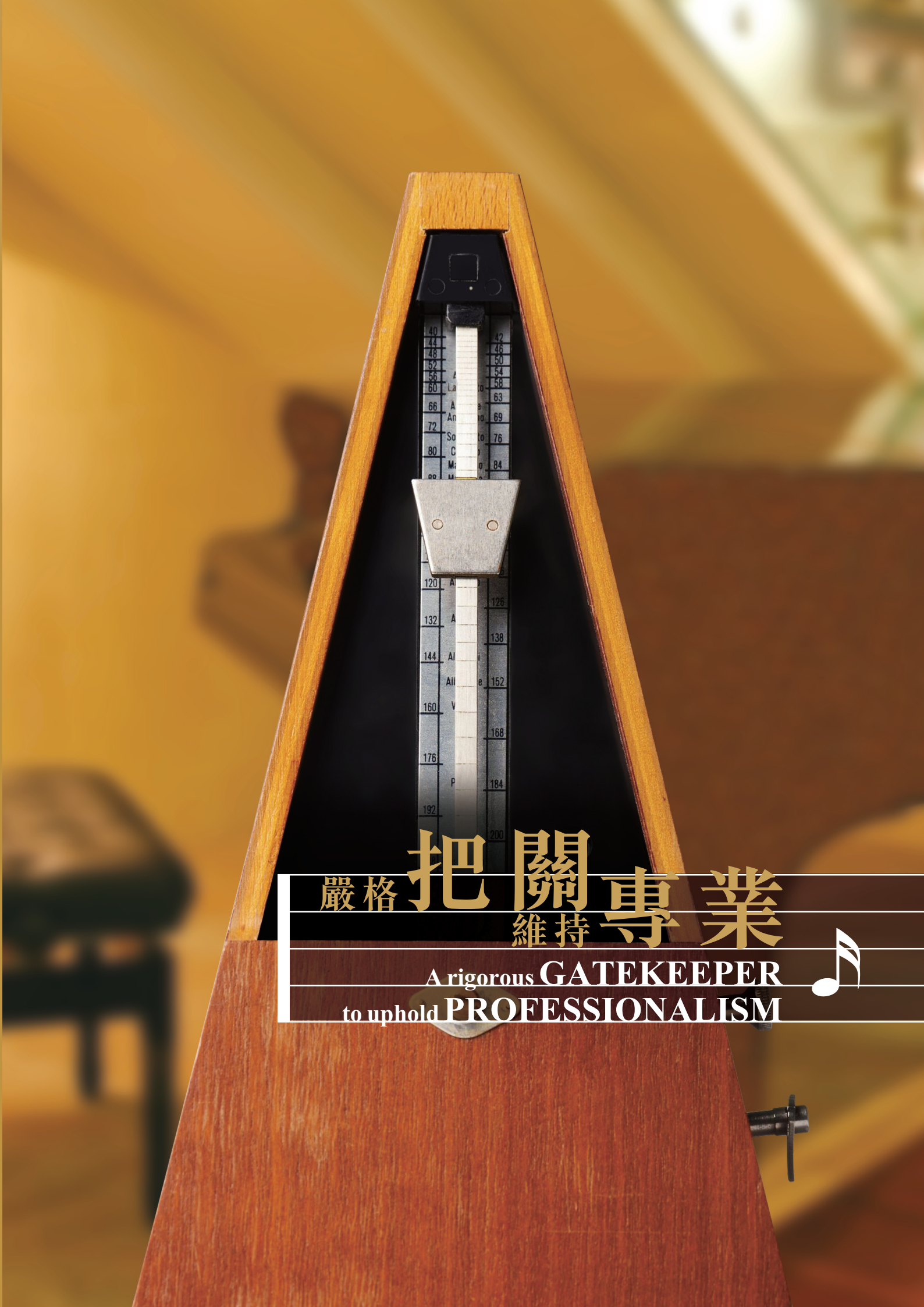


| | |
|-----|-----|
| 48 | 50 |
| 52 | 54 |
| 56 | 58 |
| 60 | 63 |
| 66 | 69 |
| 72 | 76 |
| 80 | 84 |
| 88 | 92 |
| 96 | 100 |
| 104 | |
| 112 | |
| 120 | |
| 132 | |
| 144 | 138 |
| 160 | 152 |
| | 16 |

