

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。2006/07年度，地產代理資格考試及營業員資格考試各舉行了三次。地產代理資格考試的平均合格率為26.8%，而營業員資格考試的平均合格率則為42.4%。

新考試模式

監管局於2006年7月起，為營業員資格考試引進新模式，並提高營業員資格考試的水平。新的營業員資格考試分為兩部分，一部分是個案分析的題目，而另一部分是獨立試題。考生須於兩個部分同時合格才能通過考試。考試時間由一小時十五分鐘增加至二小時三十分鐘。

較早時候（2005年7月），監管局已經提高地產代理資格考試的水平及採用新的考試形式。

考生人數

在2006/07年度，地產代理資格考試的應考人數較上年度減少約14%，而營業員資格考試的應考人數亦較上年度減少約60%，營業員資格考試應考人數大幅減少的原因或是與2006年7月起提高營業員資格考試深度及已於2006年3月取消電腦化資格考試有關。

報考地產代理資格考試的總人數為3,016人，而報考營業員資格考試的總人數則為3,446人。地產代理資格考試的實際應考總人數為2,829人，營業員資格考試的應考總人數則為3,250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68%考生是首次應考營業員資格考試；約51%考生是首次應考地產代理資格考試。

QUALIFYING EXAMINATIONS

The Hong Kong Examinations and Assessment Authority continued to administer the qualifying examinations for EAA. The Estate Agents Qualifying Examination and the Salespersons Qualifying Examination were each held three times during 2006/07. The average pass rate for the Estate Agents Qualifying Examination was 26.8 per cent. The average pass rate for the Salespersons Qualifying Examination was 42.4 per cent.

New format

In July 2006, EAA brought in a new format for and raised the standard of the Salespersons Qualifying Examination. The new Salespersons Qualifying Examination contains two sections – one consisting of case studies and the other of stand-alone questions. Candidates are required to pass both sections in order to pass the examination. The duration of the examination was increased from 75 minutes to two and a half hours.

EAA has already adopted a new format for and raised the standard of the Estate Agents Qualifying Examination from July 2005 onwards.

Number of candidates

The number of candidates sitting the Estate Agents Qualifying Examination in 2006/07 decreased by about 14 per cent compared to the previous year. The number of candidates sitting the Salespersons Qualifying Examination decreased by 60 per cent compared to the previous year. The significant reduction in the number of candidates sitting the Salespersons Qualifying Examination might be attributable to the increase in the standard of the examination from July 2006 onwards, and the abolition of the computer-based qualifying examination in March 2006.

A total of 3,016 candidates registered for the Estate Agents Qualifying Examination and a total of 3,446 candidates registered for the Salespersons Qualifying Examination. A total of 2,829 candidates sat the Estate Agents Qualifying Examination and a total of 3,250 candidates sat the Salespersons Qualifying Examination.

Candidates included students and people from a range of occupational backgrounds, including property management, construction and surveying, banking, accounting, retail and wholesale. About 68 per cent of candidates were sitting the Salespersons Qualifying Examination for the first time and some 51 per cent of candidates were sitting the Estate Agents Qualifying Examination for the first time.

考試內容 SYLLABI OF QUALIFYING EXAMINATIONS

地產代理和營業員資格考試內容綱要如下：
The syllabi of the qualifying examinations are as follows:

課題 Topics	地產代理資格考試 Estate Agents Qualifying Examination	營業員資格考試 Salespersons Qualifying Examination
1. 簡介香港地產代理業 Introduction to the real estate agency industry in Hong Kong	✓	✓
2. 《地產代理條例》及地產代理實務 Estate Agents Ordinance and estate agency practice	✓	✓
3. 規管地產代理實務和物業轉易程序的法例 Laws governing estate agency practice and conveyancing procedures	✓	✓
4. 土地註冊制度、查冊及與物業有關的資料系統的介紹 Introduction to land registration, land search and property-related information systems	✓	✓
5. 簡介與建築物有關的知識、物業分類及物業管理 Introduction to building-related knowledge, property classification and property management	✓	✓
6. 物業估價的原則和實務 Principles and practice of property valuation	✓	—
7. 批租和租務事宜 Leasing and tenancy matters	✓	✓
8. 有效管理地產代理業務及監督營業員，確保符合規定 Effective agency management and supervision of salespersons to ensure compliance	✓	—

