



工作報告：

考試與發牌

The year in review：

Examination and licensing

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資格考試

2008/09年度，監管局舉行了四次地產代理資格考試及六次營業員資格考試。資格考試旨在確保新入職從業員具備執業時所需的知識和技巧。

方便考生的新措施

由2008年10月份的資格考試開始，監管局於考試後約12個工作天，在監管局網頁上公布考試成績。同時，為監管局舉辦資格考試的香港考試及評核局亦會把成績通知單郵寄予各考生。

此外，從2008年12月份的考試開始，考生可於任何一間7-11便利店繳付考試費用，便利考生。

考生人數

本年度，地產代理資格考試及營業員資格考試的考生人數分別為3,725和5,994，較2007/08年度增加了19%和31%。營業員資格考試的應考人數上升，可能是由於從2008年起，該考試的次數由每年四次增加至六次。

Qualifying examinations

The Estate Agents Qualifying Examination (EAQE) and the Salespersons Qualifying Examination (SQE), whose purpose is to ensure newcomers to the estate agency trade possess the necessary knowledge and skills to cope with the demands of the job, were held four times and six times respectively during the year under review.

New measures to provide greater convenience to candidates

Effective from the October 2008 examinations, the examination results are released on the EAA website approximately 12 working days after the examination. The result slips are also mailed to the candidates by the Hong Kong Examinations and Assessment Authority, which administers the examinations on behalf of the EAA.

Starting from the December 2008 examinations, payment of examination fees can be made at 7-Eleven convenience stores, bringing great convenience to candidates.

Number of candidates

Compared to 2007/2008, the number of EAQE and SQE candidates increased by 19% and 31% to 3,725 and 5,994 respectively. The growth in the number of SQE candidates was probably due to the higher frequency of the examination, which has, since 2008, gone up from four to six a year.

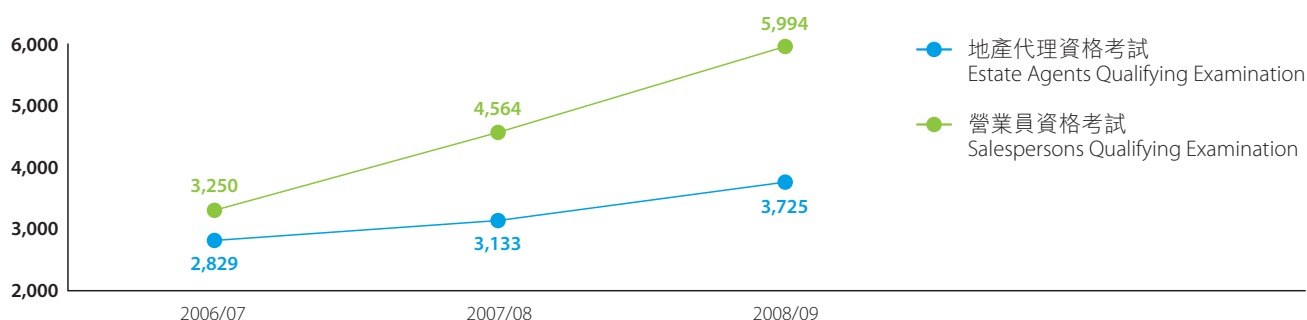


地產代理及營業員資格考試的考生人數較上年度分別增加了19%和31%。
The number of EAQE and SQE candidates increased by 19% and 31% respectively compared with the previous year.

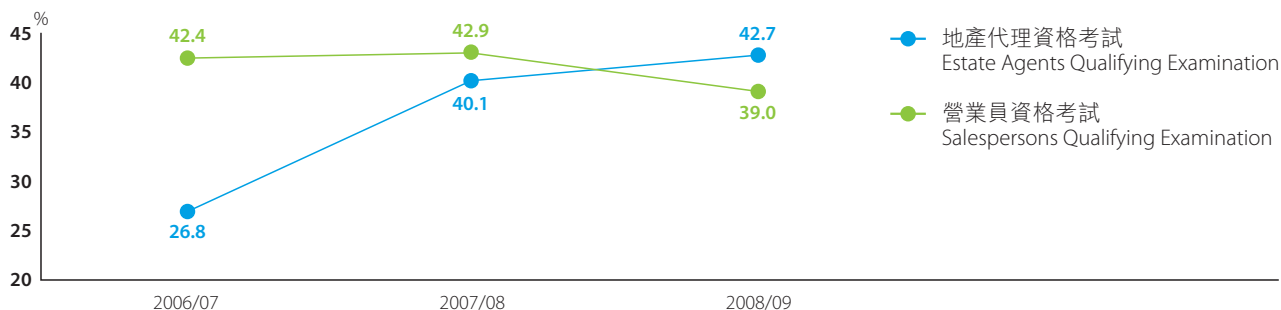
地產代理資格考試及營業員資格考試的平均合格率分別為43%和39% (2007/08年度的合格率分別是40%和43%)。

The average pass rates for the EAQE and SQE were 43% and 39% respectively, against 40% and 43% in 2007/08.

