks the entry level to the trade, while those taking up management level responsibilities should apply for the estate agent licence.

地產代理與營業員比率 Estate Agents to Salespersons Ratio



行業流動性 MOBILITY

統計資料顯示地產代理是一個流動性頗大的行業。發牌制度在1999年初生效時，監管局共發出27,274個從業員牌照。在過渡期結束後，個人牌照數目在2002年3月為14,643個，顯示三年來行業流動率高達46%。

Statistics continue to confirm that the estate agency trade operates on a very mobile basis. Since the licensing regime commenced on 1st January 1999, licences had been issued by the EAA to a total of 27,274 individuals. After the close of the transition period, the number of individual licensees stood at 14,643 as at March 2002, giving a mobility rate of 46% over three years.

	2002年3月有效個人牌照數目 Number of Individual Licences Valid as at March 2002	自1999年1月所發個人牌照數目 Number of Individual Licences Issued Since January 1999	流動率 Mobility Rate
地產代理 Estate Agents	10,261	19,933	49%
營業員 Salespersons	4,382	7,341	40%
合計 Overall	14,643	27,274	46%

新例下可重新入行的前持牌人 EX-LICENSEES WITH RE-ENTRY ELIGIBILITY UNDER AMENDED LICENSING REGULATION

2001年10月通過修訂發牌規例，容許所有曾持有牌照，並在2001年底前已符合領取正式牌照的人士，在前持牌照屆滿後24個月內重新領牌，可豁免學歷及考試的規定。在2002年3月，共有5,176人符合這些條件。

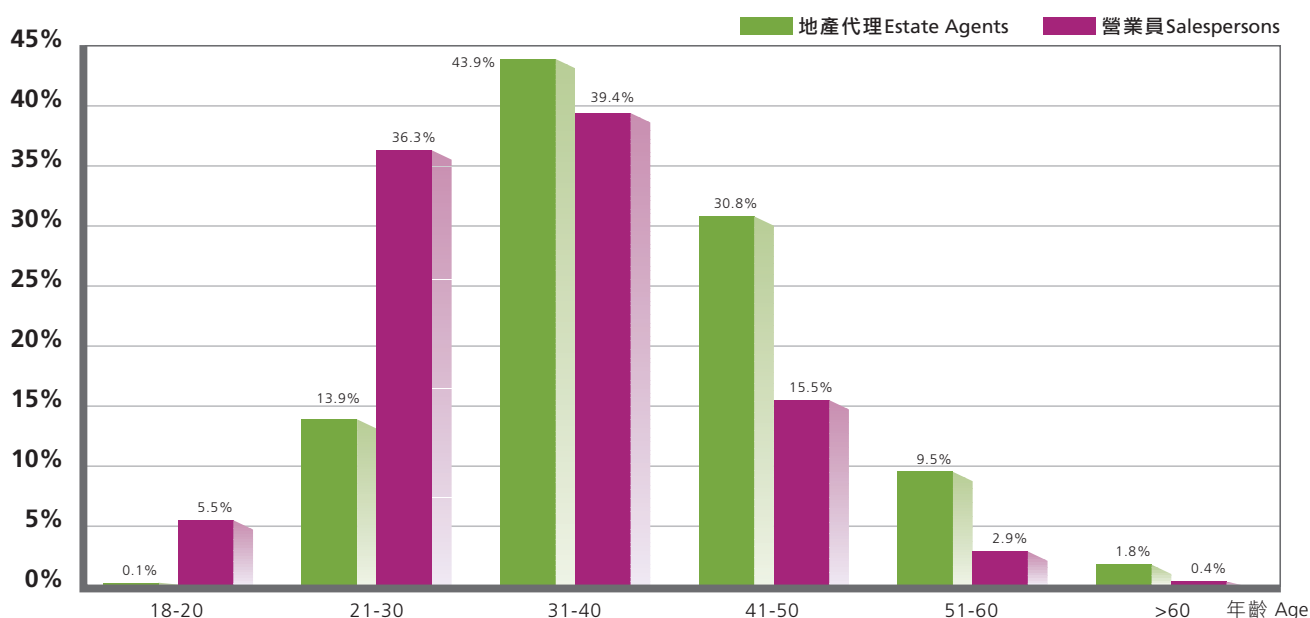
The Licensing Regulation as amended in October 2001 enables previously licensed individuals who had met all licensing conditions before 31st December 2001 to re-enter the trade without having to fulfil the education and examination requirements again within 24 months from the expiry of their last held licences. There were 5,176 ex-licensees with such eligibility as at March 2002.

持牌人年齡 AGE DISTRIBUTION

根據2002年3月的數字，整體持牌人的平均年齡為38歲。在營業員中，大部份（76%）年齡介乎21至40之間；地產代理則有74%年齡在31至50之間。

As at March 2002, the overall average age of the individual licensees was 38 years. Among the salespersons, the majority (76%) were within the 21 to 40 range while 74% of the estate agents were within the 31 to 50 range.