0-168 Moderato 108-120 Andante 76-108 Adagio 66-76 Larghetto 60-66 Largo 40



嚴格把關專業
維持專業

A rigorous GATEKEEPER
to uphold PROFESSIONALISM



作為把關者：資格考試及發牌

監管局非常明白其把關者角色的重要性，因為這是一個有效監管機制的核心。透過舉辦資格考試及審批牌照申請，監管局致力確保只有達到一定水平的人士，才能加入這個行業。

內地與香港地產代理專業資格互認計劃的第一期培訓課程及考試已在年內完成。預期該計劃能促進中、港兩地的專業交流，藉此推動業界發展。

為響應環保和方便持牌人，監管局於年內推出電子服務，為持牌人和前持牌人提供一系列網上服務。

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。在2011/12年度，地產代理資格考試及營業員資格考試分別舉行了四次和六次。資格考試由香港考試及評核局代表監管局舉辦。



資格考試具有適當的難度，以確保通過考試的人士達到必要的水平。

An appropriate level of qualifying examinations is set to ensure those who pass meet the requisite standard.

報考人數

2011/12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7,735人及12,055人。

與2010/11年度相比，出席地產代理資格考試及營業員資格考試的人數，分別下降16.2%及7.8%至7,234人及11,024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39.6%及43.6%，而2010/11年度的合格率則為35%及51%。

考生當中有學生及來自各行各業的人士，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人士約有51%。



As a gatekeeper: qualifying examination and licensing

The EAA understands well the importance of gate-keeping as it is the essence of an effective regulatory regime. Through organising qualifying examinations and scrutinizing licence applications, the EAA strives to ensure that only those who meet the required standards should be allowed to practise in the trade.

The first training course and examination of the scheme of mutual recognition of professional qualifications of estate agents in the Mainland and Hong Kong were completed in the year. It is expected that the scheme will be conducive to the development of the trade through enhanced exchanges between both sides.

Bearing in mind environmental protection and convenience to licensees, during the year the EAA launched an initiative called e-Services for licensees and former licensees to obtain a bundle of services on-line.

Qualifying examinations

The Estate Agents Qualifying Examination (EAQE) and the Salespersons Qualifying Examination (SQE), which purposes are to assess whether persons who wish to practise in the estate agency trade possess the requisite knowledge to provide estate agency services, were held four times and six times respectively in 2011/12. The qualifying examinations were administered by the Hong Kong Examinations and Assessment Authority on behalf of the Estate Agents Authority.

Number of candidates

A total of 7,735 candidates registered for the EAQE and a total of 12,055 candidates registered for the SQE in 2011/12.

Compared to 2010/11, the number of candidates sitting the EAQE and SQE in 2011/12 decreased by about 16.2% and 7.8% to 7,234 and 11,024 respectively.

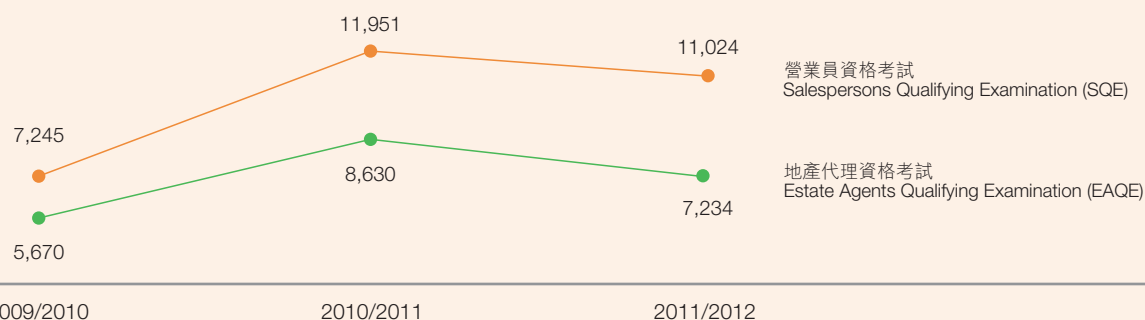
The average pass rates for the EAQE and SQE were 39.6% and 43.6% respectively, as against 35% and 51% in 2010/11.

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 51% of the candidates sat the examination for the first time.

