



# 發牌 LICENSING

在本年度，監管局牌照組繼續有效率地執行發牌工作。

In the year under review, the Licensing Section of the Authority continued to discharge the licensing function efficiently.

## 持牌人數目

本年年底的牌照及營業詳情說明書數目增加了 19.6%，總數為 22,219，包括 18,956 個人牌照及 3,263 公司牌照和營業詳情說明書。年內，共有 3,937 名新人加入地產代理行業，比去年增加一倍。新人數目大幅上升可能是由於地產市場前景好轉。而 3,937 名新人中，有 3,554 名為營業員及 383 名為地產代理。

## Licensee Number

At the end of the year under review, the number of licensees and Statements of Particulars of Business (SPOB) increased by 19.6% to reach a total of 22,219. Of these, 18,956 were individual licensees and 3,263 company licensees and SPOBs. During the year, 3,937 new individuals entered the trade. This number doubled that of last year. The significant increase in the number of new entrants might be attributed to the improved outlook of the property market. Of the 3,937 individual new entrants, 3,554 entered the trade as salespersons and 383 as estate agents.

根據《發牌規例》，持牌人如欲暫時離開行業，可於前持牌照屆滿後 24 個月內再申領牌照執業，並在此等情況下可獲豁免符合規例有關學歷和考試的規定。在本年度有 4,749 名前持牌人因此安排獲發牌照。

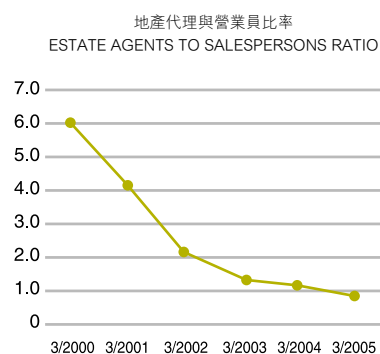
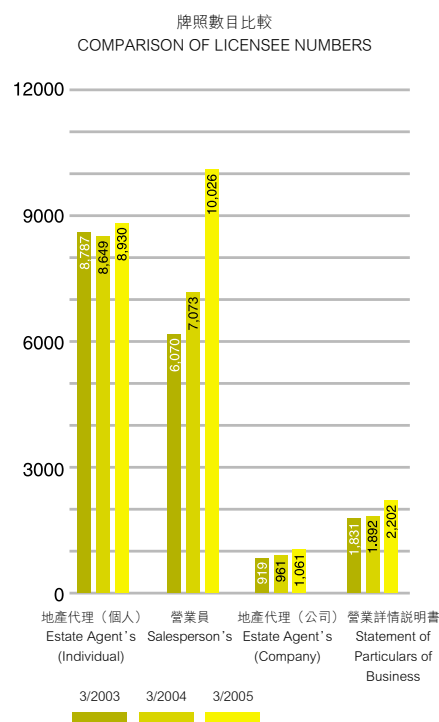
Under the Licensing Regulation, an individual who has held a licence and wishes to cease practice temporarily may do so and re-apply for licence within 24 months from the expiry of his last held licence without having to comply with the education and examination requirements. During the year under review, 4,749 individuals thus qualified re-applied and acquired licences.

## 地產代理與營業員的比例

地產代理與營業員的比例由 2000 年 1 月份高峰期的 6.1 比 1 下降至本年 3 月底的 0.89 比 1。比例下跌的原因眾多，例如許多業內人士認為申領營業員牌照已足夠應付一般日常地產代理工作。另外，增加電腦化營業員資格考試場

## The Ratio between Estate Agents and Salespersons

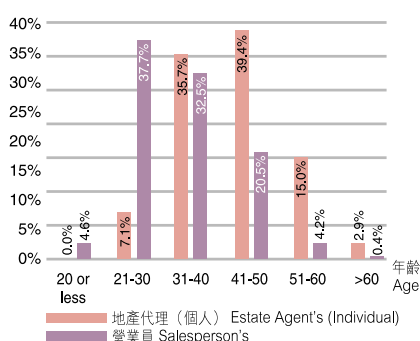
The ratio of estate agents to salespersons continued to drop from the peak at 6.1 : 1 in January 2000 to 0.89 : 1 by the end of March 2005. Various factors may have contributed to the changes, such as more practitioners realizing that the general scope of work could be performed by having salesperson's licences. The fact that the computerised salespersons qualifying