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	2,829	26.80%
營業員資格考試 Salespersons Qualifying Examinations	3,250	42.40%

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

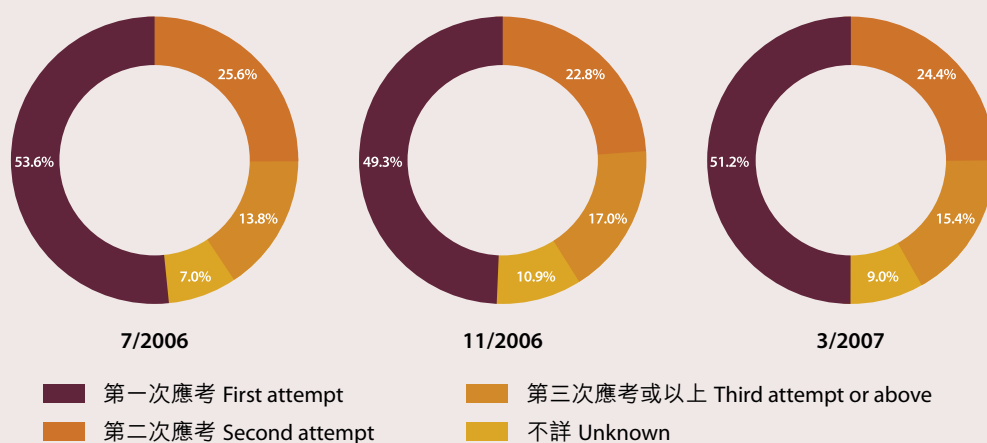
地產代理業 Estate agency trade	30.5%	文書工作 Clerical	1.8%
銀行/會計/金融投資 Banking/accounting/investment	9.0%	無業 Unemployed	1.6%
物業管理 Property management	8.4%	酒店/飲食 Hotel/catering	1.5%
零售及批發 Retail/wholesale business	8.1%	資訊科技 Information technology	1.4%
建築/測量 Construction/surveying	5.8%	旅遊 Tourism	1.1%
學生 Students	3.7%	銷售及推廣 Sales & marketing	0.6%
教育/社會服務 Education/social service	3.2%	其他 Others	9.1%
保險 Insurance	2.7%	沒有提供資料 Unknown	9.6%
法律 Legal	2.0%		

營業員資格考試 SALESPERSONS QUALIFYING EXAMINATIONS

零售及批發 Retail/wholesale business	16.9%	文書工作 Clerical	2.4%
物業管理 Property management	15.1%	旅遊 Tourism	1.4%
學生 Students	9.5%	無業 Unemployed	1.4%
酒店/飲食 Hotel/catering	7.1%	資訊科技 Information technology	1.3%
銀行/會計/金融投資 Banking/accounting/investment	6.5%	銷售及推廣 Sales & marketing	1.2%
建築/測量 Construction/surveying	3.8%	法律 Legal	0.4%
見習營業員 Salesperson-trainee	3.6%	其他 Others	11.6%
保險 Insurance	3.5%	沒有提供資料 Unknown	11.9%
教育/社會服務 Education/social service	2.6%		

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

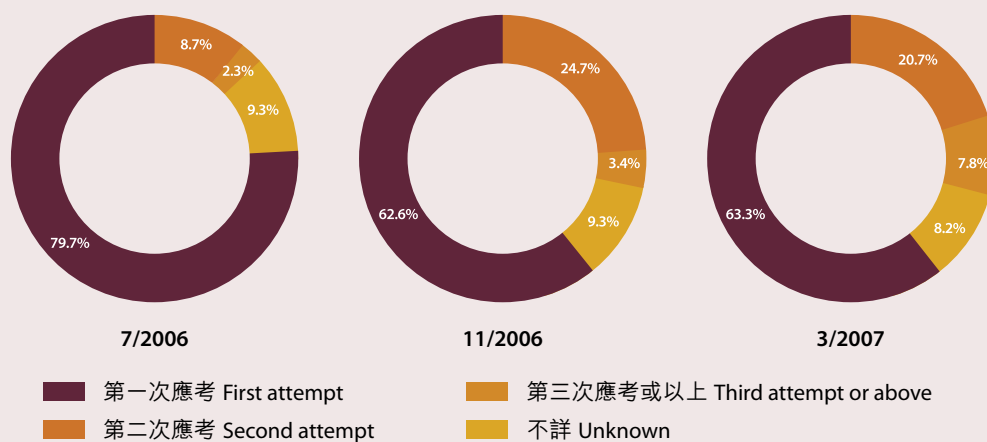
地產代理資格考試 ESTATE AGENTS QUALIFYING EXAMINATIONS