作為把關者：資格考試及發牌

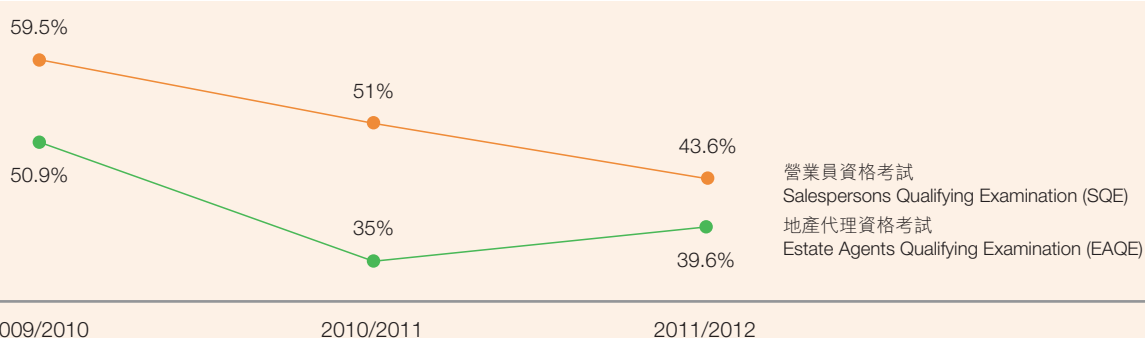
考生人數

Number of candidates



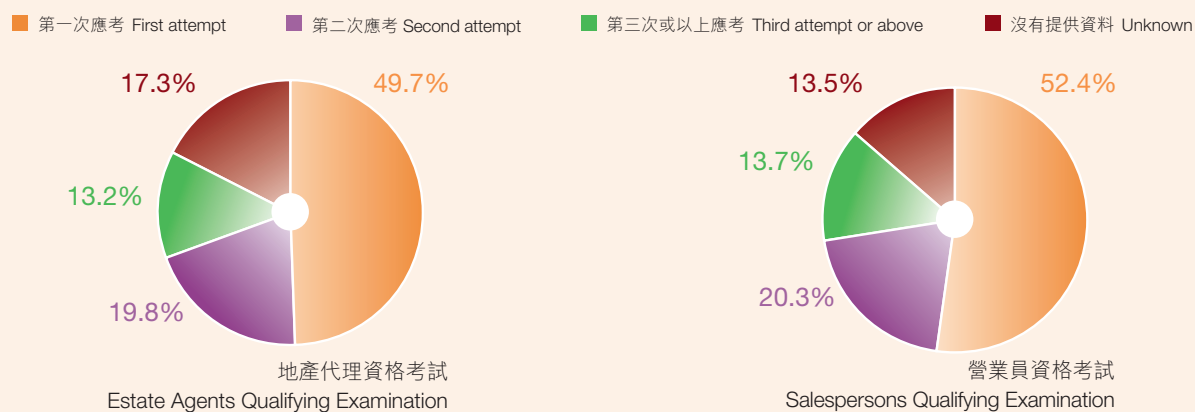
資格考試合格率

