

# 5.1

## 工作報告：考試與發牌

## The year in review : Examination and licensing

### 資格考試

2007/08 年度，地產代理資格考試及營業員資格考試各舉行四次。考試的目的是為了確保新入職人士掌握從事地產代理所需要的知識和技巧。香港考試及評核局為監管局舉辦資格考試。

### 考生人數

由 2008 年起，營業員資格考試次數由每年四次增加至六次。另外，由 2007 年 9 月開始，監管局調低營業員資格考試費用 20% 至 400 元。

監管局推出以上措施，加上房地產市道興旺，令 2007/08 年度地產代理資格考試和營業員資格考試的應考人數分別較上年度增加 11% (3,133) 和 40% (4,564)。

地產代理資格考試和營業員資格考試的平均合格率分別是 40% 和 43%。2006/07 年度的平均合格率則分別是 27% 和 42%。合格率上升反映出更多考生為了通過考試而更用心準備。

### Qualifying examinations

The Estate Agents Qualifying Examination (EAQE) and the Salespersons Qualifying Examination (SQE), the purpose of both is to ensure newcomers to the estate agency trade possess the necessary knowledge and skills to cope with the demands of the job, were each held four times during 2007/08. The qualifying examinations were administered by the Hong Kong Examinations and Assessment Authority on behalf of the EAA.

### Number of candidates

The frequency of the SQE was increased from four to six times a year starting in 2008, and the SQE examination fee was reduced by 20% to \$400 from September 2007 onwards.

These measures, together with the property market boom, led to an increase in the number of EAQE and SQE candidates in 2007/08, up 11% to 3,133 and 40% to 4,564 respectively.

The average pass rates for the EAQE and SQE were 40% and 43% respectively, as against 27% and 42% in 2006/07. The rise in the pass rates reflected that more candidates had stepped up their preparation for the qualifying examinations.



本年度，監管局共舉行了八次資格考試。

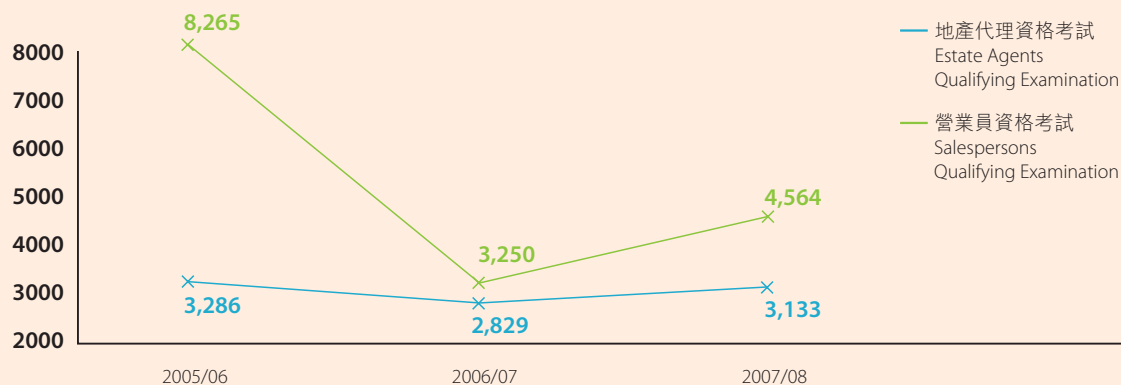
A total of eight qualifying examinations were held in the year.

