嚴選出色人才　建立專業基礎

BUILDING THE PROFESSION'S FOUNDATION THROUGH A DEMANDING SELECTION PROCESS

作為把關者：資格考試及發牌
AS A GATEKEEPER: QUALIFYING EXAMINATION AND LICENSING

> “年內，持牌人數目創新高，新入行人士數目亦大幅增加。因此，監管局有效且負責任地履行把關者的職責尤顯重要，這樣可令公眾與業界共同得益。”
>
> — 牌照委員會主席廖玉玲女士

監管局十分重視把關者的角色，因為這是有效的監管機制的基礎。監管局務求透過舉辦資格考試及審批牌照申請，以確保只有達到一定水平的人，才能加入這個行業。

年內，持牌人數目創新高，新入行人士數目亦大幅增加。因此，監管局有效且負責任地履行把關者的職責尤顯重要。為評核申請者是否具備地產代理執業所需的專業知識，我們經驗豐富的資深員工編製了資格考試的試題。我們嚴格審批牌照申請，以確保符合法定要求。

監管局亦認為透過專業交流提升業界的競爭力非常重要。年內，監管局成功與內地的相關機構簽訂協議，落實內地與香港地產代理資格互認計劃的基本安排。

資格考試

地產代理資格考試及營業員資格考試旨在評估有志加入地產代理業的人士是否具備提供地產代理服務所需的專業知識。2010/11年度，地產代理資格考試及營業員資格考試分別舉行了4次和6次。香港考試及評核局代表監管局舉辦資格考試。

新入行人士必須先通過資格考試，確保他們乎合執業所需的專業水平。
New entrants must pass the qualifying examinations to ensure their professional competence.

> “The number of licence holders reached a new peak and new entrants to the trade increased significantly in the year. It is all the more important for the EAA to discharge its function of gatekeeping effectively and responsibly, thus benefiting the public and the trade as a whole.”
>
> – Ms Elaine Liu, Chairman of the Licensing Committee

The EAA takes the role of gatekeeping seriously as it is the foundation of an effective regulatory regime. Through organising qualifying examinations and vetting licence applications, the EAA seeks to ensure that only those who meet the required standards be allowed to practise in the trade.

The number of licensees reached a new peak and new entrants to the trade increased significantly in the year. Hence, it is all the more important for the EAA to execute the function of gatekeeping effectively and responsibly. Well-qualified and experienced staff, with the aim of testing candidates' professional knowledge required for estate agency practice, set the questions in the qualifying examinations. Licence applications were vetted carefully to ensure compliance with statutory requirements.

The EAA also considers it important to enhance the competence of the trade through professional exchanges. In the year, the EAA entered into an agreement with its counterpart in the Mainland to lay the foundation for the mutual recognition of professional qualifications of estate agents in Hong Kong and the Mainland.

Qualifying examinations

The Estate Agents Qualifying Examination (EAQE) and the Salespersons Qualifying Examination (SQE) aim to assess whether persons who wish to practise in the estate agency trade possess the requisite knowledge to provide estate agency services. The EAQE and SQE were held four times and six times respectively in 2010/11. The qualifying examinations were administered by the Hong Kong Examinations and Assessment Authority on behalf of the EAA.

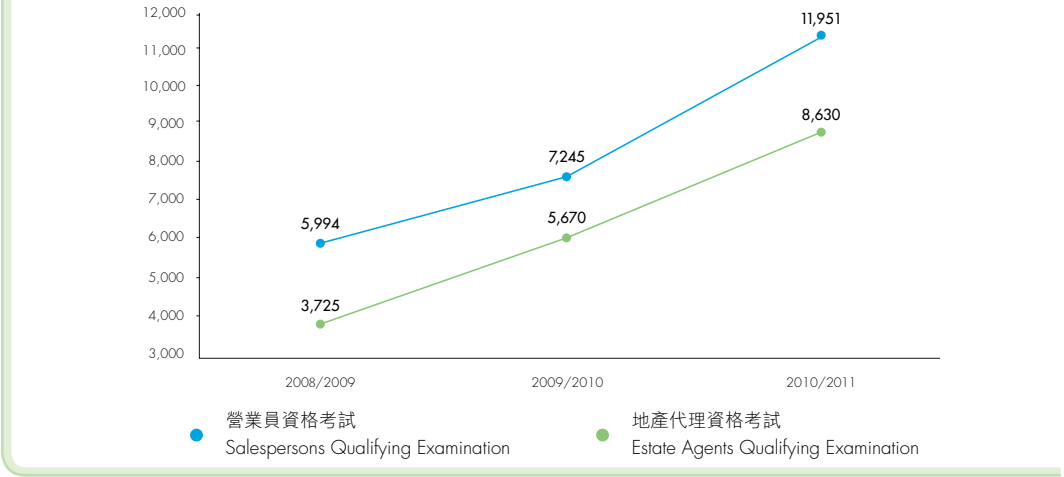
2010/11年度，報考地產代理資格考試及營業員資格考試的人數分別為9,221人及13,036人。

