



REPORT OF THE CHIEF EXECUTIVE OFFICER

我很高興自2003年7月加入地產代理監管局，再次以行政總裁身份撰寫監管局年報。

在2004年，我們見證香港經濟逐步復甦、營商環境明顯改善，更喜見地產代理從業員在蓬勃的物業市道中分享成果。以下概述監管局於 2004/05 年度的工作。

行政總裁 報告

I take great pleasure in once again presenting the Annual Report of the Estate Agents Authority ("the Authority") since joining the Authority as its Chief Executive Officer in July 2003.

The year 2004 marks a gradual revival of the Hong Kong economy and a noticeable improvement in its business environment. Estate agent practitioners have been able to benefit from the remarkable recovery of the local property market. An overview of the work accomplished by the Authority during the year 2004/05 is presented herein below.



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發牌

在報告年度中，新入行人士大幅增加。截至 2005 年 3 月 31 日，持牌的地產代理及營業員共 18,956 人，比前年增加 20.6%。大約兩成的從業員具備大專或以上學歷。

超過九成的新入行人士以營業員身份入職。地產代理與營業員的比例為 0.89:1。

專業發展

監管局一向致力提昇從業員的執業水平及提高行業的專業地位。

近年報考地產代理和營業員資格考試的人數持續增加。監管局決定於 2005 年 7 月起，深化地產代理資格考試的知識和技能要求，以提昇新入職從業員的整體水平，給予公眾和消費者更大保障。

監管局亦在 2005 年第二季推出持續專業進修計劃(自願參與階段)，鼓勵持牌人時刻吸收行業範圍內的最新知識，並透過終生學習不斷自我改進。

LICENSING

There were many new entrants to the industry during the year under review. As at the end of 31 March 2005, the number of individual licensees (including both salespersons and estate agents) reached 18,956, representing an increase of 20.6% compared to that of last year. About 20% of licensees have completed tertiary education level or above.

Over 90% of the new entrants joined the trade as salespersons. The ratio of estate agents to salespersons was 0.89 to 1.

PROFESSIONAL DEVELOPMENT

The Authority has always strived to upgrade the business standards of trade practitioners and advance the professionalism of the estate agency industry as a whole.

The number of candidates registering for the estate agents and salespersons qualifying examinations has continued to surge. In order to enhance the depth of knowledge and skills demanded, the Authority decided to introduce in July 2005 new requirements under the estate agents qualifying examinations to upgrade the overall standards of new practitioners for the greater protection of the public and consumer interest.

The Authority also decided to implement a Continuing Professional Development Scheme (voluntary phase) in the second quarter of 2005 to encourage licensees to always keep abreast of all the latest developments in their trade and commit themselves to self-enhancement through life-long learning.

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法律事務

監管局非常重視地產代理的執業手法。在過去一年，監管局曾經數度發出執業通告，向從業員提供執業方面的指引。

LEGAL AFFAIRS

The Authority attaches great importance to the professional conduct of estate agents. During the year, the Authority issued practice circulars on a number of issues to provide practical guidelines for practitioners.

條例執行及投訴處理

在2004/05年度，監管局共收到606宗投訴，並且處理99宗涉及持牌人破產的個案。

ENFORCEMENT AND COMPLAINTS HANDLING

In 2004/05, the Authority received 606 complaints and handled 99 cases relating to bankruptcy of licensees.

除了處理投訴及破產個案外，監管局也派遣額外人手巡查代理商鋪及一手樓盤，以監察從業員遵守法規的情況及鼓勵依法執業。監管局的總巡查次數為1,237次，期間發現了560宗涉嫌違規的個案。

Besides dealing with complaints and bankruptcy cases, the Authority also deployed additional manpower to undertake inspections of trade establishments and first sale sites to monitor practitioners' compliance with all applicable legal and regulatory requirements and to promote and encourage good trade practices amongst them. In total, 1,237 inspections were made and 560 suspected cases of non-compliance were uncovered.

全年度監管局完成了997宗個案的調查工作，其中349宗查明屬實，在被處分的個案中，被撤銷、暫時吊銷或附加條件的牌照數目為104。

For the whole year, the Authority completed the investigation of 997 cases, 349 of these were found to be substantiated, resulting in the imposition of a series of penalties which included the revocation or suspension of 104 licences or attachment of conditions to them.

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宣傳及公眾教育

透過不同活動及傳媒渠道，監管局繼續積極致力加深公眾對地產代理條例的認識、加強物業交易中消費者的保障及增加社會人士對監管局工作的認同。我們舉辦了多場巡迴展覽及社區講座，並廣泛派發教育性小冊子及宣傳單張。

監管局也參與了多個職業教育展覽活動，推介地產代理專業作為一個職業選擇。

PUBLICITY AND COMMUNITY EDUCATION

Through various activities and media channels, the Authority continued to take proactive steps to promote public understanding of the Estate Agents Ordinance, strengthen consumer protection in property transactions and enhance recognition of the work of the Authority. Roadshows and community talks were conducted. Educational booklets and leaflets were extensively distributed.

The Authority also took part in a range of career education activities which introduced the estate agents' profession as a career opportunity.



