

### 資格考試

香港考試及評核局繼續為地產代理監管局舉辦資格考試。地產代理資格考試採用筆試模式，而營業員資格考試則提供筆試及電腦試兩種模式。於2005/06年度，監管局共舉行三次傳統筆試模式的資格考試，而電腦試模式的營業員資格考試則全年每星期舉行數次（至2006年3月22日為止）。地產代理資格考試的平均合格率为20.5%，而營業員資格考試的平均合格率則為74.8%。

### 新考試模式

監管局於2005年7月開始採用新的地產代理資格考試模式，並同時提高考試水平。新的地產代理資格考試增加了個案分析的試題數目，藉以評核考生對地產代理行業的實務知識。考生必須在個案分析部分同時合格。考試時間亦由兩小時增至三小時。此外，監管局亦修改了地產代理資格考試及營業員資格考試的內容綱要。

為確保所有新入行的營業員達至應有的專業水平，監管局將於新年度，即2006/07年度，同時提高營業員資格考試的水平。為配合新規定，新的營業員資格考試亦將全部以筆試模式進行。

### Qualifying examinations

The Hong Kong Examinations and Assessment Authority continued to administer the qualifying examinations for EAA. The Estate Agents Qualifying Examination employed a paper-based format, while the Salespersons Qualifying Examination was available in both paper-based and computerised formats. Paper-based qualifying examinations were held three times during 2005/06 while computer-based Salespersons Qualifying Examinations were held several times a week throughout the year (until 22 March 2006). The average pass rate for the Estate Agents Qualifying Examination was 20.5%. The average pass rate for the Salespersons Qualifying Examination was 74.8%.

### New formats

In July 2005, the Authority brought in a new format for and raised the standard of the Estate Agents Qualifying Examination. With a view to testing candidates' practical knowledge of the estate agency trade, the enhanced Estate Agents Qualifying Examination increased the number of questions related to case studies. Candidates are required to pass the section on case studies as well in order to pass the examination. The duration of the examination was increased from two hours to three hours. EAA also updated the syllabus for both the Estate Agents Qualifying Examination and Salespersons Qualifying Examination.

To ensure all new salespersons meet the professional standards expected, the Authority has now decided to raise the level of the Salespersons Qualifying Examination as well with effect from 2006/07. To accommodate the new requirements (in the new year), the Salespersons Qualifying Examination will all be offered in a paper-based format.

### 考生人數

在2005/06年度，地產代理資格考試的應考人數與上年度相若，但營業員資格考試的應考人數則較上年度增加33.7%，原因或是2005年地產市道持續暢旺，刺激市場對前線營業員的需求。

報考地產代理資格考試的總人數為3,428人，而報考營業員資格考試的總人數則為9,804人。地產代理資格考試的實際應考總人數為3,286人，營業員資格考試的應考總人數則為8,265人。

參加資格考試的考生來自不同行業，包括物業管理、建築及測量、銀行、會計、零售及批發等。另外部分為學生。約70%考生是首次應考資格考試。

### Number of candidates

The number of candidates sitting the Estate Agents Qualifying Examination in 2005/06 was similar to the previous year. The number of candidates sitting the Salespersons Qualifying Examination increased by 33.7% compared to the previous year. This was probably due to the continuing property market boom in 2005 and hence an increase in demand for front-line salespersons.

A total of 3,428 candidates registered for the Estate Agents Qualifying Examination and a total of 9,804 candidates registered for the Salespersons Qualifying Examination. A total of 3,286 candidates actually sat the Estate Agents Qualifying Examination and a total of 8,265 candidates sat the Salespersons Qualifying Examination.

Candidates came from a range of occupational backgrounds, including property management, construction and surveying, banking, accounting, retail and wholesale, among others. Some were students. About 70% of candidates were sitting the examination for the first time.

### 資格考試合格率

#### Pass rate of qualifying examinations

考試 Examinations	考生人數 Number of candidates	合格率（平均） Pass rate (average)
地產代理資格考試 Estate Agents Qualifying Examinations	3,286	20.50%
營業員資格考試 Salespersons Qualifying Examinations	8,265	74.80%

## 報考資格考試考生的職業背景

### Occupational background of candidates registered for the qualifying examinations

地產代理資格考試*			
Estate Agents Qualifying Examinations			
地產代理業 Estate agency trade	24.7%	法律 Legal	1.5%
物業管理 Property management	13.6%	旅遊 Tourism	1.3%
銀行/會計/金融投資 Banking / accounting / investment	9.6%	無業 Unemployed	1.1%
零售及批發 Retail / wholesale business	8.0%	文書工作 Clerical	0.9%
建築/測量 Construction / surveying	5.6%	資訊科技 Information technology	0.6%
學生 Students	3.7%	銷售及推廣 Sales & marketing	0.6%
教育/社會服務 Education / social service	3.5%	其他 Others	12.9%
保險 Insurance	2.5%	沒有提供資料 Unknown	8.5%
酒店/飲食 Hotel / catering	1.5%		

\* 約92%報考地產代理資格考試考生(3,137名)提供職業背景資料。

Approximately 92% of candidates (3,137) registered for the Estate Agents Qualifying Examinations provided information with respect to their occupational backgrounds.