與2009/10年度相比，參加地產代理資格考試及營業員資格考試的人數分別大幅增加約52.2%及65%至8,630人及11,951人。

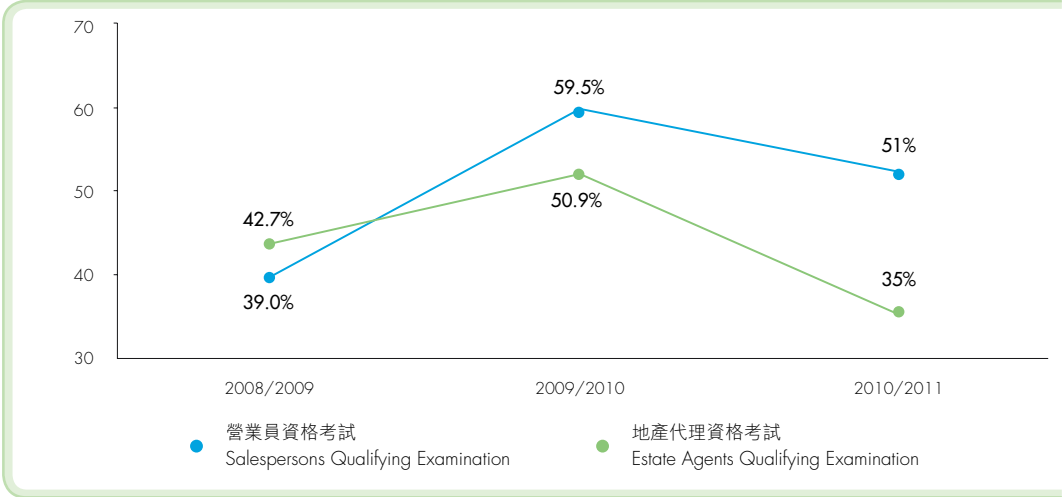
本年度地產代理資格考試及營業員資格考試的平均合格率分別為35%及51%，而2009/10年度的合格率則為50.9%及59.5%。

在資格考試的考生當中，有學生及各行各業的人士，包括物業管理、建築與測量、銀行、會計、零售及批發。首次參加資格考試的考生約有56%。

考生人數
Number of candidates



資格考試合格率
Pass rate of qualifying examinations



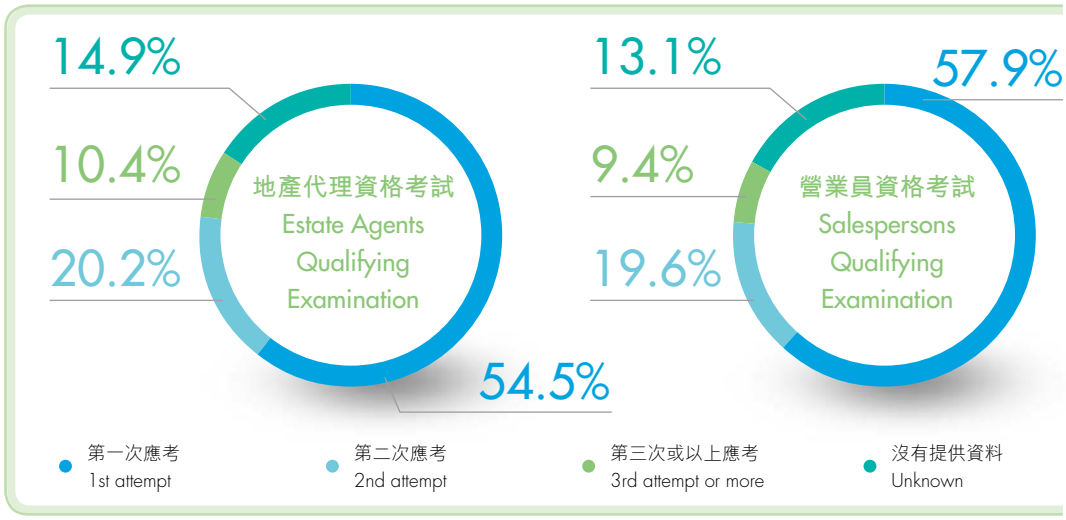
A total of 9,221 candidates registered for the EAQE and a total of 13,036 candidates registered for the SQE in 2010/11.

