

# 主席報告





## Chairman's message



主席  
陳韻雲，BBS，JP  
Vivien Chan, BBS, JP  
Chairman

過去12個月，地產代理監管局在履行規管職能及倡議者的角色上，均取得明顯進展。

### 邁向培育更精明的置業人士；以世界級軟件鞏固香港國際金融中心地位

隨着一手及二手住宅物業統一採用「實用面積」，置業人士在思考這項可能是人生中最重要投資決定時，可以作出明智的判斷。這對購買未落成住宅物業的買家而言更為重要。經過適當立法規管哪些重要資料必須及如何提供給有意置業人士，每個香港發展商都成為一個「老實人」。監管局亦率先要求持牌人在進行二手住宅物業銷售時採用實用面積，令一手及二手住宅物業銷售準則一致。從此混亂不會出現，否則可能會有兩個「不同的市場」。一手及二手住宅物業銷售的呎價計算基準是不應有異的。

為本地物業銷售建立一個清晰一致的系統，對維持香港在世界舞台上的頂尖地位尤為重要。香港物業市場已非本地買家的專利，國際投資者視我們的物業市場如其他世界大城市一樣。我們穩健而發展完善的市場，加上法治及相對低的稅制支持，吸引了他們來投資。因此，我們在關注低收入人士的置業門檻之時，亦要維持開放自由的物業市場。

### 邁向建立一個直率機敏的持牌人人才庫

不論持牌人是初出茅廬抑或識途老馬，我們都致力培訓和指導。監管局的職能不單是堅守執行「適當人選」的準則，就着有需要關注及「熱門」的主題，更適時舉辦內容豐富的自願性持續專業進修課程。

把持續專業進修計劃轉為強制性是本局的關鍵工作目標之一。在廣泛諮詢業界之餘，還須通過立法程序。把計劃轉為強制性，對業界大型及中小型代理行所產生的影響將有所不同。有時，最終的影響是無法完全掌握的，直至舉辦這類課程的開支和上課的時間成為營運成本，而這些時間本可另創收入的。因此，在諮詢業界期間，我們必須作出真誠及全面的交流，一旦立法後便無法倒退了。

### 邁向更廣泛的受眾及更廣闊的市場

在與中房學(中國房地產估價師與房地產經紀人學會)合辦的資格互認計劃下，首批成功合格持牌人將於2012年秋季獲得確認。我們正就來期的計劃展開初步討論。此計劃不但開拓了新市場，更重要是透視了如何在內地市場處理及完成交易。雖然許多大型地產代理已在內地設立分行，但對於一般規模的持牌代理來說，此計劃使他們的執業合法化，代表了一個長遠的法律地位。



## Chairman's message

These twelve months have seen enormous progress in EAA's work; both in terms of our regulatory, as well as our advocacy role.

### **Towards a better equipped home buyer; a first world software to entrench Hong Kong as an international financial centre**

With the unifying of the use of "saleable area" for both first and second hand residential properties, the home buyer is now better placed to make an informed judgment when they are contemplating what could be their most important investment decision. It is especially true for home buyers of residences off a plan. With proper legislative control of what should and how such crucial information has to be communicated to an interested buyer, it makes an "honest man" out of every Hong Kong developer. The EAA pioneered the mandatory use by our licensees of saleable area in second hand home sales. This creates a uniform sales guide for both first and second hand sales. No confusion can be said to exist, there may otherwise be "two distinct markets". First and second hand sales should not carry different bench marking for price per square foot.

A transparent and consistent system of what is being sold in domestic premises is important to sustain us in the first world arena. The Hong Kong property market is no longer the sole precinct of local home buyers. International investors perceive our property market as they would of other major world cities. They come to invest in what they see as a safe and properly developed market; shored up by our rule of law and a relatively low tax regime. Whilst we need to address the entry level housing for our less privileged; we also need to maintain a free and open property market for this purpose.

### **Towards a forthright and astute licensees talent pool**

We train and coach, from cradle to retirement. The EAA sees its role in as much as holding the fort as to the "fit and proper" criteria, to running informative and timely voluntary CPD courses on what is "hot" and necessary to stay in tune.

The issue of making CPD a mandatory requirement is one of our KPIs. We need to go through the legislative process after thorough consultation with the trade. Making CPD mandatory will mean different and differing consequences for an SME and the larger trade players. Sometimes, the eventual impact is never fully appreciated until such courses, and its attendance, become an operating expense and also time which could otherwise be revenue generating. Full and honest exchanges will need to take place at such trade consultations. Once the mandatory requirement becomes law, there cannot be any U-turn as such.