Pass rate of qualifying examinations



考生參加考試的次數

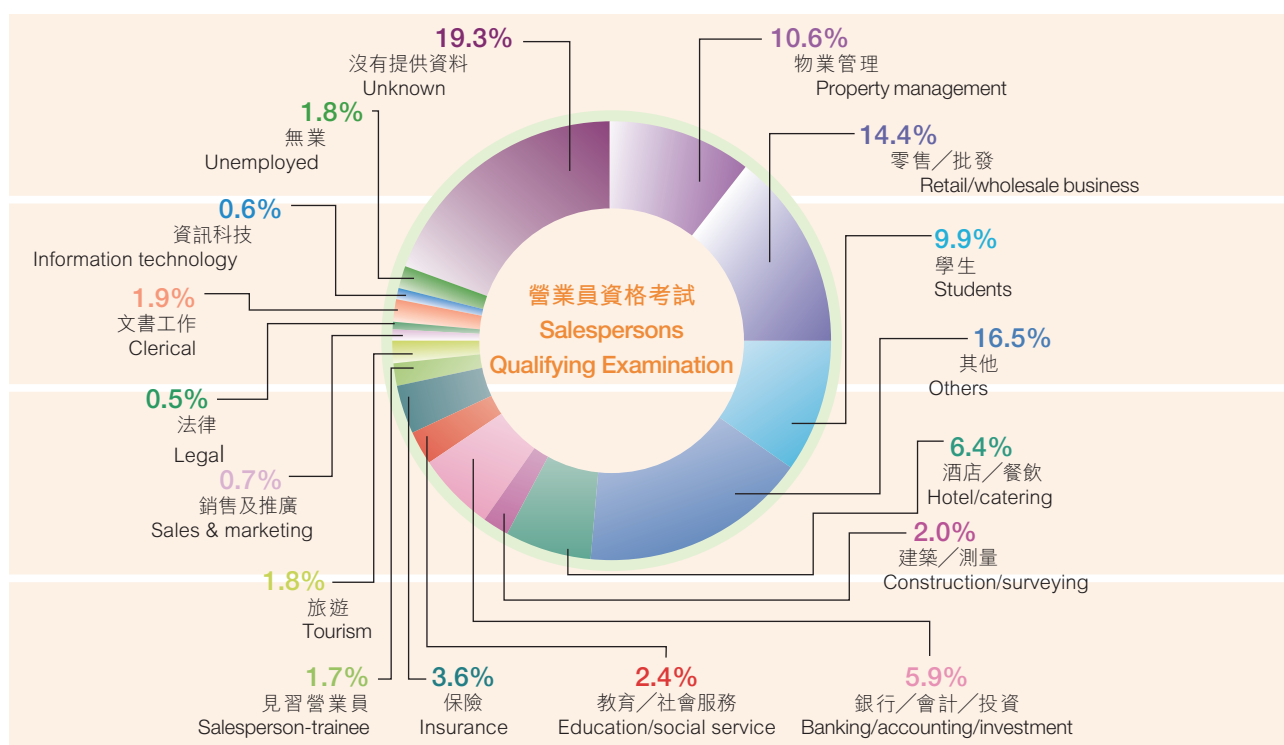
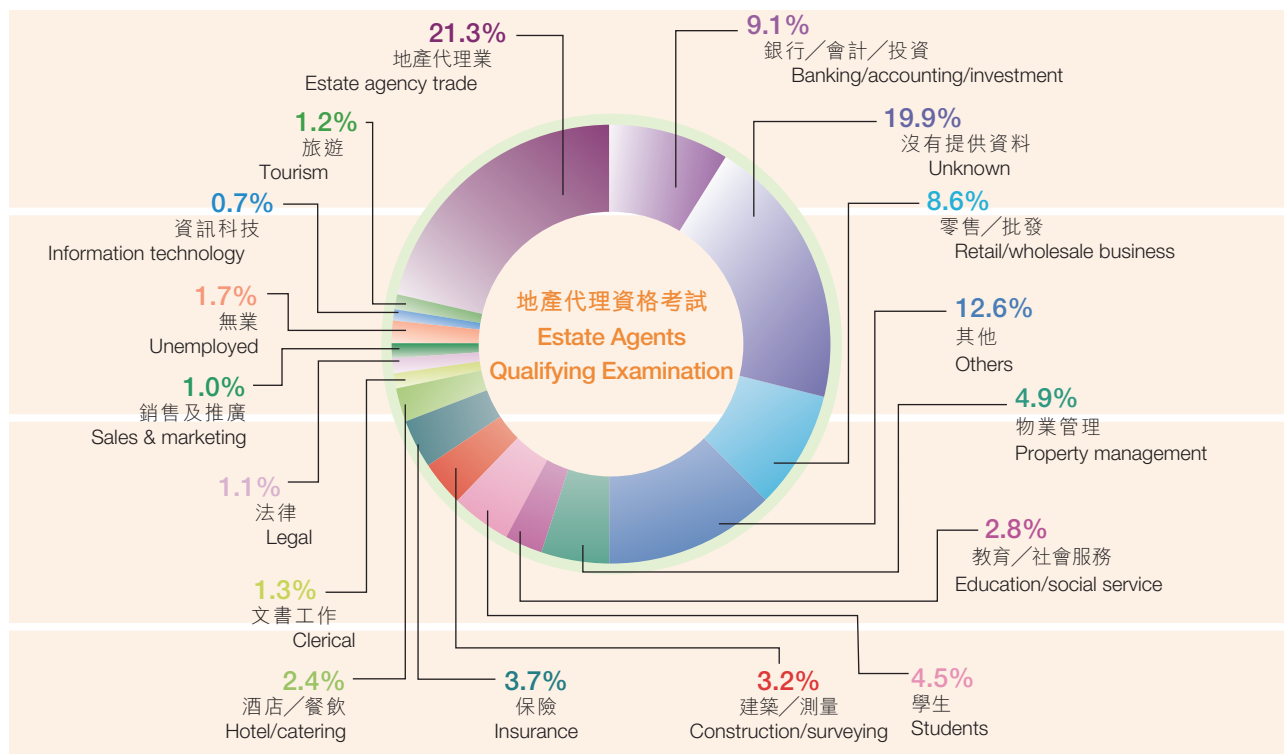
Number of attempts at examinations