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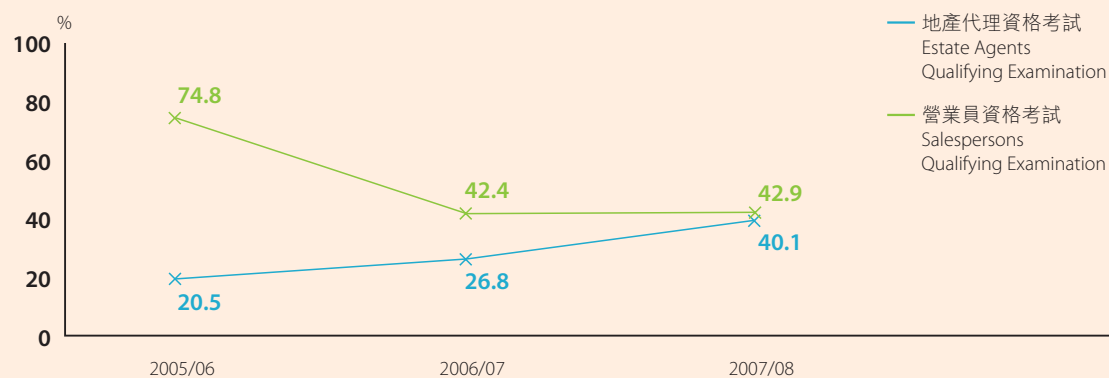
## 考生人數

## Number of candidates



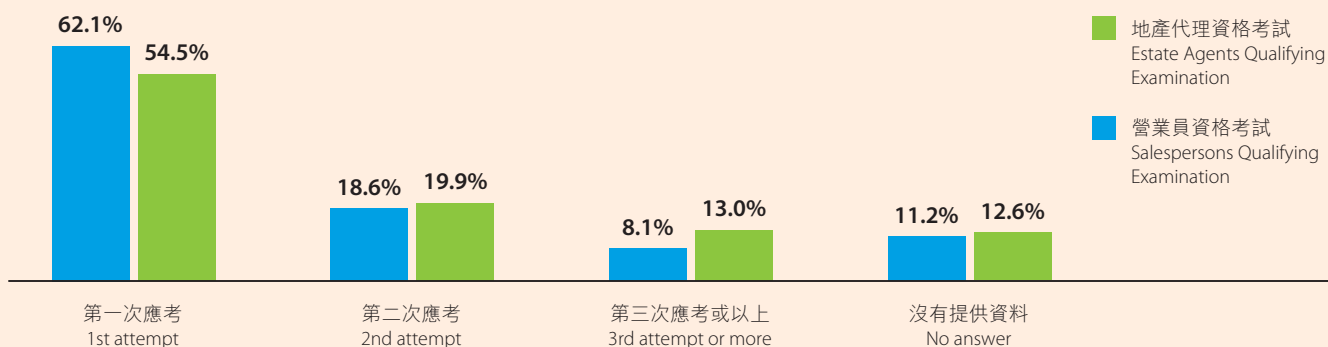
## 合格率

## Pass rate



## 考生參加考試的次數 (2007/08 年度)

## Number of attempts at examinations (2007/08)



資料來源：資格考試報名表

Source of information: qualifying examination entry forms

## 工作報告：考試與發牌

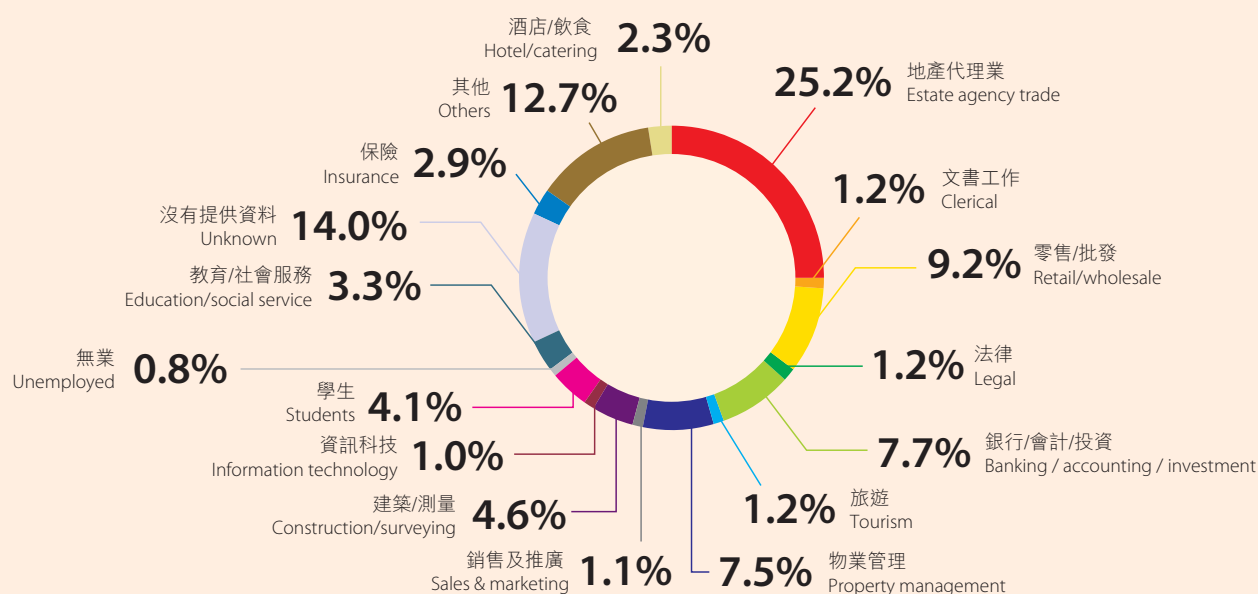
## The year in review : Examination and licensing