### 監管局如何竭盡所能？

#### 推銷員

促進持牌人的專業地位是我們的使命，更可藉此提升他們邁向長遠事業目標的能力。希望他們會認同我們的價值觀，並視我們這個必須的規管者角色為其資產。

#### 教師

無可否認，我們傳授道理。透過不時發出的執業通告、教育活動、推動優質執業及誠信管理計劃，我們為消費者及業界領航。

在千變萬化的市場環境及消費者需求下，我們應繼續成為權威和智庫，不時指出正確的方向和重點。

#### 把關者

發牌及規管，是我們的法定職能。而且，我們兢兢業業、竭盡所能，確保維持既定標準。在我們的工作中，維護公眾利益是我們最重要的目標。

#### 消防員

類似「The Icon」事件及近來發現的內地網站事件，快速果斷的行動是必須的。由此可見，追求高度的應變能力是不容置疑的。

## Chairman's message

### Towards a wider audience and an even wider market for our licensees

The first batch of our successful licensees under the mutual recognition scheme with CIREA (China Institute of Real Estate Appraisers and Agents) will be given their recognition in the fall of 2012. We are in preliminary discussions as to our ongoing phases. This scheme opens up a new market; and more importantly, exposure of how to “deal and seal” in the Mainland market. Although many larger agencies have already set up shops in the Mainland, for the average-sized licensees, this legitimizes their respective standing. It represents a long-term *locus standi*.

### How has EAA done our best?

#### *The Salesman*

It is very much our mission to promote the professional standing of our licensees. By so doing, we are also enhancing their ability to further their long-term career objectives. We hope they will buy into our values, and recognize our necessary regulatory role as an asset.

#### *The Teacher*

Obviously, we preach. To the consumer and the trade, we lead and set the direction with our regular practice circulars, educational campaigns, best practice initiatives and integrity management programmes.

We should remain a resource and an authority on what is right, and what should be the focus from time to time; against constantly changing market conditions and consumer needs.

#### *The Gatekeeper*

Our licensing and regulatory role is enshrined by statute. More so, we are conscientious and exercise utmost diligence in ensuring our exacting standards are maintained. Public interest is paramount in our goals.

#### *The Fireman*

The likes of “the Icon” and the recent sightings of Mainland online websites will require swift and resolute action. The alacrity with which we need to pursue and enforce is unnegotiable.

## 主席報告

### 精打細算的理財者

最近，參與資格考試的人數大幅減少了四成。房地產價格雖然持續上揚，但部分市場卻呈現低成交額。此趨勢令人擔憂，亦提醒我們在增加人手以優化服務的同時，也必須與節約理財取得平衡。牌費是我們主要的收入來源，所以新入行人數下跌絕非財務穩健的良好指標。

### 領導者

對業界來說，我們是「何時、何地及如何」執行政府政策的指南針，因此，我們必須時刻了解及配合政府的各項措施。對此，業界實有賴我們作為領導者，以助其遵守法規要求。

### 邁向15周年

今年我們慶祝監管局成立15周年。我為我們的管理層感到自豪，有賴他們致力工作，我們才可享有今天的成果。當然，我要感謝董事局，他們的願景和決心令我們更上一層樓。

在此特別鳴謝前運輸及房屋局局長鄭汝樺女士，GBS，JP在任內對我們工作的支持。董事局和我熱烈歡迎新上任的運輸及房屋局局長張炳良教授，GBS，JP。我們十分期待與張教授共事，並祝願他工作順利和愉快。

主席

陳韻雲，BBS，JP



## Chairman's message

### *The Bean Counter*

We have recently seen a sudden drastic drop of 40% of examination candidates. The real estate market, whilst turning in continued escalating prices, shows low transaction numbers in certain sectors. This worrying trend serves as a reminder that we need to be frugal in our financing, whilst balancing the need to upgrade and increase our human resource to better service our aims. Our main source of income is our licensing revenue. Declining entrants' numbers into the trade is not a good precursor of financial health.

### *The Guru*

We must see to it we interpret and complement government measures from time to time. We are the compass guide to the trade of "How and When and Where" of these policies. To this end, the trade do look to us to be the initiator and the sage in staying within the parameters of the law.

### **Towards our 15<sup>th</sup> birthday**

This year we celebrate our 15<sup>th</sup> birthday. I am proud of our management for their dedication and their hard work for taking our mission to the success we enjoy today. Of course, I thank the Board for their shared vision and determination to further our good cause.

I would especially like to pay tribute to Ms Eva Cheng, GBS, JP, our former Secretary for Transport and Housing, for her support for our work during her tenure. The Board and I warmly welcome Professor Anthony Cheung Bing-leung, GBS, JP, our new Secretary for Transport and Housing. We look forward very much to working with Professor Cheung. The Board joins me in our warm wishes to Professor Cheung for many happy years in his new post.

**Vivien Chan, BBS, JP**

*Chairman*