平均51%報考地產代理資格考試的考生是第一次應考。
About 51 per cent of the candidates registered for the Estate Agents Qualifying Examination were on their first attempt.

資料來源：報名表
Source of information: Entry Form

營業員資格考試 SALESPERSONS QUALIFYING EXAMINATIONS



平均68%報考地產代理資格考試的考生是第一次應考。
About 68 per cent of the candidates registered for the Estate Agents Qualifying Examination were on their first attempt.

資料來源：報名表
Source of information: Entry Form

發牌事宜

在2007年3月底，牌照及營業詳情說明書的總數為26,304，其中21,041個為個人牌照（較上年度減少3.4%），另外3,896個為營業詳情說明書（較上年度增加4.7%）。本年度共有2,151人加入地產代理行業，較上年度減少55%。兩項資格考試的深度增加以後，合格人數減少，新入職人士亦因而減少。

營業員與地產代理的比例

在2007年3月底，營業員與地產代理的比例是1.16:1，去年同期的比例則為1.31:1。

年齡分布

在2007年3月底，持牌人的平均年齡為39.1歲，較去年同期（37.3歲）為高。年齡在21歲與30歲之間的營業員佔35.3%，而年齡在41至50歲之間的地產代理則佔41.2%。

教育水平

在2007年3月底，20.4%的持牌人擁有大專或以上學歷。約12.4%的持牌人的學歷低於中五程度。這些持牌人都是在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的業務規模仍小。在2007年3月底，92%的地產代理商號只經營一間店舖，而在香港經營五所分店以上的地產代理商號不足1%。

LICENSING

At the end of March 2007, there were a total of 26,304 licences and statements of particulars of business (SPOBs). Some 21,041 were individual licences (a decrease of 3.4 per cent compared to the figure for the previous year) and 3,896 were SPOBs (an increase of 4.7 per cent compared to the figure for the previous year). A total of 2,151 fresh entrants joined the trade during the year (a decrease of 55 per cent compared to the previous year), as fewer people passed the two qualifying examinations following the enhancement of the level of the examinations.

Ratio of salespersons to estate agents

The ratio of salespersons to estate agents was 1.16:1 at the end of March 2007, compared to the previous year's ratio of 1.31:1.

Age distribution

At the end of March 2007, the average age of licensees was 39.1 years. This was slightly higher than the average age for the previous year (37.3 years). The percentage of salespersons aged between 21 and 30 was 35.3 per cent, while 41.2 per cent of estate agents were aged between 41 and 50.

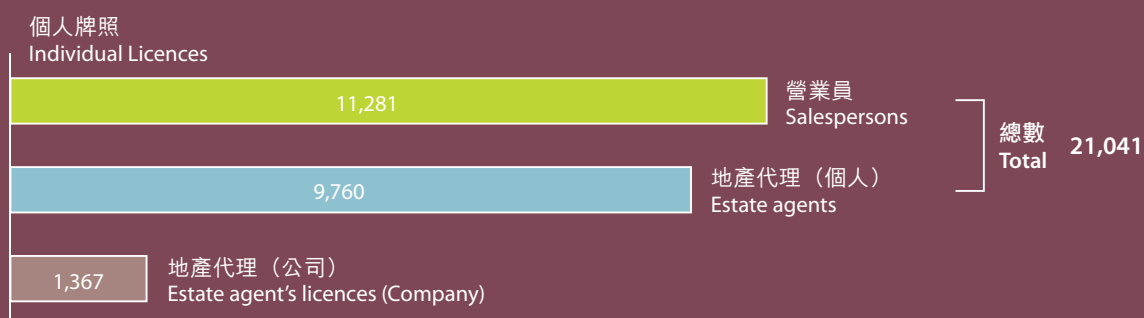
Educational attainment

At the end of March 2007, 20.4 per cent of licensees had an education level of tertiary or above. Those with an education level below Form Five standard accounted for 12.4 per cent of licensees. These individuals qualified for licences because of exemption measures introduced during the three-year transition period from 1999 to 2001.