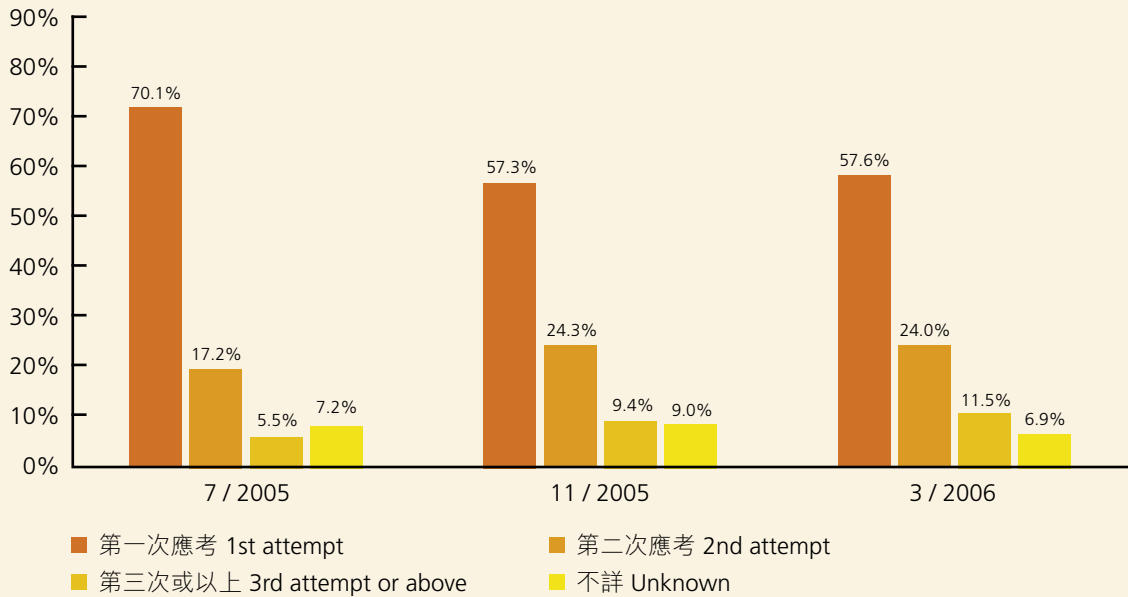
營業員資格考試**			
Salespersons Qualifying Examinations			
物業管理 Property management	15.4%	文書工作 Clerical	1.8%
零售及批發 Retail / wholesale business	13.6%	旅遊 Tourism	1.6%
學生 Students	11.1%	資訊科技 Information technology	1.2%
酒店/飲食 Hotel / catering	5.2%	無業 Unemployed	1.1%
銀行/會計/金融投資 Banking / accounting / investment	4.7%	銷售及推廣 Sales & marketing	0.8%
見習營業員 Salesperson-trainee	3.2%	法律 Legal	0.3%
保險 Insurance	3.2%	其他 Others	12.8%
建築/測量 Construction / surveying	3.1%	沒有提供資料 Unknown	18.4%
教育/社會服務 Education / social service	2.6%		

\*\* 約82%報考營業員資格考試考生(7,998名)提供職業背景資料。

Approximately 82% of candidates (7,998) registered for the Salespersons Qualifying Examinations provided information with respect to their occupational backgrounds.

