

本年度，監管局繼續致力加深市民大眾對地產代理行業發牌和規管制度的認識，以及提高公眾對監管局工作的支持。

In the year under review, EAA continued to enhance public understanding of the licensing and regulatory regime for estate agents, and to foster greater community support for the work of EAA.

業界聯繫

監管局成員和高層管理人員經常與業界舉行會議，並參加個別商會和地產代理公司舉辦的研討會和活動，與業界就重要的執業事宜交流意見，並向業界代表闡釋監管局的新措施。上述活動有助監管局有效施政。

監管局和廉政公署推出了一項為期兩年的教育計劃，以提高地產代理從業員的專業操守標準，並在地產代理行業推廣防止貪污的訊息。

出版刊物

監管局出版了各種刊物，為業界提供有用的參考資料。

《紀律研訊案例選輯（第二輯）》在2006年4月出版。該選輯收錄了監管局紀律委員會曾經處理的案件。另外，監管局在2006年6月出版了《地產代理業辭彙》增訂版。

監管局也為消費者編製有用的資料。2006年6月，監管局和消費者委員會合作出版了《一手住宅物業買家須知》，以單張的形式，提醒消費者購買一手住宅物業時需要注意的事項。此單張夾附於各新樓盤的售樓書中。

監管局在2006年9月更新了《如何處理投訴》小冊子的內容。

Liaison with the trade

EAA members and senior management held liaison meetings with the trade from time to time, and participated in a variety of functions and seminars organised by trade associations and estate agencies. At these events, views were exchanged on key practice issues and trade representatives kept informed of EAA's new initiatives and directions. These meetings were vital to the effective implementation of EAA's policies.

Together with the Independent Commission Against Corruption, EAA launched a two-year joint educational programme for the trade with a view to enhancing professional ethical standards and promoting corruption prevention among estate agents.

Publications

EAA issued a wide variety of publications to provide practitioners with useful information and points of reference.

A new collection of cases handled by EAA's Disciplinary Committee, *Inquiry Hearing Cases – A Selection II*, was published in April 2006, and an expanded edition of *A Glossary of Terms for the Estate Agency Industry* came out in June 2006.

For protection of consumers' interest, EAA published some handy guides for consumers. In June 2006, EAA teamed up with the Consumer Council and released *Notes to Purchasers of First-hand Properties*. The publication is in the format of a checklist, providing useful information for consumers purchasing first-hand residential properties. The publication is inserted in sales brochures distributed at the sales offices of new residential developments.

EAA also updated its *Handling Complaints* leaflet in September 2006.

此外，監管局在本年度出版了三期《專業天地》通訊，向業界和公眾介紹監管局的最新工作。

公眾教育

監管局為了令公眾更深入認識監管局的工作和地產代理的責任，在2006/07年度，在多個商場舉行了13場巡迴展覽，並在屋苑舉行了三場社區講座。

另外，監管局參加了「教育及職業博覽2007」，以增加學生和求職人士對監管局和地產代理業發牌制度的認識。

監管局在本年度製作了一套公眾教育短片。該短片在監管局舉辦的展覽中播放，讓普羅市民更認識監管局的規管工作。

由2007年3月開始，監管局向私人屋苑派發小冊子，宣傳無牌從事地產代理工作是違法行為的訊息，並向居民提供物業買賣和租賃方面的資訊。

In addition, EAA published three issues of its newsletter *Horizons* over the course of the year, keeping the trade and the public up to date on the latest work of EAA.

Public education

EAA seeks to raise public awareness of the role of EAA and the duties and responsibilities of an estate agent by staging roving exhibitions in shopping malls and conducting talks at housing estates. In 2006/07, 13 exhibitions were staged and three talks conducted.

In addition, EAA took part in the Education and Careers Expo in February 2007 to enhance students' and job seekers' understanding of EAA and the licensing regime for estate agents.

A community education video was produced in the year and was shown at EAA-organised exhibitions as a way of giving out EAA's messages to a wider audience.

Since March 2007, EAA has been distributing leaflets to private housing estates to promote the message that conducting unlicensed estate agency work is a criminal offence and to provide informative tips to consumers on the purchase, sale and leasing of a property.



監管局舉行記者招待會，主席潘國濂先生（中）向傳媒簡報監管局在2006年的工作，並介紹2007年工作重點。
At an EAA press conference, Chairman Mr Steven Poon (centre) reviews EAA's work in 2006 and introduces its plans for 2007.



監管局與地產代理業界代表舉行聯絡會議。
EAA holds a liaison meeting with representatives of the estate agency trade.



傳媒關係

向公眾解釋監管局的工作方面，傳媒向來扮演重要角色。本年度，監管局向傳媒發布了25篇新聞稿，並舉行了5次新聞發布會。監管局成員和高層管理人員接受報章和電子傳媒訪問共21次。另外，監管局解答了303項傳媒查詢。查詢內容廣泛，大部分與投訴事宜、紀律處分個案、地產代理執業（特別是涉及一手物業的交易）有關。

資源中心和網站

監管局的資源中心在本年度接待了1,453位訪客，並處理了3,782項查詢。許多訪客都是準備參加資格考試的人士，而大部分查詢都是關於考試和牌照事宜。

監管局的網站是發放消息和宣傳監管局活動的重要途徑。監管局經常更新網站內容，使網站能夠向公眾提供最新的活動資料、執業通告和刊物內容。本年度，共有171,492人次瀏覽監管局網站，點擊次數達一千四百六十萬。

Media relations

The media has been an important partner in communicating EAA's work to the public. Over the course of the year, EAA issued 25 press releases and gave five press briefings. EAA members and senior management attended 21 interviews with reporters from both print and electronic media. In addition, a total of 303 media enquiries were handled. These enquiries covered a wide range of topics, with the bulk related to the complaints and disciplinary cases and the practice of estate agents, especially relating to first-hand sales.

Resource Centre and the EAA website

The Resource Centre received 1,453 visitors during the year and handled a total of 3,782 enquiries. Most visitors were candidates preparing for the qualifying examinations and the majority of the enquiries were about examination and licensing issues.

The EAA website, which is an important platform for publicity and communication, was updated frequently to provide the latest information on our activities, as well as practice circulars and publications. In the year under review, the website attracted 171,492 visits and recorded 14.6 million hits.



與內地和海外聯繫

本年度，監管局與中國內地和澳門同業保持緊密聯絡。監管局代表出席全國性的論壇和活動，並接待來自澳門、多個內地城市和世界其他地區的訪問團，交流經驗。

Liaison with the mainland and overseas

During the year, EAA maintained close contact with its counterparts in Macau SAR and various parts of the mainland. EAA representatives attended nationwide forums and meetings, and received delegations from Macau and a variety of mainland cities and other parts of the world.

活動 ACTIVITIES	舉行次數 NUMBER OF SESSIONS HELD
1. 展覽 Exhibitions	13
2. 社區講座 Community talks	3
3. 就業講座或展覽 Career talks/exhibitions	2
4. 資源中心處理的查詢 Enquiries handled by the Resource Centre	
電話 By phone	2,037
親身 In person	1,453
電郵或書信 By email or post	292
總數 Total	3,782



澳門特別行政區政府消費者委員會執行委員會主席何思謙先生率領澳門地產代理公司代表訪問監管局，了解監管局如何在地產代理業實施發牌和規管制度。

A delegation of estate agents from Macau, led by Mr Alexandre Ho, President of the Executive Committee of the Macau SAR Government Consumer Council, visits EAA to discuss the implementation of the licensing and regulatory systems of the estate agency trade in Hong Kong.