Compared to 2009/10, the number of candidates sitting the EAQE and SQE soared by about 52.2% and 65% to 8,630 and 11,951 respectively.

The average pass rates for the EAQE and SQE were 35% and 51% respectively, as against 50.9% and 59.5% in 2009/10.

Candidates included students and people from a wide range of occupational backgrounds, including property management, construction and surveying, banking, accounting, retail and wholesale business. About 56% of the candidates sat the examination for the first time.

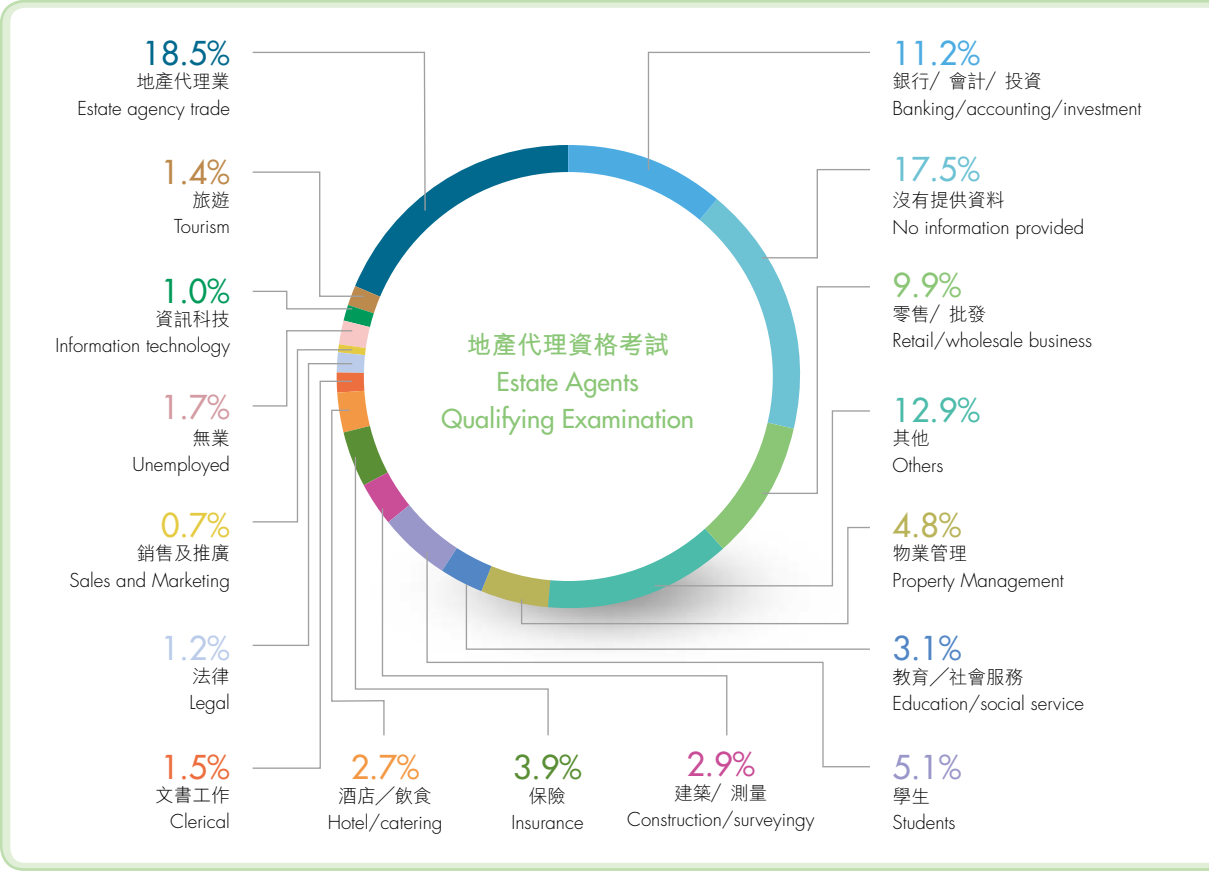
考生參加考試的次數
Number of attempts at examinations



