

發牌 LICENSING

持牌人背景

THE LICENSEE POPULATION

持牌人數

本年度的牌照總數為17,607，包括14,857個人牌照及2,750商舖牌照，與往年同期比較增加了2%。年內共有3,131名新人加入地產代理行業，84%為營業員。

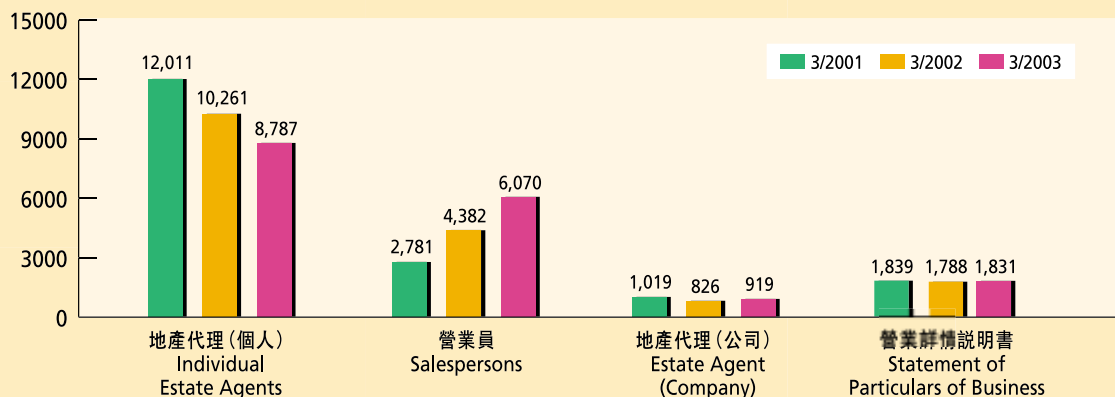
在二零零一年十月修訂的《發牌規例》，前持牌人在離開行業前已符合持牌資格(即在二零零一年十二月三十一日前已符合持牌資格)，前持牌照屆滿後24個月內再申領牌照，可獲豁免符合規例有關學歷和考試的規定。在是年度有1,472名持牌人符合資格重新加入行業。

NUMBERS

The total number of licensees at the end of the year under review was 17,607. Of these 14,857 were individual licensees and 2,750 were company licensees. There was a slight increase of 2% in the total number of licensees over the figure at end March 2002. There were 3,131 individuals who joined the trade as fresh entrants during the year, of whom 84% were salespersons.

Under the Licensing Regulation as amended in October 2001, previously licensed individuals who had met all licensing conditions before the end of 2001 may 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. During the year under review, 1,472 individuals thus qualified rejoined the trade and obtained licences.

2001/2002/2003牌照數目比較
Comparison of Licensee Numbers, 2001/2002/2003



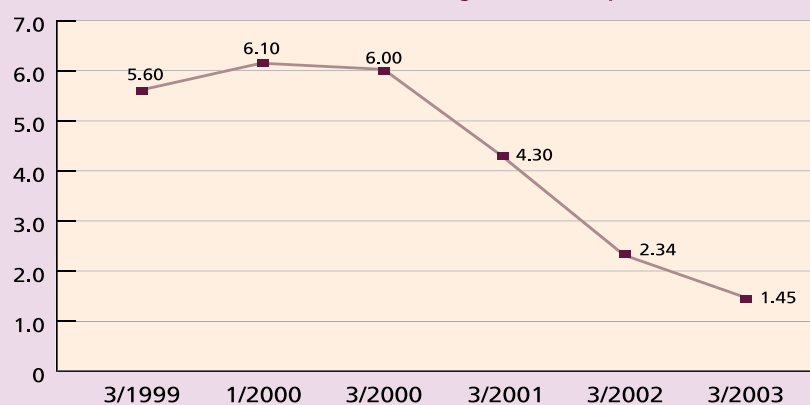
營業員與地產代理的比例

營業員與地產代理的比例由二零零零年高峰期的1比6.1下降至本年的1比1.45。原因有多方面，包括從業員逐漸發覺就一般工作所需，營業員牌照已經足夠，所以將地產代理牌照轉為營業員牌照；另外，增加營業員資格考試場數亦讓有意入行者更快取得資格。監管局認為這現象很健康，因為將從業員牌照分為兩級，可讓初入行者先行領取營業員牌照，待須擔任管理階層或店舖董事時才申領地產代理牌照。

RATIO BETWEEN SALESPERSONS AND ESTATE AGENTS

The ratio between salespersons and estate agents changed substantially from the peak of 1 to 6.1 in January 2000 to 1 to 1.45 in March 2003. This change may be attributed to many factors, 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 daily availability of opportunities to sit the computer-based salesperson qualifying examination for those who wished to launch their careers in the trade. The EAA has always viewed this as a healthy trend as the rationale behind the two-tier system is 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