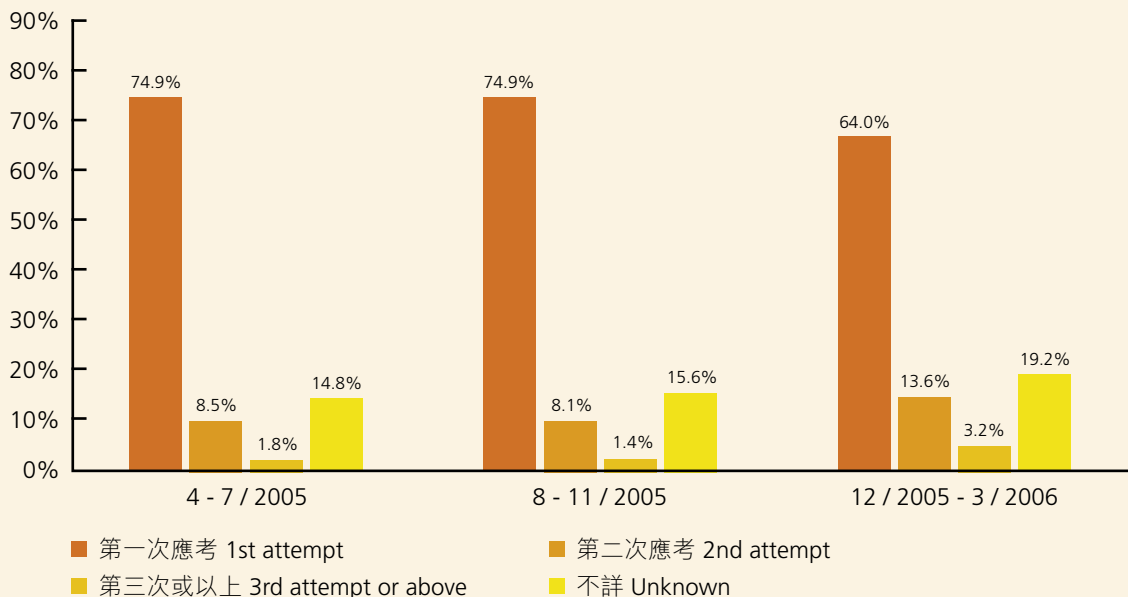
## 考生參加考試的次數 Number of attempts at examinations

### 地產代理資格考試 Estate Agents Qualifying Examinations



平均有62%報考地產代理資格考試的考生是第一次應考。  
About 62% of candidates registered for the Estate Agents Qualifying Examinations were on their first attempt.

### 營業員資格考試 Salespersons Qualifying Examinations



平均有71%報考營業員資格考試的考生是第一次應考。  
About 71% of candidates registered for the Salespersons Qualifying Examinations were on their first attempt.

### 發牌事宜

於2006年3月底，牌照及營業詳情說明書的總數為25,511，其中21,789個為個人牌照（較上年度增加14.9%），另外3,722個為公司牌照及營業詳情說明書（較上年度增加14.1%）。本年度共有4,781人加入地產行業。牌照數目增長可能是因為本年度的地產市場前景樂觀。

### 營業員與地產代理的比例

近年，營業員與地產代理的比例持續上升，由2000年1月的0.16:1上升至2006年3月的1.32:1。造成上升趨勢的原因眾多，主要原因是業內人士普遍瞭解到，持有營業員牌照亦可從事廣泛的地產業務工作。此趨勢不難理解，營業員牌照可視為入行門檻，而地產代理牌照則適合資歷較深、準備負責管理職務的從業員。

### 年齡分布

截至2006年3月底，持牌人的整體平均年齡為37.3歲，較上年同期（38.2歲）略為年輕。大多數營業員的年齡分布於21至30歲，佔持牌人總數38.9%，而大多數（40.9%）的地產代理年齡為41至50歲。

### 教育水平

於2006年3月底，有19.9%的持牌人擁有大專或以上學歷。約12.0%持牌人的教育水平低於中五程度，他們都是於1999至2001年的三年過渡期內實施豁免措施時獲發牌照的。

### 業務規模

大部分地產代理商號仍屬中小型公司。截至2006年3月底，有93%的代理經營單一店舖，而在香港經營五間分店或以上的地產代理商號不足1%。

### Licensing

At the end of March 2006, there were a total of 25,511 licences and Statements of Particulars of Business (SPOBs). Some 21,789 were individual licensees (an increase of 14.9% compared to that of the previous year) and 3,722 were company licensees and SPOBs (an increase of 14.1% compared to that of the previous year). A total of 4,781 fresh entrants joined the trade during the year. Such an increase may be accounted for by the encouraging prospects for the property market during the year under review.

### Ratio of salespersons to estate agents

The ratio of salespersons to estate agents has continued to increase in recent years, from 0.16:1 in January 2000 to 1.32:1 by March 2006. There are many reasons for this change. One major reason is the realisation that salesperson licence-holders can also carry out an extensive range of work. Such a trend is understandable. The salesperson's licence can be seen as an entry-level requirement for joining the trade, with an estate agent's licence representing the next step for those who have more experience and who are ready to assume managerial duties.

