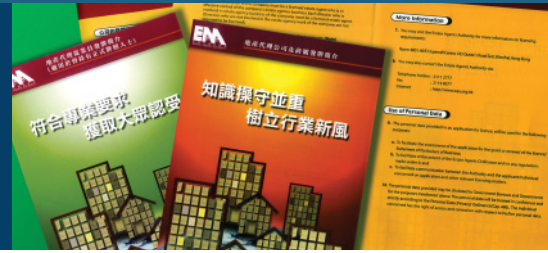


發牌 Licensing



持牌人背景

持牌人數

本年度的牌照總數為18,575，包括15,722個人牌照及2,853商舖牌照，與往年同期比較增加了5.5%。年內共有1,975名新人加入地產代理行業，87%為營業員。

在2001年10月修訂的《發牌規例》下，前持牌人在離開行業前已符合持牌資格(即在2001年12月31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3,046名持牌人符合資格重新加入行業。

營業員與地產代理的比例

營業員與地產代理的比例由2000年高峰期的1比6.1下降至本年的1比1.22。原因有多方面，包括從業員逐漸發覺就一般工作所需的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正常，因為將從業員牌照分為兩級，原意就是

THE LICENSEE POPULATION

Numbers

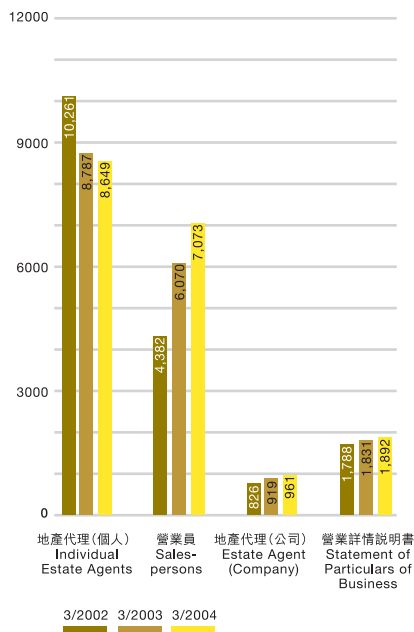
The total number of licensees at the end of the year under review was 18,575. Of these 15,722 were individual licensees and 2,853 were company licensees. There was a slight increase of 5.5% in the total number of licensees over the figure at the end of March 2003. There were 1,975 individuals who joined the trade as fresh entrants during the year, of whom 87% 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, 3,046 individuals thus qualified rejoined the trade and obtained licences.

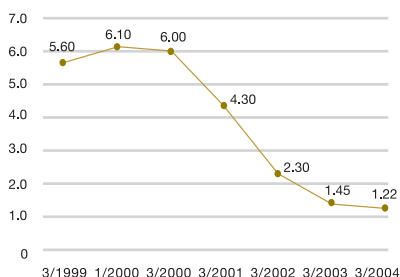
The ratio between salespersons and estate agents

The ratio between salespersons and estate agents changed substantially from the peak of 1 to 6.1 in January 2000 to 1 to 1.22 in March 2004. 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

2002/2003/2004牌照數目比較
COMPARISON OF LICENSEE NUMBERS,
2002/2003/2004



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



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。

careers in the trade. The Authority 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.

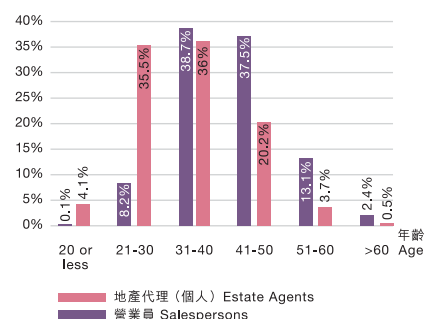
持牌人年齡

根據2004年3月的數字，整體持牌人的年齡為38.2歲，較往年的37.4歲稍高。營業員當中超過七成介乎21至40歲，而地產代理則有76.2%介乎31至50歲。

Age Distribution

As at March 2004, the overall average age of individual licensees was 38.2 years, slightly above the 37.4 years of the previous year. Among the salespersons the majority (71.5%) were within the 21 to 40 range while 76.2% of the estate agents were within the 31 to 50 range.

持牌人年齡
AGE OF LICENSEES



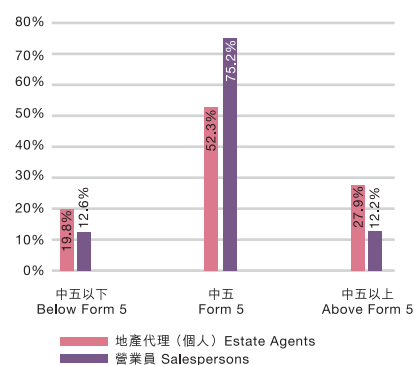
持牌人學歷

至本年3月為止，只持有中五學歷以下，但於1999至2001年的3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者佔個人牌照持牌人總數的16.6%。具有中五以上學歷的持牌人則有20.8%。

Educational Attainment

As at March 2004, there were 16.6% 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 20.8% of all individual licensees who had an education above Form 5 standard.

持牌人學歷
EDUCATIONAL ATTAINMENT OF LICENSEES



商號規模

地產代理商號大部份仍屬中、小型規模。直至本年3月為止，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14家。

Company Licensees : Size of Operation

Most of the business establishments in the estate agency industry are medium to small entities. In March 2004, 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	Number of Shops Operated by Limited Companies	1,542
合夥經營開設的店舖	Number of Shops Operated by Partnerships	245
獨資經營開設的店舖	Number of Shops Operated by Sole Proprietorships	1,066

	有限公司 Limited Company	合夥經營 Partnership	獨資經營 Sole Proprietorship
一間店舖 With 1 Shop	883	223	969
二至四間店舖 With 2 to 4 Shops	64	11	44
五間或以上店舖 With 5 Shops or More	14	0	0