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

年內，監管局批出的新申領個人牌照，較上年度增加58%。
During the year, the number of newly granted individual licences increased by 58%.

報考資格考試考生的職業背景
Occupational background of candidates registered for the qualifying examinations



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

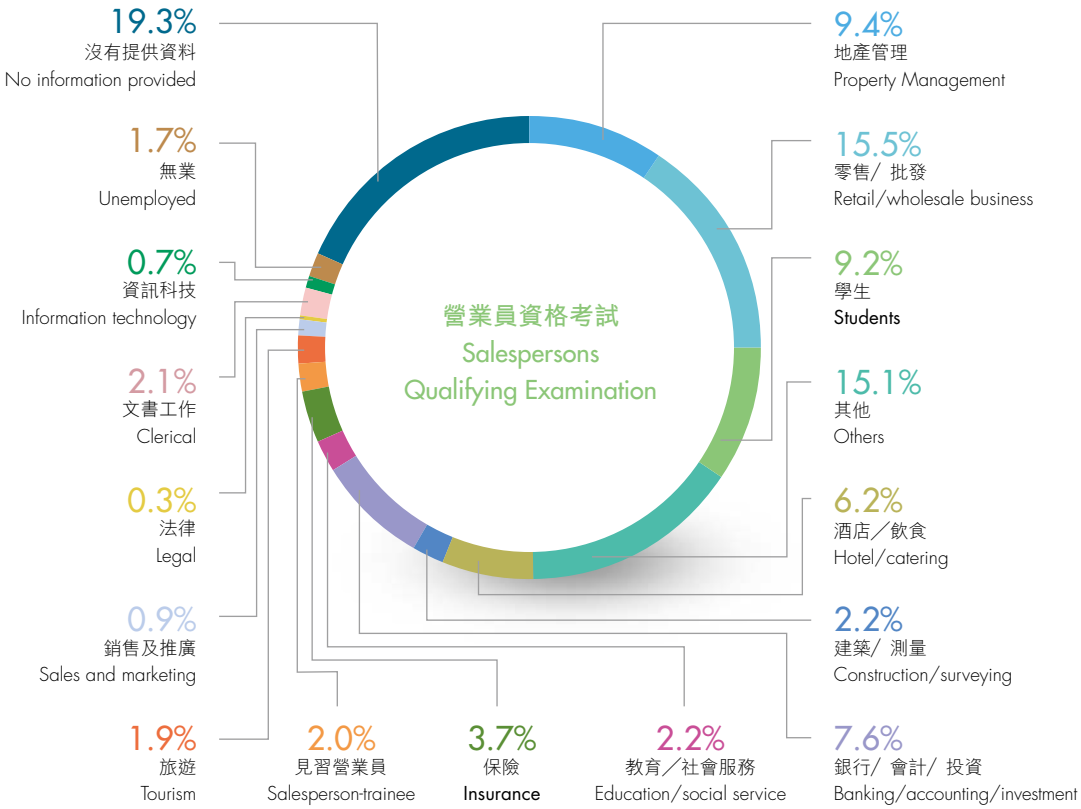
發牌

於2011年3月31日計算的個人牌照總數創出新高，達31,984個，較去年同期上升17%。公司牌照和營業詳情說明書數目亦創新高，分別是2,512和5,658個，較上年度分別增加25%和18%。

在31,984名持有個人牌照人士當中，17,629人持有營業員牌照，14,355持有地產代理（個人）牌照。

本年度，監管局共批出7,189個新申領的個人牌照，較上年度增加58%。

監管局審閱每一份牌照申請，以確保申請人符合法定條件。年內，監管局拒絕了100宗牌照申請，原因包括申請人未能符合學歷要求或並非持牌的「適當人選」。



Licensing

The number of individual licences as at the end of March 2011 grew by 17% over that of 31 March 2010 to a record high of 31,984. The number of company licences and statements of particulars of business (SPOBs) also reached new heights at 2,512 and 5,658 respectively, an increase of 25% and 18%.