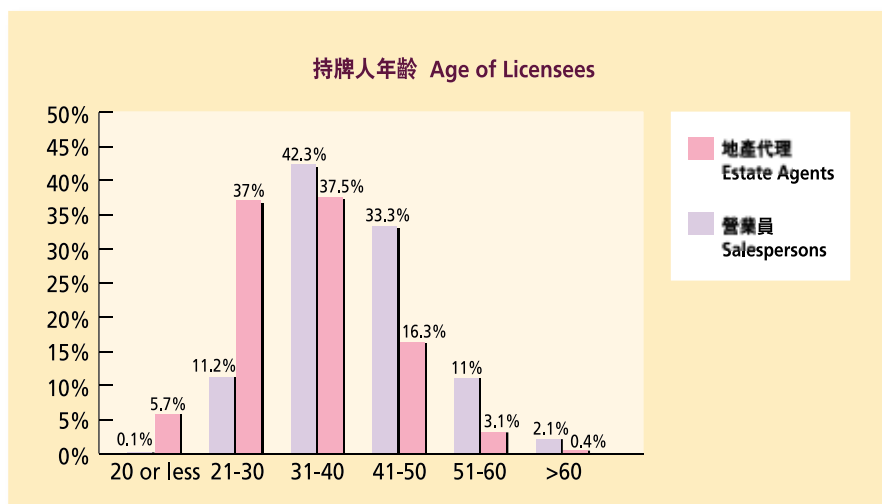


持牌人年齡

根據二零零三年三月的數字，整體持牌人的年齡為37.4歲，比往年同期比較有輕微下降。營業員當中接近七成五介乎21至40歲，而地產代理則有七成五介乎31至50歲。

AGE DISTRIBUTION

As at March 2003, the overall average age of individual licensees was 37.4 years, slightly below the 38 years of the previous year. Among the salespersons the majority (74.5%) were within the 21 to 40 range while 75.6% of the estate agents were within the 31 to 50 range.

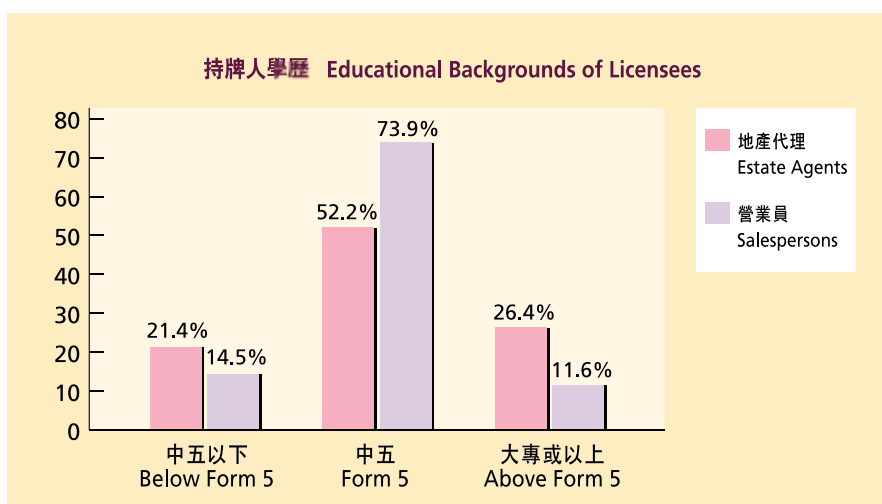


持牌人學歷

至本年三月為止，只持有中五學歷以下，但於一九九九至二零零一年的三年過渡期內，獲豁免學歷但能符合其他資格而取得正式發牌資格的佔個人牌照持牌人總數的18.6%。具有大專學歷的持牌人則有20.4%。

EDUCATIONAL ATTAINMENT

As at March 2003, there were 18.6% of all individual licensees who had attained an education below Form 5 standard, these being practitioners who qualified for the licence with exemption from the educational qualification and having fulfilled other licensing requirements during the three-year transition period from 1999 to 2001. There were 20.4% of all individual licensees who had an education above Form 5 standard.