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與業界的聯繫

監管局重視與從業員的聯繫，經常與商會代表商議行業事宜，與業界交流意見。監管局也通過許多監管局或業界舉辦的專業交流活動，與從業員保持接觸。

業界曾請求監管局協助，以減低土地查冊的費用及延長查冊服務時間。這些建議已經得到政府接納。自2005年2月起，土地查冊的費用降低，查冊服務時間也延長，便利營商。

LIAISON WITH THE TRADE

The Authority values highly the exchange of views with practitioners and maintains close liaison with the trade through meetings and consultations with representatives of the trade associations for view and opinion consultation. The Authority also keeps in touch with practitioners through participation in professional exchanges organised by the Authority and other trade activities.

The trade appealed to the Authority to reduce land search cost and extend its service hours. The Authority is pleased to note that these suggestions were duly accepted by the Government. Fees on land search services have been reduced since February 2005. Service hours for land searches have also been extended for the greater convenience of the trade.

財務及行政

在報告年度內，監管局的總收入為4,264萬，比前年增加21.2%，主要原因是隨著地產市道復甦，申請牌照及報考資格考試的人數均有增加。監管局的總開支為3,753萬，比前年增加9.6%，主要原因是報考人數上升而令到考試行政費用增加，及為了發牌及處理投訴方面工作量的上升而投放在人手的支出亦有所增加。以2005年4月1日計，監管局的人手編制為62人。

扣除常設項目的開支後，監管局的年度盈餘為509萬。

FINANCE AND ADMINISTRATION

The total income of the Authority for the reporting year was \$42.64 million. This represented an increase of 21.2% from that of the previous year, due to the increase of licence applications and the number of candidates taking qualifying examinations in the wake of the recovery of the real estate market. Total operating expenditure was \$37.53 million, up by 9.6% compared to that of previous year, mainly due to a rise in service fees for the examination arrangements for more candidates, as well as an increase in manpower expenses to meet the rising demand of licensing services and complaints handling. As of 1 April 2005, the staff establishment of the Authority was 62.

The surplus for the year after capital project expenses was \$ 5.09 million.

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未來工作

監管局將保持熱誠和魄力，繼續以不偏不倚、公平公正的態度執行職務，並且汲取過去多年的經驗及合作夥伴的意見，開展更多新計劃。

FUTURE WORK

In the years to come, the Authority will continue to exercise its functions with integrity, vigour and renewed enthusiasm. More new initiatives will be in the pipeline, taking into account past operational needs and the experience and valuable input from the principal stakeholders.

鳴謝

我謹代表監管局感謝以下部門和機構的長期支持及寶貴意見：房屋及規劃地政局、環境運輸及工務局、保安局、教育統籌局、工商及科技局、民政事務局、律政司、土地註冊處、差餉物業估價署、工業貿易處、香港警察、政府新聞處、民政事務總署、特區政府駐北京辦事處、廉政公署、香港房屋委員會、香港房屋協會、香港考試及評核局、香港學術評審局、消費者委員會、個人資料私隱專員公署、職業訓練局及其他所有政府部門、法定機構、專上及職業訓練學院、地產代理業界的商會、有關專業團體及傳媒等。

ACKNOWLEDGEMENTS

I would like to take this opportunity to express the Authority's deep appreciation to the Housing, Planning and Lands Bureau, Environment, Transport and Works Bureau, Security Bureau, Education and Manpower Bureau, Commerce, Industry and Technology Bureau, Home Affairs Bureau, Department of Justice, Land Registry, Rating and Valuation Department, Trade and Industry Department, Hong Kong Police Force, Information Services Department, Home Affairs Department, Office of the HKSAR Government in Beijing, Independent Commission Against Corruption, Hong Kong Housing Authority, Hong Kong Housing Society, Hong Kong Examinations and Assessment Authority, Hong Kong Council for Academic Accreditation, Consumer Council, Office of the Privacy Commissioner for Personal Data, Vocational Training Council, all other government and public bodies, institutions of tertiary and vocational education, trade associations in the estate agency industry, professional bodies, and the media who have been so generous with their continuing support, indispensable assistance and useful advice.

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承諾

地產代理條例及其附屬法例運作已經超過六年。我衷心希望從業員的技能可以提昇、業務的運作方式可以改進、專業的地位可以鞏固。毋庸置疑，我們現在只是向前邁進了一小步；漫漫長路，仍須努力。監管局的「把關」工作並不容易。我們將繼續做好本份，保障公眾利益。我們亦期望業界和社會人士的理解、合作和支持。

DEDICATED COMMITMENTS

With the implementation of the Estate Agents Ordinance and its related regulations already in place for over six years, it is my hope that the competence and skills of estate agents have truly been advanced with good practice and professionalism of practitioners becoming gradually ingrained in them. Obviously, this is only a first small step and the road to model practice, impeccable image and outstanding skills as the trade's hallmark is still ahead. Our gate-keeping role is not an easy one, and in order to execute it well, and to safeguard effectively the public interest, the Authority undoubtedly needs the understanding, co-operation and support from the trade and the community at large.

地產代理監管局行政總裁

陳佩珊

Sandy Chan

Chief Executive Officer

Estate Agents Authority