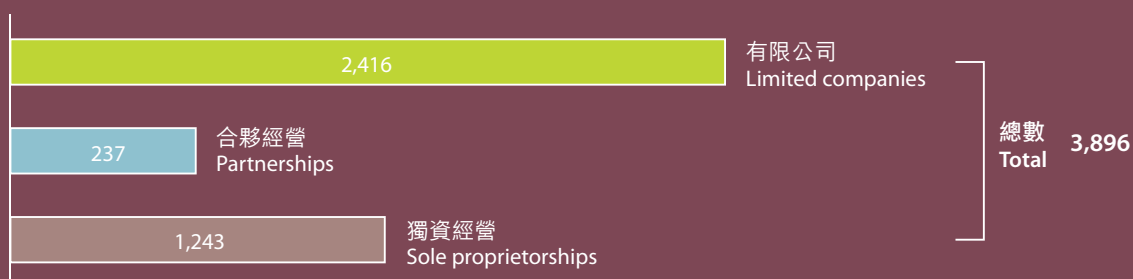
Size of operations

Most estate agency operations remain small in scale. At the end of March 2007, 92 per cent of agencies were operating as single-shop businesses, and less than one per cent of agencies were operating five or more branches in Hong Kong.

牌照數目（以2007年3月31日計算）
NUMBER OF LICENCES (as at 31/3/2007)



營業詳情說明書數目（以2007年3月31日計算）
NUMBER OF STATEMENTS OF PARTICULARS OF BUSINESS (as at 31/3/2007)



牌照及營業詳情說明書數目比較 (2003 - 2007)

COMPARISON OF NUMBER OF LICENCES AND STATEMENTS OF PARTICULARS OF BUSINESS (SPOBs) (2003 - 2007)

	31/3/2003	31/3/2004	31/3/2005	31/3/2006	31/3/2007
營業員 Salespersons	6,070	7,073	10,026	12,365	11,281
地產代理 Estate agents	8,787	8,649	8,930	9,424	9,760
有限公司 Limited companies	919	961	1,061	1,208	1,367
營業詳情說明書 SPOBs	2,750	2,853	3,263	3,722	3,896

持牌人學歷 (以2007年3月31日計算)

EDUCATIONAL LEVEL OF LICENSEES (as at 31/3/2007)

	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	18.1%	53.6%	28.3%
營業員 Salespersons	7.5%	78.9%	13.6%
整體 Overall	12.4%	67.2%	20.4%

持牌人年齡 (以2007年3月31日計算)

AGE OF LICENSEES (as at 31/3/2007)

年齡 Age	<21	21 - 30	31 - 40	41 - 50	51 - 60	>60
地產代理 Estate agents	0.0%	7.0%	32.2%	41.2%	16.5%	3.1%
營業員 Salespersons	3.2%	35.3%	31.7%	23.7%	5.5%	0.6%
整體 Overall	1.7%	22.2%	31.9%	31.8%	10.6%	1.8%

持牌代理商號的規模（以2007年3月31日計算）

SIZE OF OPERATION OF ESTATE AGENCY BUSINESS (as at 31/3/2007)

商舖數目 Number of shops	1	2	3	4	5 - 10	11 - 20	21 - 30	>30
有限公司 Limited companies	1,231	74	26	10	16	6	0	4
合夥經營 Partnerships	207	12	2	0	0	0	0	0
獨資經營 Sole proprietorships	1,060	69	10	2	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	87.3%	12.7%
營業員 Salespersons	94.7%	5.3%
整體 Overall	91.1%	8.9%

新入職人數

NUMBER OF NEW ENTRANTS

	2003 - 2004	2004 - 2005	2005 - 2006	2006 - 2007
地產代理 Estate agents	252	383	507	426
營業員 Salespersons	1,723	3,554	4,274	1,725
總數 Total	1,975	3,937	4,781	2,151