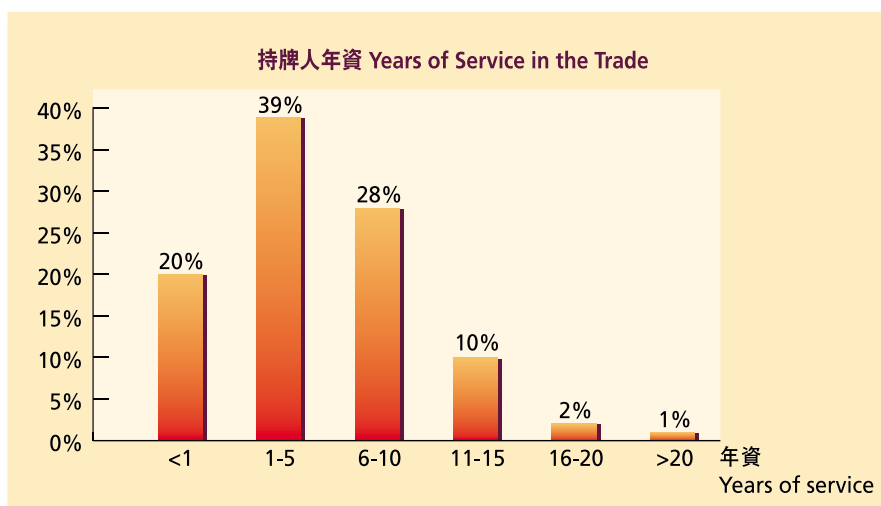


持牌人年資

在所有持牌人中，39%有1至5年地產代理工作經驗，38%有6至15年經驗。

EXPERIENCE IN ESTATE AGENCY WORK

Among all the individual licensees, 39% had experience in the trade ranging from 1 to 5 years while another 38% had 6 to 15 years of experience.



商號規模

地產代理商號大部份仍屬中、小型規模。截至本年三月底，94%為單一店舖經營，擁有5間或以上店舖的地產代理公司，祇有16家。

COMPANY LICENSEES : SIZE OF OPERATION

Most of the business establishments in the estate agency industry are medium to small entities. In March 2003, 94% of the company licensees were single-shop operations, and there were only 16 companies which operated five or more shops.

有限公司開設的店舖 Number of Shops Operated by Limited Companies	1,491
合夥經營開設的店舖 Number of Shops Operated by Partnerships	248
獨資經營開設的店舖 Number of Shops Operated by Sole Proprietorships	1,011

	有限公司 Limited Company	合夥經營 Partnership	獨資經營 Sole Proprietorship
一間店舖 With 1 Shop	838	226	941
二至四間店舖 With 2 to 4 Shops	65	11	31
五間或以上店舖 With 5 Shops or More	16	0	0

重點工作

CAPITAL PROJECTS

地產代理證

由去年底開始，每位地產代理從業員均獲發一張地產代理證，用作統一及易於識別的身份證明，方便持牌人執業，亦方便消費者辨識持牌人。過渡期完結後持牌人數已趨穩定，而業界一直希望能有一張統一式樣的證件，監管局認為乃適當時間推出此證。地產代理證上載有持牌人姓名及相片、牌照號碼、種類及有效期。地產代理證與持牌人牌照的有效期相同，於續牌時一併更新，持牌人相片經數碼攝影及儲存可備日後重用。



ESTATE AGENT CARD

An identity card was issued to all individual licensees towards the end of the year to provide a uniform and easy to recognise means for consumers to identify them as licensed practitioners. The Estate Agent Card had been advocated by members of the trade for some time and the EAA deemed it appropriate for this instrument of identification to be issued

when the licensee population had become more stabilised after the transition period. The Card carries the name and photograph of the licensee, as well as the number, type and expiry date of his licence. It is valid for the duration of the licence of its holder and renewable with the licence, and the photograph of the licensee, having been digitally archived, will be re-used for a number of years.

查詢持牌地產代理電話系統

查詢持牌地產代理電話系統為本年度另一重點工作。持牌人登記冊以往可於監管局資源中心及網頁查閱，此項系統可容許市民及從業員用電話致電系統熱線，隨時查核持牌地產代理身份。而電話系統於二零零三年四月運作，查詢者只須輸入地產代理的牌照號碼便能取得持牌代理的牌照號碼和有效期日子。查詢持牌地產代理電話系統將會方便消費者辨識持牌人身份，與地產代理證相互發揮效用。

THE LICENSEE LISTING TELEPHONE ENQUIRY SYSTEM

The Licensee Listing Telephone Enquiry System was another capital project accomplished during the year under review. While the register of licensees had hitherto been accessible only at the EAA Resource Centre or through the Authority's website, the System would allow both the general public and the trade to gain instant access to information in the register by using the telephone. The System will be operational from April 2003 and callers to the System hotline will obtain the name of the licensee and the expiry date of his licence upon keying in a licence number. This will prove to be a convenient means for the community to obtain data on the licensee register, and also to help prevent fraudulent use of the Estate Agent Card.