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The property sector is important to the economy of Hong Kong, and estate agents have an indispensable role to play. Estate agents' contribution to Hong Kong's economic development is undeniable.

潘國濂太平紳士
地產代理監管局主席

Steven POON Kwok-lim, JP
Chairman, Estate Agents Authority

過去兩年，香港經濟復甦，地產代理從業員人數和物業交易的數量顯著上升。相應之下，地產代理監管局（監管局）在本年度的工作更形繁重。

物業交易暢旺，地產代理從業員的業務增加了，加上公眾對權益保障有更深的認識，本年度監管局所接獲的投訴個案因而有較大的增幅，而個案亦趨複雜。工作量的增加固然對執法部門造成壓力，對紀律委員會也帶來挑戰。鑑於《地產代理條例》要求每個可能受紀律處分的持牌人都要給予自辯的機會，本年度紀律聆訊的壓力特別大。監管局已經採取措施，增加紀律委員會委員人數，舉行更頻密的紀律聆訊，務求迅速有效地處理投訴和違規個案。

在執行規管的同時，監管局亦致力於提高地產代理從業員的質素，這工作從兩個方面著手：提高入行的質素門檻，和向現在持牌者提供進修機會。

本年度，監管局修訂了新入行者的資格考試，增加其深度，並要求在個案測試部分亦必須合格。2005年7月首先在地產代理資格考試執行。自從修訂資格考試以來，合格率有頗大幅的回落，顯示只有有能力的人士才可以加入地產代理行業。監管局對地產代理資格考試的修訂感到滿意，並計劃將修訂在2006年7月延伸到營業員資格考試。

Hong Kong's economic recovery over the past two years has led to a substantial increase in the number of estate agents and property transactions, which has correspondingly created a much heavier workload for the Estate Agents Authority (EAA).

Along with the growth of the property market and the business of practitioners, the public has gained a deeper understanding of its rights as consumers, and this naturally has caused more complaints to be registered against estate agents. The rising number of and the complexity of complaints received by EAA during the year put great pressure on the Authority's law enforcement section and the Disciplinary Committee. As the Estate Agents Ordinance requires each licensee who might be subject to disciplinary action be given a chance to defend himself, the pressure on holding inquiry hearings is great. EAA has seen fit to augment the membership of the Disciplinary Committee and to increase the frequency of inquiry hearings in order to handle complaints and non-compliance cases promptly and effectively.

In addition to enforcing the regulations, EAA is committed to enhancing the standard of estate agency practitioners. This was achieved in two ways: raising the requirement of new entrants and providing training opportunities to existing licensees.

During the year, EAA revised the Estate Agents Qualifying Examination in order to improve the standards of entrants to the trade, and candidates are now required to pass the section on case studies as well in order to pass the examination. Since the examination was revised in July 2005, the pass rate has dropped quite considerably, which indicates to us that only the most capable candidates are qualifying for entry into the estate agency profession. EAA is satisfied with the revision of this examination and intends to implement a similar revision for the Salespersons Qualifying Examination starting in July 2006.

對於現在持牌者，監管局於去年推出持續專業進修計劃，鼓勵從業員進修，以提高執業水平和保障消費者權益。自計劃推出以來，監管局和各機構組織已舉辦了一百五十多項進修活動，業界越來越積極參與。監管局現正考慮於未來一年推出新措施，推動業界舉辦更多進修活動，使計劃更充實，增加從業員提高質素的機會。

作為持續專業進修計劃的一個環節，監管局舉辦了專業領袖講座系列。主講者是社會上政治、經濟、企業的精英領袖。這些講座擴闊了地產代理從業員的視野，深受他們的歡迎，每次講座出席人數達幾百人。過去幾次的主講者包括全國人大常委會副委員長許嘉璐教授、行政會議召集人梁振英議員等。

本年度地產代理行業的一個令人關注的問題是一手樓盤的代理操守。過去，大家關注的是代理從業員在一手樓盤運作的秩序和對附近居民的滋擾；現在關注的重點已伸延到代理從業員的報價可靠性等較困擾的層次。這是一個複雜的問題，一手樓盤買賣除了牽涉地產代理之外，還有地產發展商。監管局深度關注在一手樓盤的代理操守，與地產代理行業的商會、企業有密切的商討，與特區政府緊密合作，並曾多次發出指引，務使代理在一手樓盤運作上達到公平、透明和保障消費者權益的標準。我相信，包括監管局在內的各方面，在一手樓盤銷售和代理的合理化上仍須作出努力，使香港不負其國際城市的先進形象。

For existing licensees, EAA launched the Continuing Professional Development Scheme last year in order to promote continuous learning and higher professional standards among practitioners. This ultimately will protect the interests of consumers. Since the launch of the Scheme, over 150 professional development activities have been held by EAA and various other institutes and organisations. Participation by the estate agency industry continues to grow, and EAA is considering new learning initiatives for the trade.

One of the highlights of the Scheme during the year was the Distinguished Speaker Series hosted by EAA itself. Speakers selected for this series of talks included notable leaders from the social, economic and corporate sectors. Attended by hundreds of licensees, the seminars have achieved their objective of broadening the horizons of practitioners. Speakers included Professor Xu Jialu, Vice-Chairman of the Standing Committee of the National People's Congress, and the Honourable Leung Chun-ying, Convenor of the Executive Council.

During the year, EAA addressed the issue regarding estate agents handling first-sale properties, which has gained substantial attention in the society. In the past, the main problem had been the nuisance caused by practitioners and their disorderly conduct at first-sale sites. Recently, however, the problem has extended to a growing number of complaints on the lack of reliability in prices quoted by the estate agents. This was a complicated problem, as both estate agents and the developers were involved. Our deep concern over this matter prompted us to hold discussions with estate agency trade associations and individual agencies. EAA also worked closely with the SAR Government and issued several practice guidelines reminding practitioners to be fair and transparent in their dealings and to protect consumers' interests. I believe that EAA as well as the other concerned parties must continue to work diligently to rationalise transactions involving first-sale properties, upholding Hong Kong's image as an advanced international city.

地產發展是香港經濟體系中的一個重要部分，而地產代理在其中擔當不可或缺的角色，所以地產代理行業在香港經濟發展中的貢獻是不容置疑的。監管局將繼續努力執行規管，提高代理行業的執業水平，為香港經濟發展起積極的作用。

最後，本人謹代表地產代理監管局的董事會，向全體員工致意，感謝他們過去一年的努力。我相信，他們將一如既往，繼續全力以赴作出貢獻。

地產代理監管局主席
潘國濂太平紳士

The property sector is important to the economy of Hong Kong, and estate agents have an indispensable role to play. Estate agents' contribution to Hong Kong's economic development is undeniable. EAA will continue to diligently regulate the estate agency industry and promote higher standards in the trade. This, in turn, will have a positive impact on the development of Hong Kong's economy and future prosperity.

Finally, on behalf of the Board, I would like to thank the staff of EAA for all their contributions during the year. I am confident that they will continue to contribute wholeheartedly to the work of EAA.

Steven POON Kwok-lim, JP
Chairman, Estate Agents Authority