## 報考資格考試考生的職業背景

## Occupational background of candidates registered for the qualifying examinations

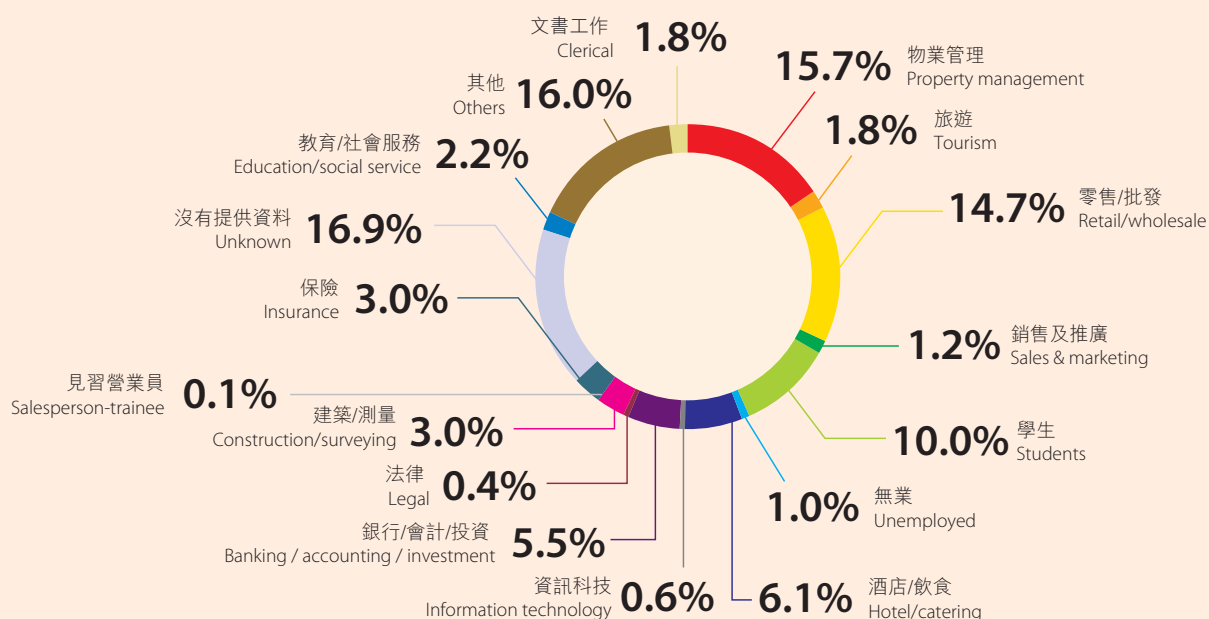
## 地產代理資格考試 (2007/08 年度)

## Estate Agents Qualifying Examination (2007/08)



## 營業員資格考試 (2007/08 年度)

## Salespersons Qualifying Examination (2007/08)



資料來源：資格考試報名表

Source of information: qualifying examination entry forms

## 工作報告：考試與發牌

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## 發牌事宜

任何人士如要申領地產代理或營業員牌照，必須完成中五或同等程度的教育，年滿十八歲，在有關資格考試中考獲合格成績，並符合「適當人選」的標準。

在2008年3月31日，個人和公司牌照的數目是監管局成立以來的新高，相信和房地產市道興旺有關。個人牌照總數是22,088，較上年度同期增加5%，而公司牌照總數是1,538，較上年度同期增加13%。