Among the 31,984 individual licensees, 17,629 were holders of a salesperson's licence and 14,355 were holders of an estate agent's licence (individual).

During the year, the EAA granted 7,189 new individual licences, an increase of 58 % compared to that of the previous year.

The EAA vets each licence application to ensure compliance with the relevant laws. In the year under review, 100 applications were rejected for different reasons such as applicants not having the required educational qualifications or not being "fit and proper" persons.

教育水平和年齡分布

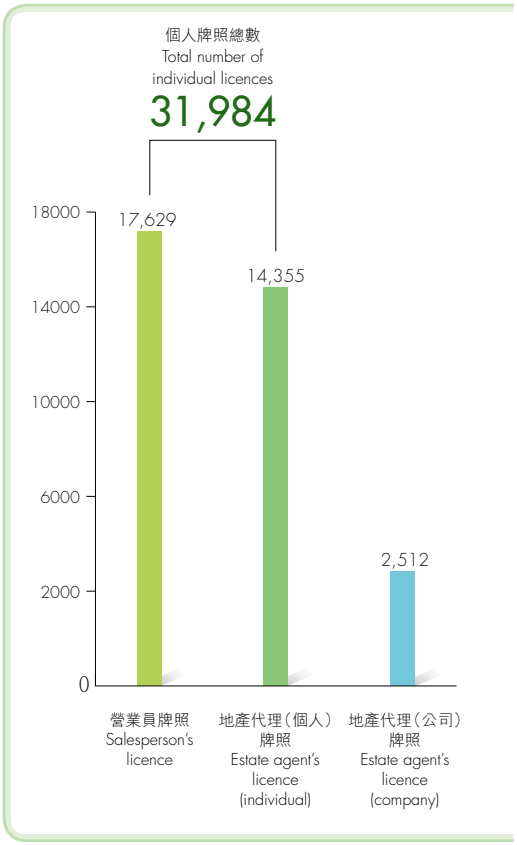
於2011年3月31日統計，30%的持牌人具備大專或以上學歷。教育程度低於中五的持牌人少於4%[4]。

以2011年3月31日計算，持牌人的平均年齡為36.8歲，較上年度同日的38.0歲略低。

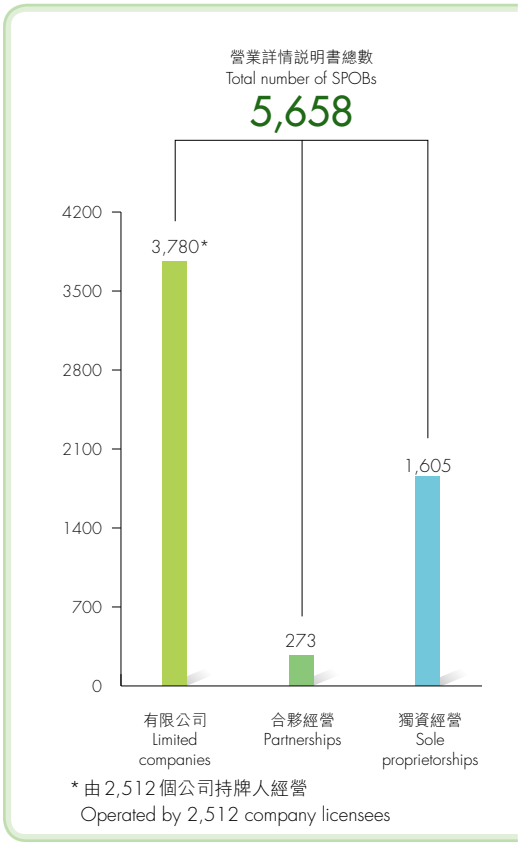
商號業務規模

大多數地產代理商號仍然以小規模經營。於2011年3月31日計算的數字顯示，91%的地產代理商號只有一間店舖，而同時經營五間分行或以上的商號只佔少於1%。

牌照數目（於2011年3月31日計算）Number of licences (as at 31/3/2011)



代理業務經營模式（於2011年3月31日計算）Mode of operation of estate agency businesses (as at 31/3/2011)



[4] 這些人士都是由於1999至2001年的三年過渡期內所實施的豁免措施而繼續獲發牌照的。

Educational attainment and age distribution

At the end of March 2011, 30% of licensees had an educational level of tertiary or above. Less than 4% had an educational level below Form Five[4].