As a gatekeeper: qualifying examination and licensing

報考資格考試考生的職業背景

Occupational background of candidates registered for the qualifying examinations



作為把關者：資格考試及發牌

發牌

於2012年3月31日計算的個人牌照總數創出新高，達34,831個，較去年同期上升8.9%。公司牌照亦創新高，達2,782個，較上年度增加10.7%，而營業詳情說明書數目，則較上年度增加6.7%至6,036個。

在34,831名持有個人牌照的人士當中，19,371人持有營業員牌照，15,460人持有地產代理(個人)牌照。

本年度，監管局共批出6,097個新申領的個人牌照，較上年度減少15%。

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195宗牌照申請，原因包括申請人未能符合學歷要求，或並非獲發、持有或繼續持有牌照的「適當人選」。

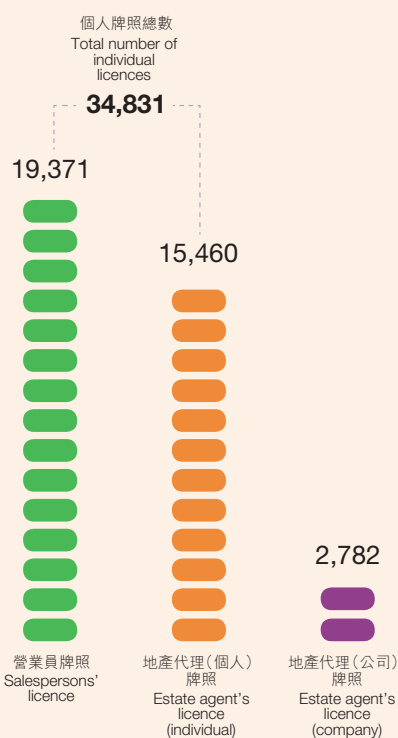


於2012年3月31日計算的個人牌照總數創出新高，達34,831個，較去年同期上升8.9%。

The number of individual licences as at 31 March 2012 grew by 8.9% over that of 31 March 2011 to a record high of 34,831.

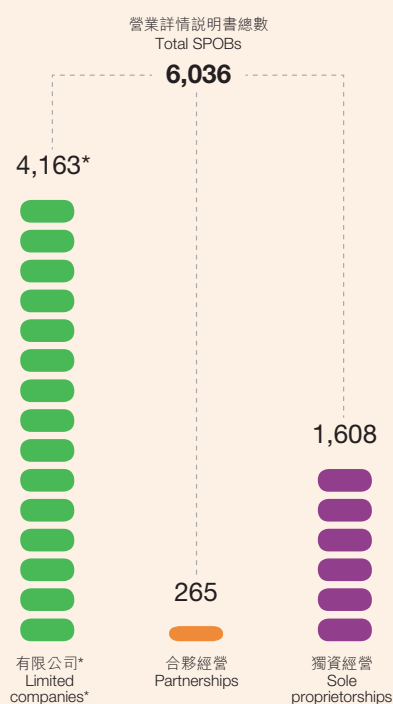
牌照數目 (於2012年3月31日計算)

Number of licences (as at 31/3/2012)



代理業務的經營模式 (於2012年3月31日計算)

Mode of operation of estate agency businesses (as at 31/3/2012)