營業詳情說明書總數則為4,086，較上年度同期增加5%。

另外，本年度共有2,453人加入地產代理行業，較上年度增加14%。

22,088名個人持牌人當中，11,717名為營業員，10,371名為地產代理。換言之，營業員和地產代理的比例為1.13:1（去年的比例為1.16:1）。

## 年齡分布

2008年3月31日，持牌人的平均年齡為39.0歲，較去年同期（39.1歲）略低。年齡在21歲與30歲之間的營業員佔34%，而年齡在41至50歲之間的地產代理則佔42%。

## 教育水平

2008年3月底，24%的持牌人擁有大專或以上學歷。約8%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。2008年3月底，91%的地產代理商號只經營一間店舖，而在香港經營五所分店或以上的地產代理商號只佔1%。

## Licensing

To obtain an estate agent's or salesperson's licence, the applicant must have completed an educational level of Form 5 or its equivalent, reached a minimum age of 18, passed the qualifying examination and be considered "fit and proper" to hold a licence.

As at 31 March 2008, the numbers of both individual and company licences were at an all-time high, probably thanks to the property market boom. There were 22,088 individual licences and 1,538 company licences, an increase of 5% and 13% respectively over 31 March 2007.

The number of SPOBs stood at 4,086, up 5%.

Meanwhile, 2,453 new entrants joined the trade during the year, an increase of 14% compared to the previous year.

Among the 22,088 individual licensees, 11,717 were salespersons and 10,371 estate agents. In other words, the ratio of salespersons to estate agents was 1.13:1, compared to the previous year's 1.16:1.

## Age distribution

As of 31 March 2008, the average age of licensees was 39.0 years, slightly lower than that of the previous year (39.1 years); 34% of salespersons were aged between 21 and 30, while 42% of estate agents were aged between 41 and 50.

## Educational attainment

At the end of March 2008, 24% of licensees had an education level of tertiary or above. Those with an education level below Form Five accounted for 8%. These individuals were qualified for licences because of exemption measures introduced during the three-year transition period from 1999 to 2001.

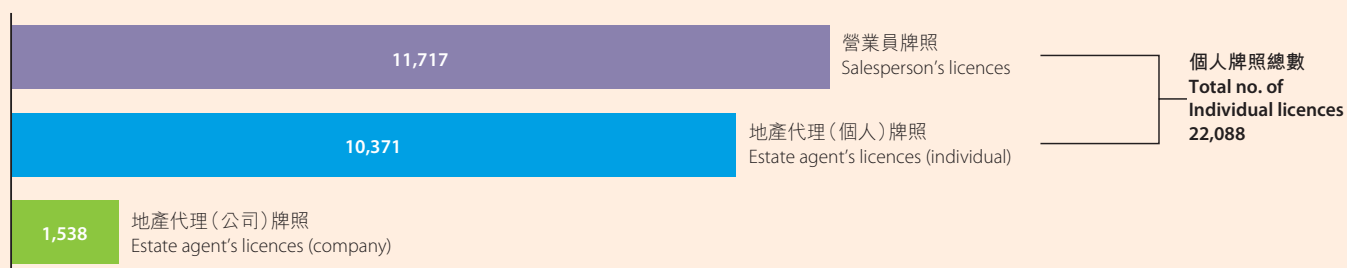
## Size of operations

Most estate agency operations remain small in scale. At the end of March 2008, 91% of agencies operated as single-shop businesses. Agencies that operated five or more branches in Hong Kong made up only 1% of all agencies.