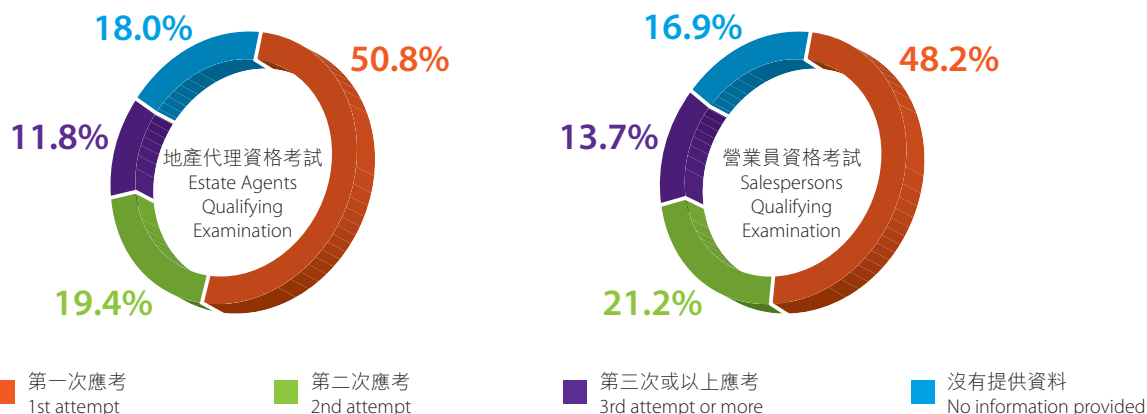
考生人數 Number of candidates



合格率 Pass rate



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

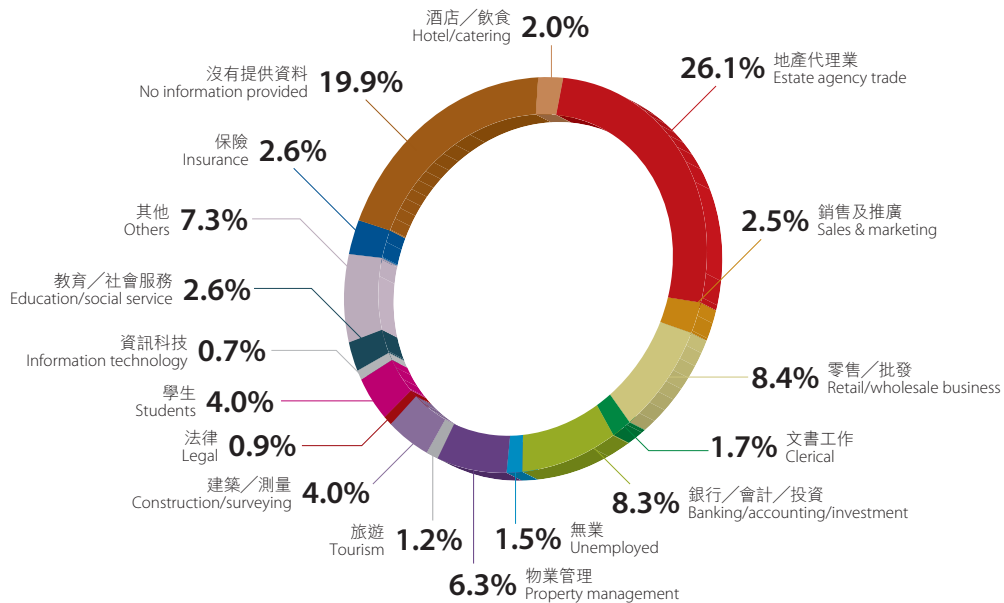


資料來源：資格考試報名表

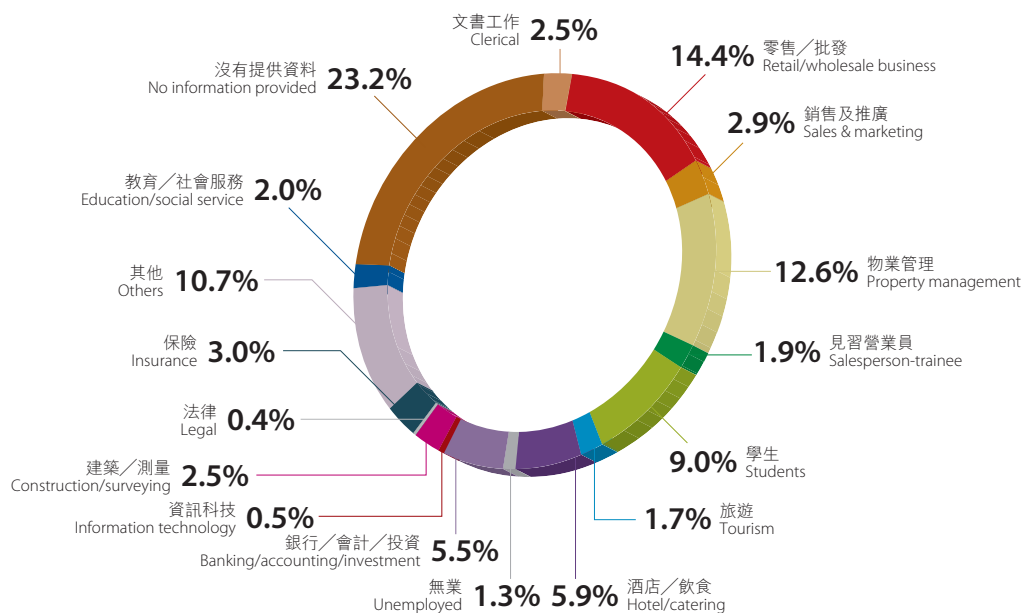
Source of information: qualifying examination entry forms

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 Examination



營業員資格考試 Salespersons Qualifying Examination



資料來源：資格考試報名表
 Source of information: qualifying examination entry forms

發牌事宜

全球金融海嘯衝擊本地經濟，監管局為了減輕業界的經濟負擔，在2008年11月通過一次過寬免牌照費用的建議。根據有關措施，持牌地產代理從業員和新批牌照人士於為期一年的寬免期內，可以獲得相等於半年牌費的寬免。

為推行該措施而擬訂的《2009年地產代理(發牌)(修訂)規例》，已於2009年2月27日刊憲。

2008年上半年樓市暢旺，個人牌照總數於2008年10月錄得新高。隨後，受到金融海嘯影響，有關數字向下調整。然而，在2009年3月31日，個人和公司牌照總數分別是22,579和1,673，較上年度同日分別增加2%和9%。營業詳情說明書¹的數目是4,183，較上年度增加2%。

22,579名持牌人當中，11,795人持有營業員牌照，10,784持有地產代理(個人)牌照。

本年度，共有2,431名人士新申領牌照，人數較上年度減少1%。

Licensing

In view of the global financial meltdown and the impact on the local economy, the EAA endorsed a proposal of a one-off fee concession scheme to provide financial relief to the trade in November 2008. Under the scheme, licensed estate agency practitioners and new licensees would be eligible for a concession equivalent to six months' fee during a one-year concession period.

The Estate Agents (Licensing) Amendment Regulation 2009, which seeks to give effect to the concession scheme, was gazetted on 27 February 2009.

Probably due to the property market boom in the first half of 2008, the number of individual licences scaled new heights in October 2008 before edging down in the following months as the financial crisis took its toll. Despite this, as at 31 March 2009, there were 22,579 individual licences and 1,673 company licences, an increase of 2% and 9% respectively over those of 31 March 2008. The number of SPOBs¹ stood at 4,183, up by 2%.

Among the 22,579 individual licensees, 11,795 were salespersons and 10,784 estate agents.

Meanwhile, the EAA granted 2,431 new licences in the year, a decrease of 1% compared to the previous year.



根據牌費寬免計劃，持牌地產代理從業員和新批牌照人士可以獲得高達六個月的牌費寬免金額。
Under the fee concession scheme, licensed estate agency practitioners and new licensees are eligible for a licence fee concession of up to six months.

¹ 地產代理須要為每個營業地點的每個營業名稱，申領營業詳情說明書。

¹ An estate agent must apply for an SPOB for each place of business under each business name.