As at 31 March 2011, the average age of licensees was 36.8 years, slightly lower than that of the previous year (38.0 years).

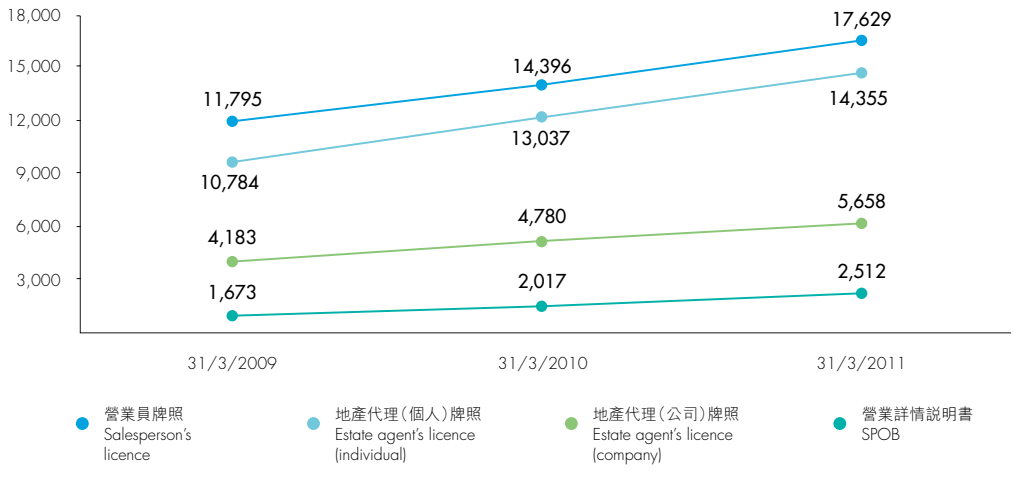
Size of operations

The bulk of estate agency operations remained small in scale. At the end of March 2011, 91% of agencies operated as single-shop businesses and less than 1% had five or more shops.

代理業務的規模 (於2011年3月31日計算)
Size of operation of estate agency businesses (as at 31/3/2011)

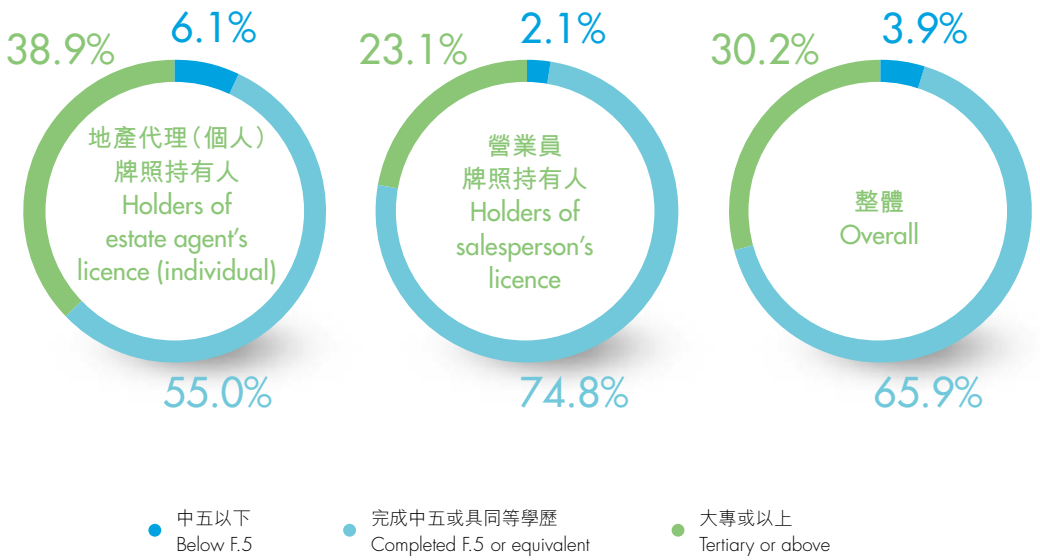
商舖數目 Number of shops	1	2	3	4	5–10	11–20	21–30	>30
有限公司經營 Limited companies	2,256	160	45	13	27	6	1	4
合夥經營 Partnerships	235	12	2	2	0	0	0	0
獨資經營 Sole proprietorships	1,397	77	9	2	3	0	0	0

