



EAA holds Professional Forum on Professionalism of Estate Agents

(19 June 2013) To promote the professionalism of the estate agency trade, the Estate Agents Authority (EAA) held a forum today to explore the direction of and opportunities brought by the professional development of estate agents. Over 200 participants attended the forum and exchanged views on the subject.

Following the first professional forum held at the 15th anniversary last year, the EAA held another forum today to continue to explore the professional development of estate agents. Speakers of the forum included Mr Augustine Ng, Chief Executive Officer of the EAA; Mr Michael Choi, Member of the Long Term Housing Strategy Steering Committee; and Mr Steve Chiu, Chairman of the Institute of Financial Planners of Hong Kong. The forum also brought together estate agency practitioners, members of the public and stakeholders to discuss the subject.

When delivering the welcome speech, EAA Chairman Ms Vivien Chan said, “Faced with increasing public expectations, the estate agency trade should advance towards professionalism. This is the direction which the trade should advance on for a better social status and for better performance in their services.”

Ms Vivien Chan added that she expected the forum would incite discussions on the subject in society and among estate agency practitioners. The forum would also provide support and insightful ideas for estate agents who have been striving to raise their professional standards.

At the forum, Mr Augustine Ng explored the definition and elements of professionalism through reference to other professions. He also discussed the importance of cultivating common values and culture in the path to professionalism. Mr Michael Choi analysed the challenges and



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opportunities brought by professional development from the perspective of a practitioner and suggested ways to achieve professionalism. Mr Steve Chiu shared the experiences of the professional development of financial planners and the benefits resulting from the development, providing reference for the professional development of estate agents.

Three speakers also participated in a panel discussion session, which was moderated by Professor Eddie Hui, Professor of Department of Building and Real Estate of The Hong Kong Polytechnic University. During the session, the speakers further explored the professionalism of estate agents. They also answered questions from the floor and exchanged views with the participants.

The forum has been videotaped, which will be uploaded to the EAA website and the website of the forum's media partner, *Hong Kong Economic Journal*. All are welcome to view the video.



The speakers and moderator further explore the professionalism of estate agents during the panel discussion session.



EAA Chairman Ms Vivien Chan (2nd from left) takes a photo with the speakers and the moderator of the professional forum: Mr Augustine Ng, Chief Executive Officer of the EAA (3rd from left); Mr Michael Choi, Member of the Long Term Housing Strategy Steering Committee (2nd from right); Mr Steve Chiu, Chairman of the Institute of Financial Planners of Hong Kong (1st from right); and Professor Eddie Hui, Professor of Department of Building and Real Estate of The Hong Kong Polytechnic University (1st from left).

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