### Age distribution

As of the end of March 2006, the average age of licensees was 37.3 years. This is slightly lower than the average age for the previous year (38.2 years). 38.9% of salespersons were aged between 21 and 30, while 40.9% of estate agents were aged between 41 and 50.

### Educational attainment

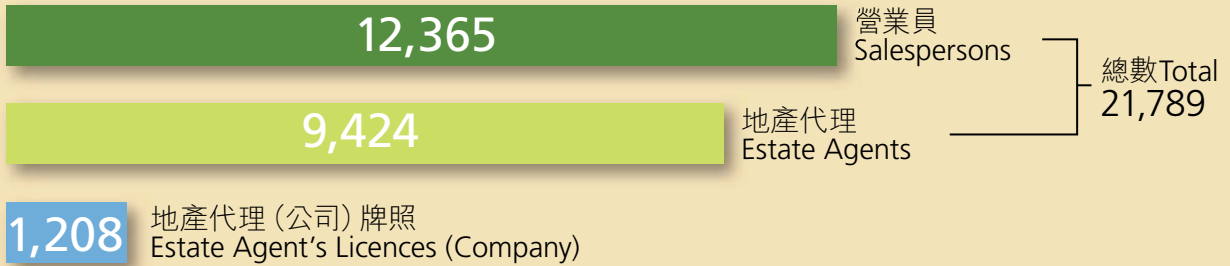
At the end of March 2006, 19.9% of licensees had an education level of tertiary or above. Some 12.0% of licensees had an education level below Form Five standard. These individuals qualified for licences because of exemption measures during the three-year transition period from 1999-2001.

### Size of operations

Most estate agency operations remain small to medium. As at the end of March 2006, 93% of agencies were operating as single-shop businesses and just less than 1% of agencies were operating five or more branches in Hong Kong.

**持牌人數目** (以2006年3月31日計算)  
Number of licensees (as at 31/3/2006)

**個人牌照 Individual Licences**



**營業詳情說明書數目** (以2006年3月31日計算)

Number of Statements of Particulars of Business (as at 31/3/2006)



\*包括地產代理(公司)牌照  
include Estate Agent's Licences (Company)

### 持牌人及營業詳情說明書數目比較 (2002 - 2006)

Comparison of number of licences and Statements of Particulars of Business (SPOBs) (2002 - 2006)

	31/3/2002	31/3/2003	31/3/2004	31/3/2005	31/3/2006
營業員 Salespersons	4,382	6,070	7,073	10,026	12,365
地產代理 Estate Agents	10,261	8,787	8,649	8,930	9,424
有限公司 Limited Companies	826	919	961	1,061	1,208
營業詳情說明書 SPOBs	2,614	2,750	2,853	3,263	3,722

### 持牌人學歷 (以2006年3月31日計算)

Educational level of licensees (as at 31 March 2006)

	中五以下 Below Form 5	完成中五或具同等學歷 Completed F.5 or equivalent	大專或以上 Tertiary or above
地產代理 Estate Agents	18.4%	53.0%	28.6%
營業員 Salespersons	7.1%	79.6%	13.3%
整體 Overall	12.0%	68.1%	19.9%

### 持牌人年齡 (以2006年3月31日計算)

Age of licensees (as at 31 March 2006)

年齡 Age	<20	21-30	31-40	41-50	51-60	>60
地產代理 Estate Agents	0.0%	7.2%	32.9%	40.9%	16.0%	3.0%
營業員 Salespersons	4.6%	38.9%	29.8%	21.3%	5.0%	0.4%
整體 Overall	2.6%	25.4%	31.1%	29.6%	9.6%	1.7%

### 持牌代理商號的規模 (以2006年3月31日計算)

Size of operation of estate agency business (as at 31 March 2006)

商舖數目 Number of shops	1	2 - 4	5 - 10	11 - 20	21 - 30	>30
有限公司 Limited Companies	1,102	85	12	5	0	4
合夥經營 Partnerships	215	16	0	0	0	0
獨資經營 Sole Proprietorships	1,034	65	1	0	0	0

### 選擇溝通語言

Preferred choice of language in communication

	中文 Chinese	英文 English
地產代理 Estate Agents	85.1%	14.9%
營業員 Salespersons	94.8%	5.2%
整體 Overall	90.6%	9.4%

### 新入行人數

Number of new entrants

	2003 - 2004	2004 - 2005	2005 - 2006
地產代理 Estate Agents	252	383	507
營業員 Salespersons	1,723	3,554	4,274
總數 Total	1,975	3,937	4,781