教育水平及年齡分布

2009年3月31日，26%的持牌人具備大專或以上學歷。學歷程度低於中五的持牌人少於7%¹。

於2009年3月31日統計，持牌人的平均年齡為38.7歲，較上年度的39.0歲略低。

業務規模

大部分地產代理商號的業務規模仍小。2009年3月31日的統計數字顯示，92%的地產代理商號只經營一間店舖(上年度同期的數字為91%)，而擁有五間分行或以上的地產代理商號只佔1%。

Educational attainment and age distribution

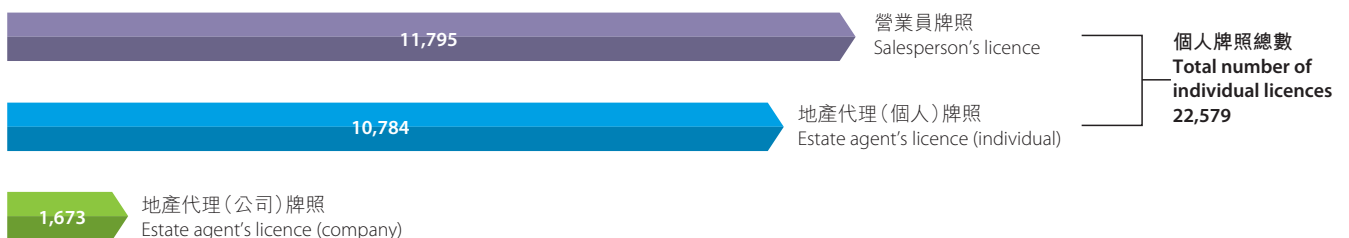
At the end of March 2009, 26% of licensees had an educational level of tertiary or above. Less than 7% had an education level below Form Five¹.

As of 31 March 2009, the average age of licensees was 38.7 years, slightly lower than that of the previous year (39.0 years).

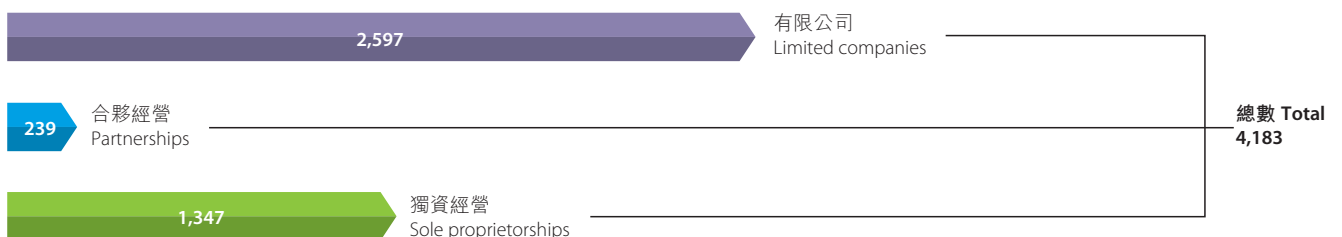
Size of operations

Most estate agency operations remained small in scale. At the end of March 2009, 92% of agencies, versus 91% as at the same period last year, operated as single-shop businesses and only 1% had five or more branches.

牌照數目 (於2009年3月31日計算) Number of licences (as at 31/3/2009)



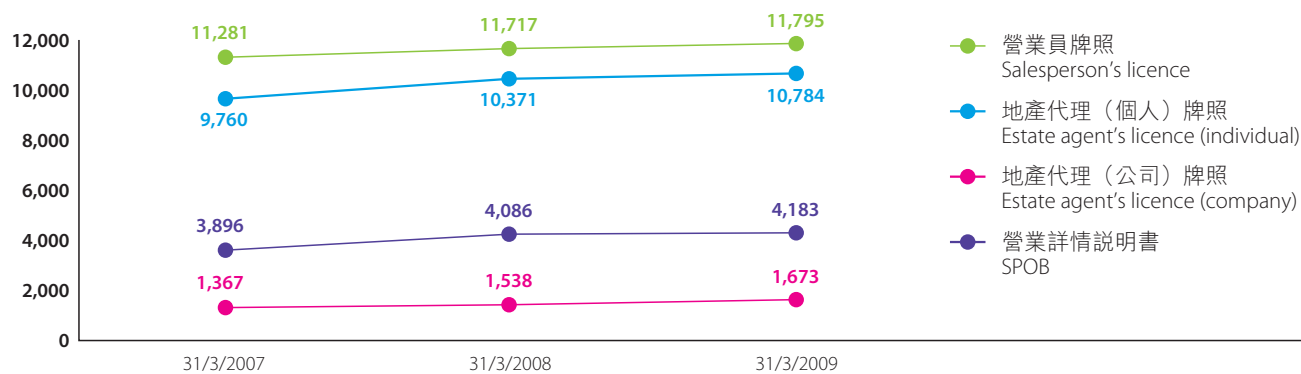
商號經營模式 (於2009年3月31日計算) Mode of operation of estate agency businesses (as at 31/3/2009)