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



[4] These individuals continued to be qualified for licences because of the exemption measures introduced during the three-year transition period from 1999 to 2001.

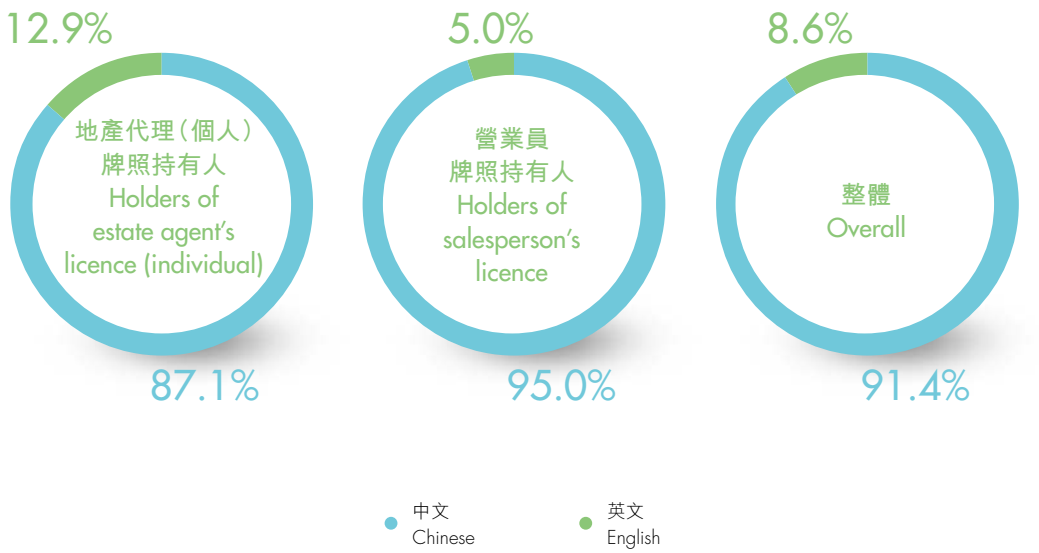
持牌人學歷（於2011年3月31日計算）
Educational level of licensees (as at 31/3/2011)



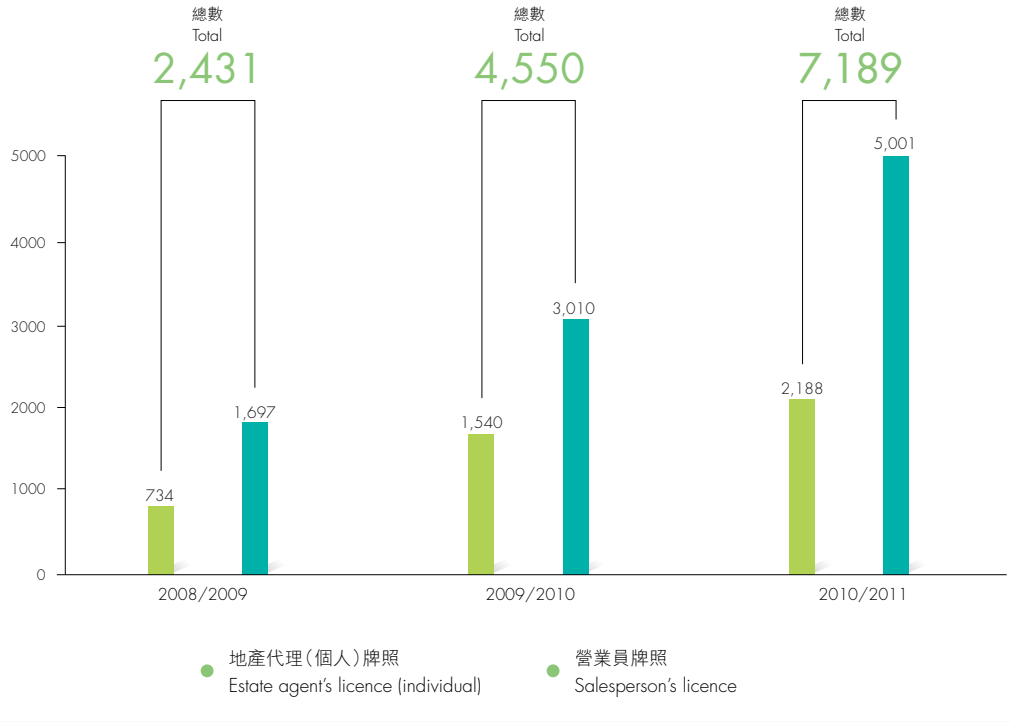
持牌人年齡（於2011年3月31日計算）
Age of licensees (as at 31/3/2011)

