



**The Estate Agents Authority to celebrate its 15<sup>th</sup> Anniversary in 2012**

(28 November 2012) The Estate Agents Authority (EAA) will launch a series of programmes to celebrate its 15<sup>th</sup> Anniversary in 2012, according to the Corporate Plan endorsed at the EAA's Board meeting held today. The Corporate Plan also set out initiatives to step up consumer education and enhance communication with licensees.

With its inception in November 1997, the EAA will have been serving the community for 15 years in 2012. To celebrate this achievement, the EAA will launch a series of events and programmes. EAA Chairman Ms Vivien Chan said, "The EAA sees the celebration of its 15<sup>th</sup> anniversary not only as a joyful moment for celebration but also a good opportunity to enhance the public understanding of and support for the EAA's work."

The EAA considers consumer education as an important part of its work as it promotes consumer protection. In this regard, the EAA will publish a new booklet that educates consumers on knowledge in property transactions and expected services of estate agents. The roving exhibitions bearing the theme of 15<sup>th</sup> anniversary will also carry useful information to promote consumers' understanding of their rights. Furthermore, the EAA will step up its efforts, through engaging with electronic and print media, to reach out to the community.

With an aim to enhance communication with licensees, the EAA has launched two focus group meetings with licensees in different districts throughout the territory since August 2011, in addition to the quarterly liaison meetings with estate agency trade associations.

These meetings enabled the EAA to explain clearly to licensees its regulatory efforts and new initiatives. They also facilitated fruitful and



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in-depth exchanges of views between the EAA and licensees. The feedback of participating licensees was largely positive. The EAA will continue to hold such meetings with licensees in 2012.

Ms Vivien Chan commented that as the EAA continues to introduce more new initiatives, it is of utmost importance that the EAA maintains an interactive dialogue with the licensees with a view to promoting their understanding of and sustaining their support to the EAA's work.

The EAA Board meeting today also discussed and endorsed other administrative matters. It also received progress reports from various EAA Committees and the Administration.

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