



工作報告：

對外事務與公眾教育

The year in review：

External relations and community education

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監管局明白，與地產代理業界及公眾人士緊密聯繫，有助監管局暢順運作，令政策得以有效實施。本年度，監管局與地產代理業界保持緊密的接觸，同時積極透過消費者教育，讓市民了解地產代理業的規管制度和地產代理的職責。



監管局在港鐵車站張貼宣傳海報，鼓勵消費者與地產代理簽署地產代理協議。
The EAA puts up posters at MTR stations encouraging consumers to sign estate agency agreements with estate agents.

與業界聯繫

2008/09年度，監管局多次與地產代理業界商會舉行會議，藉此向業界闡釋監管局的最新措施，同時提醒他們關注常見的違規行為。監管局亦通過這些會議，與商會代表就如何促進行業專業發展交流意見。

鑑於金融海嘯的衝擊，部分業界商會提出了一些建議，幫助樓市復甦。在監管局的安排下，商會在2008年底和2009年初與香港金融管理局、銀行代表、香港按揭證券有限公司和運輸及房屋局會面，交流意見。



監管局安排業界商會與香港按揭證券有限公司會面。
Trade associations have discussions with the Hong Kong Mortgage Corporation Limited in a meeting arranged by the EAA.

The EAA considers it vital to engage closely with the trade and members of the public to facilitate the smooth operation and effective implementation of policies. During the year, it kept in close contact with trade members and proactively educated consumers on its regulatory regime and the duties of estate agents.

Liaison with the trade

In 2008/09, the EAA held a number of meetings with trade associations with a view to updating the trade on the EAA's new initiatives and alerting them to recent non-compliance issues of practitioners. The meetings also served as a platform for the EAA and the trade to exchange views on how to foster professional development of the sector.

In view of the financial crisis, some trade associations proposed a handful of measures to revive the property market. With the assistance of the EAA, the associations held fruitful discussions with the Hong Kong Monetary Authority, bank representatives, the Hong Kong Mortgage Corporation Limited and the Transport and Housing Bureau in late 2008 and early 2009.

公眾教育

監管局繼續利用多元化的途徑，加深公眾對監管局的工作和委託地產代理的權責的認識：

- ◆ **廣告宣傳：**本年度，監管局製作了一張宣傳海報，向地產代理商舖和業界商會派發。海報鼓勵消費者委託地產代理時，簽訂地產代理協議，並留意協議內的主要條款。

2009年3月中，監管局印製了另一張海報，張貼在49個港鐵車站。該海報利用超級市場購物車的設計，提醒大眾「買樓」不等於「買菜」，委託地產代理時，應與代理簽署地產代理協議和詳閱協議的條文，保障自己的利益。監管局同時於「商業一台」播放宣傳聲帶，提醒消費者向從業員索取土地查冊副本和物業資料。

- ◆ **向傳媒發放消息：**監管局透過發出新聞稿和舉行記者招待會，讓傳媒知悉監管局的最新動態和規管工作。

Community education

In a multi-faceted approach, the EAA continued to raise public awareness of its work, as well as of consumers' rights and responsibilities when appointing estate agents:

- ◆ **Consumer-advice advertising campaign.** During the year, a poster urging consumers to sign an estate agency agreement upon appointing an estate agent and to note the main clauses of the agreement was printed for distribution to estate agency shops and trade associations.

In mid March 2009, a poster featuring a supermarket trolley and asking the public not to treat home buying the same as grocery shopping was displayed at 49 MTR stations. It urged home-seekers to enter into an estate agency agreement and pay attention to its key terms. At the same time, snappy commercials were broadcast on Commercial Radio One to encourage consumers to obtain land search records and property information from practitioners.

- ◆ **Media updates.** The EAA issued press releases and held press briefings to keep the media abreast of its initiatives and regulatory work.



監管局透過傳媒，讓公眾知悉監管局的最新動向。
The EAA keeps the public informed of its initiatives through the media.

- ◆ **修訂刊物：**為配合地政總署預售樓花同意書方案中「實用面積」的統一定義，監管局和消費者委員會聯合出版了《一手住宅物業買家須知》和《置業須知》的修訂版。

本年度，監管局在各區民政事務處和17個私人屋苑的大堂擺放《置業須知》，供數以萬計的家庭取閱。《一手住宅物業買家須知》單張則於一手樓盤銷售處派發。

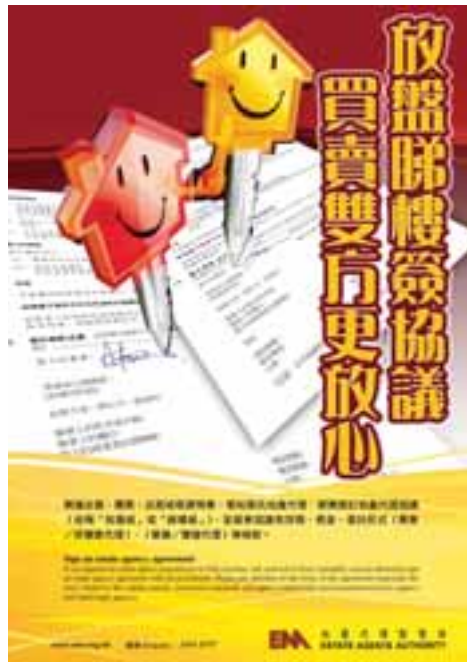
- ◆ **《專業天地》通訊：**本年度，監管局出版了三期《專業天地》通訊，讓持牌人和大眾了解監管局的規管措施、從業員的常見違規事宜，以及其他與地產代理執業相關的資訊。

- ◆ **資源中心及網站：**監管局資源中心在2008/09年度接待了805位訪客，並處理了2,321項查詢，當中大部分有關考試和牌照事宜。監管局網站則不時更新，提供最新資訊。



監管局在各區民政事務處擺放《置業須知》，供市民取閱。
The pamphlet *Guide to Purchasing Properties* is made available to the public at District Offices.

- ◆ **Updating publications.** In line with the implementation of the standardised definition of “saleable area” in the sale of uncompleted residential units under the Lands Department Consent Scheme, the publications *Notes to Purchasers of First-hand Residential Properties* and *Guide to Purchasing Properties* were updated and published jointly with the Consumer Council.



鼓勵消費者與地產代理簽訂地產代理協議的宣傳海報
Poster to encourage consumers to sign an estate agency agreement with their estate agent

During the year, the informative *Guide to Purchasing Properties* was made available at District Offices and in the lobbies of 17 private housing estates, reaching tens of thousands of households. The leaflet *Notes to Purchasers of First-hand Residential Properties* was distributed at first-sale sites to prospective buyers.

- ◆ **Horizons.** Three issues of the EAA newsletter *Horizons* were published during the year to inform licensees and the public of the EAA's regulatory efforts, practitioners' common types of malpractice and other information relevant to estate agency practice.

- ◆ **Resource Centre and website.** The EAA Resource Centre received 805 visitors and handled 2,321 enquiries in the year 2008/09, with most enquiries concerning licensing and examination matters. The EAA website was updated throughout the year.