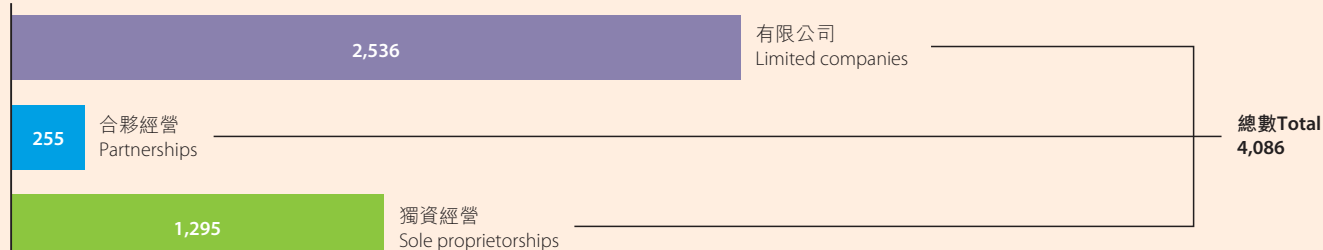
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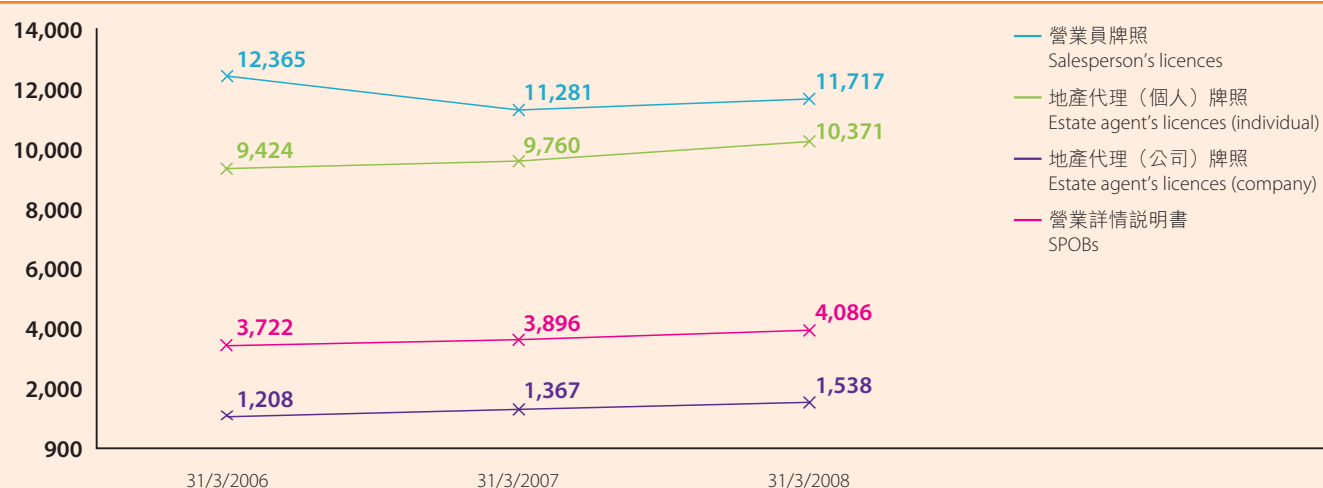
牌照數目 (於2008年3月31日計算)  
Number of licences (as at 31/3/2008)



營業詳情說明書數目 (於2008年3月31日計算)  
Number of SPOBs (as at 31/3/2008)