年齡 Age	< 21	21–30	31 – 40	41– 50	51– 60	> 60
地產代理（個人）牌照持有人 Holders of estate agent's licence (individual)	1.5%	14.0%	31.0%	37.3%	13.8%	2.4%
營業員牌照持有人 Holders of salesperson's licence	10.1%	34.1%	28.3%	22.1%	5.0%	0.4%
整體 Overall	6.3%	25.0%	29.6%	28.9%	8.9%	1.3%

持牌人選擇的通訊語言 (於2011年3月31日計算)
Licensees' choice of language in communication (as at 31/3/2011)



新申領牌照數目
Number of new licences granted



《內地與香港關於建立更緊密經貿關係的安排》之下的專業資格互認安排

地產代理監管局與中國房地產估價師與房地產經紀人學會(中房學)於2010年11月3日簽訂協議，落實內地與香港地產代理專業資格互認計劃的基本安排。此安排旨在推動中港兩地地產代理業界專業人才交流與合作，同時促進兩地業界的長遠發展。

根據協議，在未來五年，監管局和中房學每年會分別推薦若干名合資格的地產代理參加由對方專門開設的培訓課程及考試，在完成課程並通過考試後，參加者可申請相關的執業資格，在內地及香港執業。雙方亦就如何處理針對參與計劃的持牌人的投訴及對違規持牌人進行紀律處分達成共識。雙方亦將建立通報機制，互相通報違規持牌人的資料，以確保監管機制的效力。

隨着實施細則於去年年底進一步制定，監管局自2011年2月1日至28日接受推薦申請，期間共收到266份香港持牌人的申請，其中245名申請者獲得推薦。培訓課程及考試定於2011年7月進行。

監管局與中房學簽訂協議書，落實內地與香港地產代理資格互認計劃的基本安排。
The EAA and the CIREA entered into an agreement to lay down the foundation for the mutual recognition of professional qualifications of estate agents in the Mainland and Hong Kong.

Mutual recognition of professional qualification under Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA)

The EAA and the China Institute of Real Estate Appraisers and Agents (CIREA) entered into an agreement on 3 November 2010 to lay down the foundation for the mutual recognition of professional qualifications of estate agents in the Mainland and Hong Kong. The arrangement was intended to boost professional exchanges and cooperation between the estate agency trade in the Mainland and Hong Kong, and to facilitate the long-term development of the industry of both sides.

According to the agreement, the EAA and the CIREA will each nominate a certain number of estate agents to participate in a tailor-made training course and examination organised by both sides every year in the following five years. Upon completing the training course and passing the examination, the participants may then apply for the relevant qualification which will enable them to practise in the Mainland and Hong Kong. The signing parties also reached agreement regarding the handling of complaints against licensees under the scheme and the imposition of disciplinary sanctions against non-compliant licensees. A notification mechanism under which each side will report information about licensees who have been disciplined will also be established to ensure the effectiveness of the regulatory regime.

With the implementation details finalised in late 2010, applications for nomination were opened from 1 to 28 February 2011 during which a total of 266 applications from Hong Kong licensees were received, and of which 245 applications were approved. The training course and examination were scheduled to be held in July 2011.