持牌人年齡 Age of Licensees

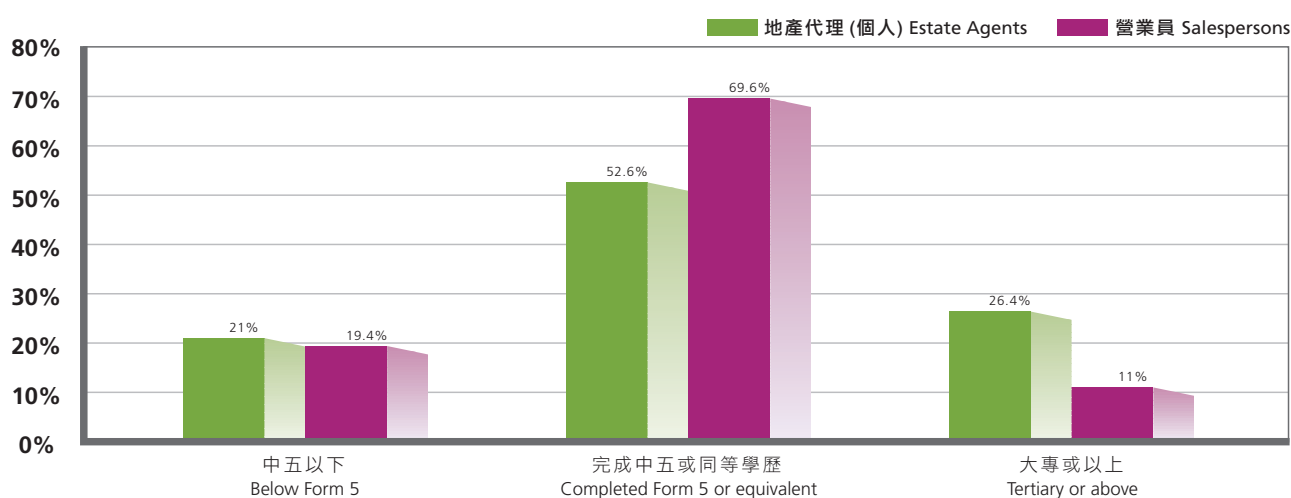


持牌人學歷 EDUCATIONAL ATTAINMENT

差不多 80% 持牌人具中五或同等學歷。與 1999 年 3 月相比，營業員完成中五程度的增加了 17%；地產代理具大專程度的則增加了 5.4%。

As at March 2002, close to 80% of the individual licensees had attained an education at Form 5 or equivalent standard. Compared to March 1999, there was an increase of 17% in the number of salespersons who had completed Form 5, and 5.4% in the number of estate agents who had attained education at tertiary level.

地產代理（個人）及營業員牌照持牌人學歷 Educational Backgrounds of Individual Licensees

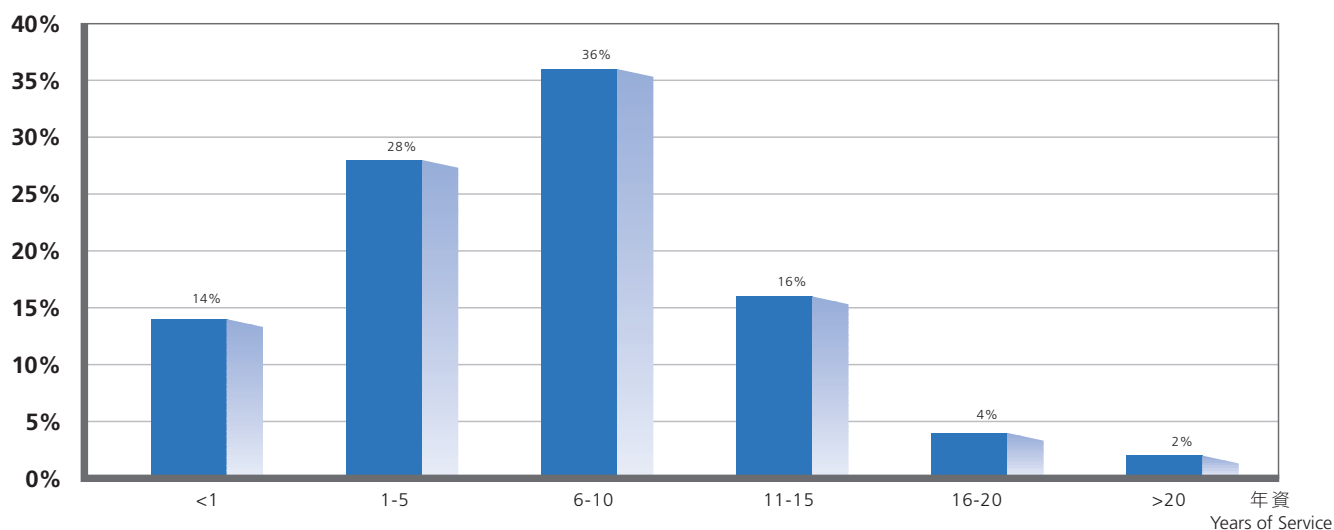


持牌人年資 EXPERIENCE IN ESTATE AGENCY WORK

在所有持牌人中，28% 有 1 至 5 年地產代理工作經驗；52% 有 6 至 15 年年資。

Among all the licensees, 28% had experience in the trade ranging from 1 to 5 years while another 52% had 6 to 15 years of experience.

持牌人年資 Years of Service in the Trade



商號規模 COMPANY LICENSEES : SIZE OF OPERATION

地產代理大部份均屬中、小型規模。根據2002年3月的數字，94%為單一店舖經營；擁有5個或以上店舖的地產代理公司，祇有14家。

The majority of business establishments in the estate agency industry consists of medium to small scale entities. In March 2002, 94% of the company licensees were single-shop operations, and there were only 14 companies which operated five or more shops.

有限公司開設的店舖 No. of Shops Operated by Limited Companies	1,397
合夥經營開設的店舖 No. of Shops Operated by Partnerships	246
獨資經營開設的店舖 No. of Shops Operated by Sole Proprietorships	971
地產代理店舖總數 Total Number of Estate Agency Shops	2,614

	有限公司 Limited Company	合夥經營 Partnership	獨資經營 Sole Proprietorship
一間店舖 With 1 Shop	744	226	894
二至四間店舖 With 2 to 4 Shops	68	10	34
五間或以上店舖 With 5 Shops or More	14	0	0