牌照及營業詳情說明書數目  
Number of licences and SPOBs

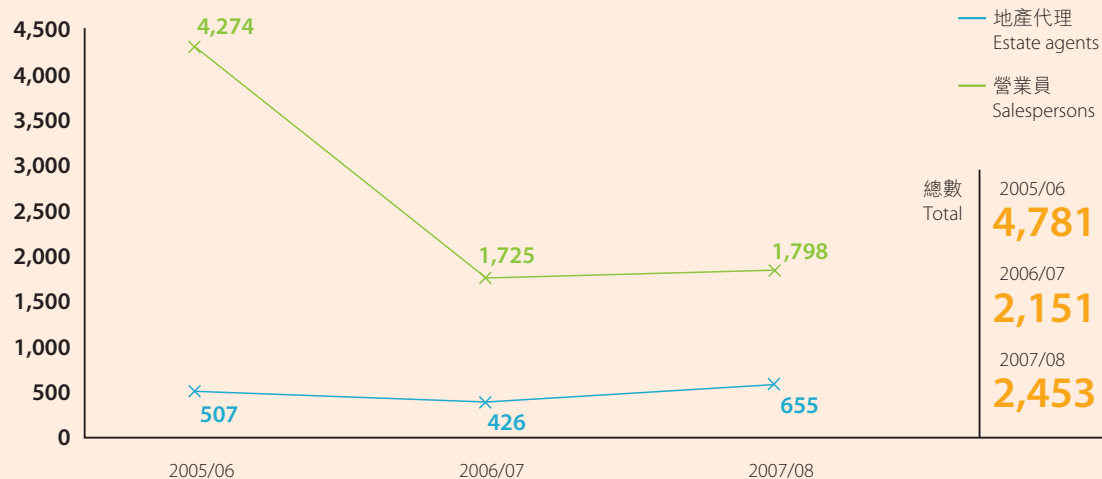


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## 新入職人數

## Number of new entrants



## 代理商號的規模 (於 2008 年 3 月 31 日計算)

## Size of operation of estate agency businesses (as at 31/3/2008)

商舖數目 Number of shops	1	2	3	4	5-10	11-20	21-30	>30
有限公司 Limited companies	1,383	89	28	9	19	4	2	4
合夥經營 Partnerships	222	12	3	0	0	0	0	0
獨資經營 Sole proprietorships	1,107	66	12	2	2	0	0	0



在 2008 年 3 月 31 日，個人和公司牌照的數目是監管局成立以來的新高。

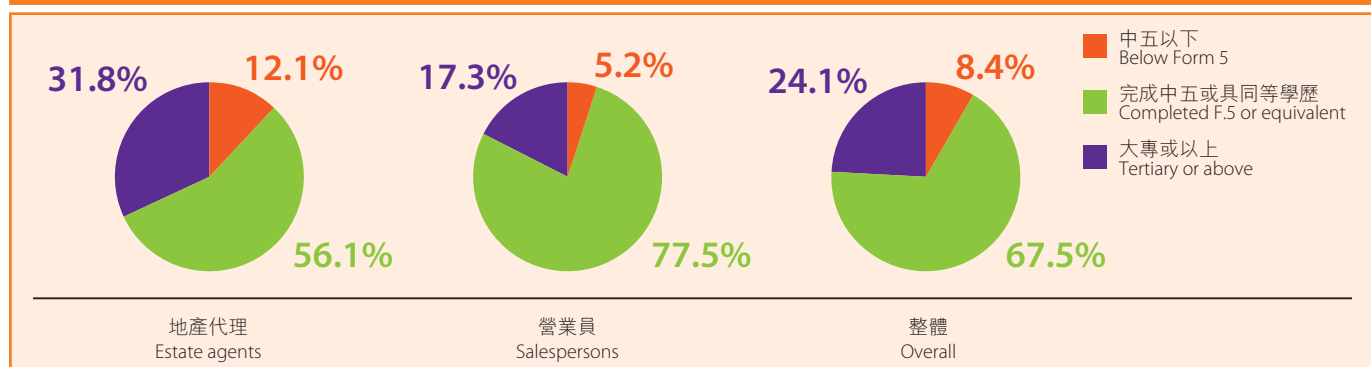
As at 31 March 2008, the number of both individual and company licences was at an all-time high.



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### 持牌人學歷 (於 2008 年 3 月 31 日計算) Educational level of licensees (as at 31/3/2008)



### 持牌人年齡 (於 2008 年 3 月 31 日計算) Age of licensees (as at 31/3/2008)

年齡 Age	<21	21-30	31-40	41-50	51-60	> 60
地產代理 Estate agents	0.1%	7.5%	30.3%	41.6%	17.1%	3.4%
營業員 Salespersons	2.9%	34.4%	31.0%	25.2%	6.0%	0.5%
整體 Overall	1.6%	21.7%	30.7%	32.9%	11.2%	1.9%

### 溝通語言 Choice of language in communication