* 由2,782個公司持牌人經營
operated by 2,782 company licensees

As a gatekeeper: qualifying examination and licensing

Licensing

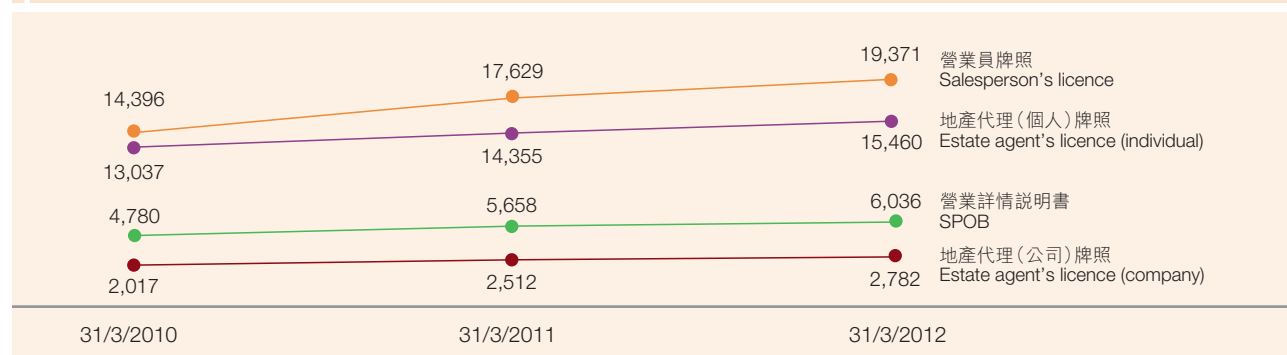
The number of individual licences as at the end of March 2012 grew by 8.9% over that of 31 March 2011 to a record high of 34,831. The number of company licences also reached new heights at 2,782, an increase of 10.7%, while that of statements of particulars of business (SPOBs) increased by 6.7% to 6,036.

Among the 34,831 individual licensees, 19,371 were holders of a salesperson's licence and 15,460 were holders of an estate agent's licence (individual).

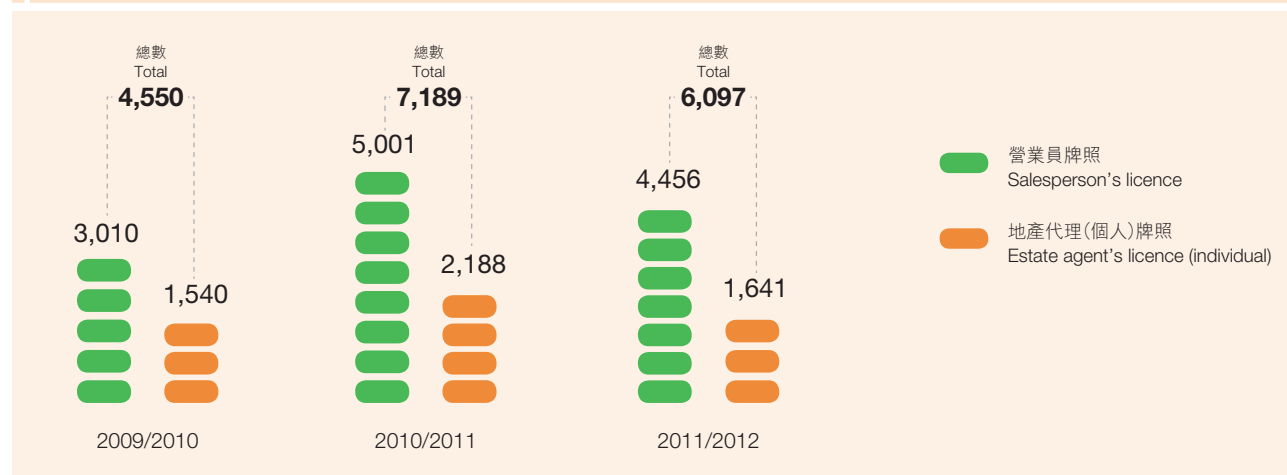
During the year, the EAA granted 6,097 new individual licences, a decrease of 15% compared to that of the previous year.

The EAA vets each licence application to ensure compliance with the relevant laws. In the year under review, 195 applications were rejected for different reasons such as applicants not having the required educational qualifications or not being "fit and proper" persons to be granted, or hold or continue to hold a licence.