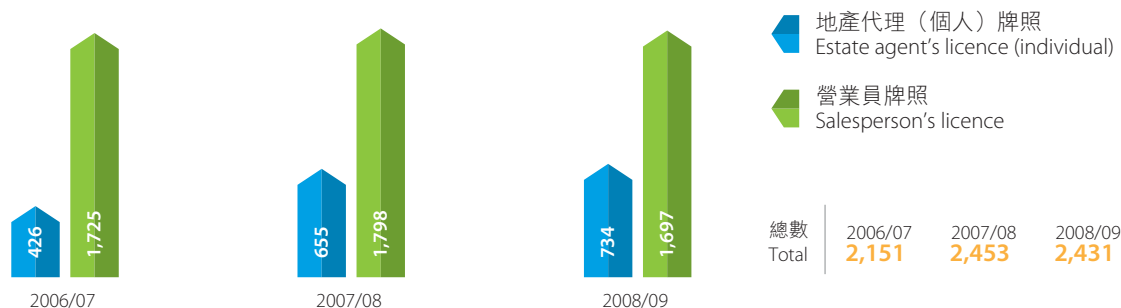
¹ 這些持牌人都是在1999至2001年的三年過渡期內實施豁免措施時獲發牌照的。

¹ These individuals qualified for licences because of the exemption measures introduced during the three-year transition period from 1999 to 2001.

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



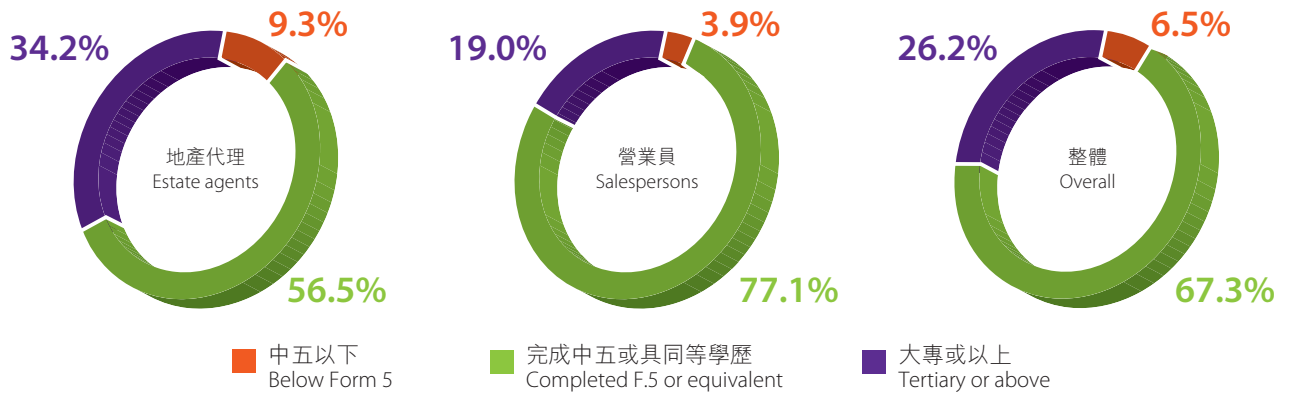
新申領牌照人士 Number of new licences granted



代理商號的規模 (於 2009 年 3 月 31 日計算) Size of operation of estate agency businesses (as at 31/3/2009)

商舖數目 Number of shops	1	2	3	4	5-10	11-20	21-30	>30
有限公司 Limited companies	1,515	96	25	12	20	2	2	4
合夥經營 Partnerships	211	9	2	1	0	0	0	0
獨資經營 Sole proprietorships	1,164	58	14	3	2	0	0	0

持牌人學歷 (於 2009 年 3 月 31 日計算) Educational level of licensees (as at 31/3/2009)



持牌人年齡 (於 2009 年 3 月 31 日計算) Age of licensees (as at 31/3/2009)

年齡 Age	< 21	21 – 30	31 – 40	41 – 50	51 – 60	> 60
地產代理 Estate agents	0.4%	9.3%	30.7%	40.5%	16.1%	3.0%
營業員 Salespersons	4.2%	33.4%	31.2%	24.8%	5.7%	0.7%
整體 Overall	2.3%	21.9%	31.0%	32.3%	10.7%	1.8%

選擇的語言 (於 2009 年 3 月 31 日計算) Choice of language in communication (as at 31/3/2009)

