



EAA's Corporate Plan endorsed by the Board

(19 March 2013) The Estate Agents Authority (EAA) endorsed the Corporate Plan for 2013-18 at its Board meeting today, which incorporated the detailed work plan for 2013-14. The Plan mapped out the strategic directions and priority areas for the EAA's work in the coming financial year.

Before the Board meeting started, the Government's representatives from the Financial Services and the Treasury Bureau, Transport and Housing Bureau, and Inland Revenue Department briefed the EAA members on the Government's new measures to address the overheated property market. The EAA Board then welcomed a new Board member, Mr Yu Wai-wai, who was appointed by the Chief Executive of the HKSAR with a term of office from 24 January 2013 to 31 October 2014.

At today's meeting, the Board endorsed the EAA's Corporate Plan for 2013-18. According to the detailed work plan for 2013-14, the EAA will continue to enhance the professional practice standards of estate agents through various measures. Such measures include reviewing the formats and contents of the qualifying examinations and issuing new practice circulars in light of market conditions and relevant laws, such as an upcoming new circular to complement the "Residential Properties (First-hand Sales) Ordinance" to assist the trade in complying with the Ordinance.

In order to better protect consumer interests, the EAA will step up its substantial efforts in community education so that consumers will be more vigilant and have a more thorough understanding of their rights in property transactions.

EAA Chairman Ms Vivien Chan said, "It is important to promote consumer information related to property transactions and the appointment of estate agents. The more consumers know of these information, the better they are able to protect their own interests."

The EAA will also continue its effort to enhance the voluntary Continuing Professional Development Scheme by introducing more



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e-learning programmes and other web-based learning activities, and launching new initiatives such as “train-the-trainer courses” on different topics.

The EAA Board meeting today also discussed and endorsed other administrative matters and received work progress reports from the Administration and committees.

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