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



新申領牌照數目
Number of new licences granted



作為把關者：資格考試及發牌

教育水平與年齡分佈

截至2012年3月31日，29.8%的持牌人具備大專或以上學歷，3.4%的持牌人教育程度低於中五¹。

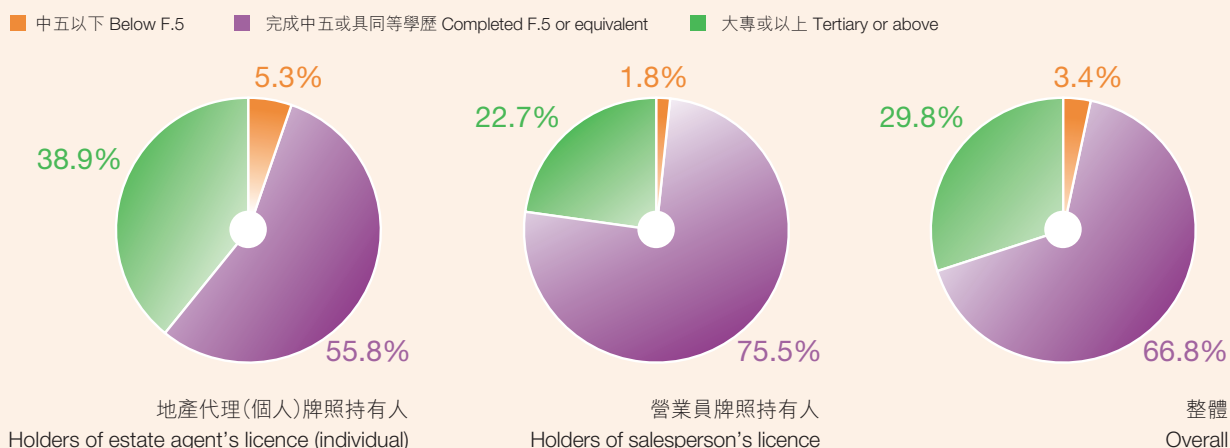
以2012年3月31日計算，持牌人的平均年齡為35.9歲，較上年度同日的36.8歲略低。

代理業務的規模

大多數地產代理商號仍然以小規模經營。截至2012年3月31日，92%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%。

持牌人的學歷水平（於2012年3月31日計算）

Educational level of licensees (as at 31/3/2012)



持牌人的年齡（於2012年3月31日計算）

Age of licensees (as at 31/3/2012)

| 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) | 2.2% | 16.3% | 31.2% | 35.6% | 12.8% | 1.9% |
| 營業員牌照持有人 Holders of salesperson's licence | 13.3% | 33.3% | 27.5% | 20.9% | 4.6% | 0.4% |
| 整體 Overall | 8.4% | 25.8% | 29.1% | 27.4% | 8.2% | 1.1% |

¹ 該等人士都是由於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。

As a gatekeeper: qualifying examination and licensing

Educational attainment and age distribution

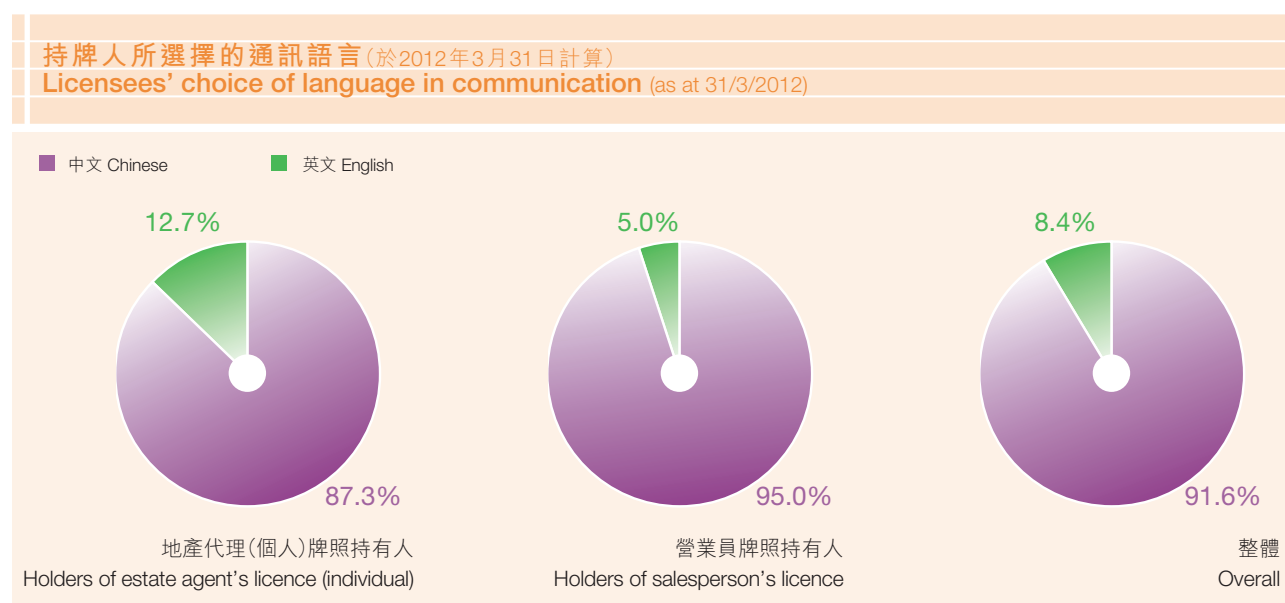
At the end of March 2012, 29.8% of licensees had an educational level of tertiary or above and 3.4% had an educational level below Form Five¹.