數至每週數次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，原意就是可讓初入行者先行領取營業員牌照，待累積更多經驗並需擔任管理工作，又或獨立創業時才申領地產代理牌照。

examination was made available several days each week also assisted those who wished to join the trade as salespersons. The Authority regards the trend as healthy since the rationale behind the two-tier licensing system is that a salesperson's licence marks the entry level to the trade while the estate agent's licence should be taken up by practitioners who are more experienced and are required to assume managerial responsibilities, or who wish to operate their own estate agency business.

持牌人年齡  
Age of Licensees



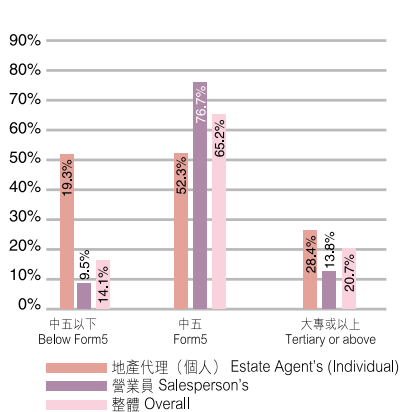
### 持牌人年齡

在 2005 年 3 月底，整體持牌人的平均年齡為 37.8 歲，稍低於往年的 38.2 歲，原因為年青的新人陸續加入行業。營業員當中，大部分介乎 21 至 40 歲 (70.2%)，而地產代理大部分則介乎 31 至 50 歲 (75.1%)。

### Age Distribution

As at the end of March 2005, the average age of individual licensees was 37.8 which was slightly lower than that in the previous year (38.2) as younger new entrants continued to enter the trade. The ages of the majority of salespersons were within the 21-40 range (70.2%) while those of estate agents are in the 31-50 range (75.1%).

持牌人學歷  
Educational Background of Licensees



### 持牌人學歷

由於新加入地產代理行業的人士一般具備較高學歷，因此，只持有中五學歷以下的持牌人數目持續下降 (2005 年 3 月底為 14.1%，2004 年為 16.6%)。該等從業員於 1999 年至 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。具有大專或以上學歷的持牌人則有 20.7%。

### Educational Attainment

As more and more individuals with higher educational credentials entered the trade, individual licensees with an education level below Form 5 standard dropped to 14.1% by the end of March 2005 (16.6% in 2004). These practitioners who had otherwise fulfilled other licensing requirements were qualified for licences because of the exemption from the educational qualification during the three-year transition period from 1999 to 2001. There were 20.7% of individual licensees with tertiary level or above.

### 商號規模

地產代理商號大部份仍屬中、小型規模。至本年3月底，93%為單一店舖經營，在香港擁有5間或以上店舖的地產代理公司不足於1% (共19間)。

### Company Licensees: Size of Operation

The majority of the estate agency establishments are medium to small entities. At the end of March 2005, 93% of the company licensees were operating with one shop and less than 1% (19 entities) were operating with five or more shops in Hong Kong.

有限公司開設的店舖	Number of Shops Operated by Limited Companies	1,913
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	1,105

	有限公司 Limited Company	合夥經營 Partnership	獨資經營 Sole Proprietorship
一間店舖 With 1 Shop	971	219	993
二至四間店舖 With 2 to 4 Shops	72	12	50
五至十間店舖 With 5 to 10 Shops	9	0	1
十一至二十間店舖 With 11 to 20 Shops	4	0	0
二十一至三十間店舖 With 21 to 30 Shops	1	0	0
三十一間店舖或以上 With 31 Shops or More	4	0	0