



**EAA held quarterly trade liaison meeting today**

(22 August 2014) The Administration of the Estate Agents Authority (“EAA”) held a quarterly liaison meeting with the estate agency trade representatives today. Matters concerning the trade’s practices were discussed, including the new measure to encourage the trade to organise activities for continuing professional development, and the EAA’s consumer education initiatives.

All along, the EAA has strived to enhance the professional standards of the trade through the implementation of Continuing Professional Development (CPD) Scheme. Under the Scheme, activities are held by the EAA, the trade and other training institutions. Activities organised by the trade have to go through a number of costly and complex assessment procedures in order to be recognised as CPD activities.

At the meeting today, the EAA Administration informed the trade that with effect from 1 October this year, the related procedures will be optimised to allow activity providers from the trade which have over five years’ experience in conducting recognised activities under the CPD Scheme to submit directly their applications to the EAA Professional Development Committee for the endorsement of their seminars as recognised activities under the CPD Scheme. The new measure aims to introduce a less costly assessment procedure to assist the trade.

EAA Chief Executive Officer Ms Ruby Hon said, “The new measure aims to encourage those estate agency firms which have solid and proven experience in organising training activities to organise more seminars for their employees / members. We hope that more recognised CPD activities organised by these estate agency firms could be provided and thus allow more choices and greater flexibility for the practitioners, so as to encourage



them to attend more CPD activities and better equip themselves with more skills and knowledge.”

At the meeting, the trade was also reminded that the “Consumer Education Package”, which includes a video disc, some posters and stickers, has been sent to all estate agency shops in Hong Kong. The trade was encouraged to make good use of the package to convey useful information about property transactions to the consumers. Furthermore, the EAA will continue to produce consumer videos later this year in order to educate consumers on points to note in the sale and purchase of properties.

The trade was also briefed on the new practice circulars to be issued later in light of the finalised market cooling measures and other new initiatives relating to the trade practice. The trade was also reminded of the recent non-compliance issues and the importance of compliance with relevant guidelines. Views were also exchanged between the EAA Administration and the trade on how to improve compliance.

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