As at 31 March 2012, the average age of licensees was 35.9 years, slightly lower than that of the previous year (36.8 years).

Size of operations

The bulk of estate agency operations remained small in scale. At the end of March 2012, 92% of agencies operated as single-shop businesses and less than 1% had five or more shops.

| 代理業務的規模 (於2012年3月31日計算) | | | | | | | | |
|---|-------|-----|----|---|------|-------|-------|-----|
| Size of operation of estate agency businesses (as at 31/3/2012) | | | | | | | | |
| 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 | 2,522 | 164 | 47 | 9 | 27 | 8 | 1 | 4 |
| 合夥經營 Partnerships | 231 | 10 | 2 | 2 | 0 | 0 | 0 | 0 |
| 獨資經營 Sole proprietorships | 1,418 | 65 | 10 | 5 | 1 | 0 | 0 | 0 |



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

作為把關者：資格考試及發牌

內地與香港地產代理專業資格互認計劃

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的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特定數額的合資格地產代理，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等方面達成共識。雙方亦已建立通報機制，互相通報受處分的持牌人的資料，以確保監管機制的效力。

第一期培訓課程及考試於2011年7月18至20日一連三日在深圳舉行。培訓課程包括為期兩日的講座，而考試則於最後一天舉行。共有225位香港持牌人完成課程及通過中房學舉辦的考試，另外有66位內地地產代理完成課程及通過監管局舉辦的考試。考試成績於2011年8月底公佈，考生可於12個月內(即2012年8月31日或以前)申請有關牌照。



互認計劃的第一期培訓課程及考試於2011年7月舉行。

The first training course and examination of the mutual recognition scheme were held in July 2011.

持牌人專用的電子服務

監管局於2011年6月30日推出網上電子服務，為持牌人及前持牌人提供更環保便捷的方法更新個人資料，並幫助他們及時掌握監管局的最新動態和遵守法定要求。持牌人可於監管局網站享用一系列的電子服務。完成首次註冊後，持牌人和前持牌人(後者只享有部分功能)可於網上更新個人資料、訂閱監管局刊物(如通訊及續牌提示)及遞交某些法定通告。

As a gatekeeper: qualifying examination and licensing

Mutual recognition scheme of professional qualifications of estate agents in the Mainland and Hong Kong

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 practitioners of 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 would report information about licensees who had been disciplined was also established to ensure the effectiveness of the regulatory regime.

The first training course and examination were held between 18–20 July 2011 in Shenzhen. The training course consisted of a two-day seminar and a written examination at the end of the three-day period. 225 Hong Kong licensees completed the course and passed the examination administered by the CIREA and 66 Mainland estate agents completed the course and passed the examination administered by the EAA. Results of the examination were announced at the end of August 2011 and the participants had up to a 12-month period (i.e. on or before 31 August 2012) to apply for the respective licences.

e-Services for licensees

To provide a greener alternative and more convenience to licensees and former licensees to update their information, to facilitate them to keep abreast of EAA's work and to comply with statutory requirements, an initiative called e-Services was launched on 30 June 2011. e-Services consist of a bundle of on-line services offered through the EAA website. After first-time registration, licensees and, for certain functions, former licensees may update their personal particulars, manage subscriptions of EAA's publications (e.g. newsletters and licence renewal reminders) and file certain statutory notices.