



### **EAA Board Endorsed its Corporate Plan Today**

(3 March 2015) The Estate Agents Authority (EAA) endorsed the Corporate Plan for 2015-18 and the detailed work plan for 2015-16 at its Board meeting today. The Plan sets out in detail our strategic directions and key initiatives for the EAA's work in the future.

According to the Corporate Plan for 2015-18, the EAA will strive for excellence in regulating the practice of the estate agency trade for the protection of consumers' interests; and supporting the development of an estate agency profession worthy of the respect of the community.

The EAA will focus on raising the compliance standard and professional competence of the licensees to meet rising community expectations on the quality of the estate agency trade; and educating the public to be the best guardian of their own interests by enhancing their knowledge relating to property transaction.

As to the detailed work plan for 2015-16, the EAA will continue to enhance the professional standard of estate agents through various measures. Such measures include studying on raising the level of difficulty of the qualifying examinations to enhance the entry standard of the profession; reviewing the level of sanctions and their effectiveness and enhancing them, where appropriate, for the purpose of strengthening the deterrent effect.

On stepping up consumer education, the EAA will organise public talks on timely topics related to consumer education such as first-sale, so that consumers will be more vigilant and have a more thorough understanding of their rights in property transactions.

EAA Chairman Mr William Leung Wing-cheung, BBS, JP said, "On the regulatory side, the EAA will enhance its effectiveness, closely monitor the market trend and provide guidelines to the trade swiftly. On the education side, it will continue to strengthen its work in the Continuing Professional Development ("CPD") Scheme so as to enhance the professional standard of the trade. It will also strengthen consumer education in order to better protect the public."



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To maintain estate agents' learning momentum and boost their learning interests, the EAA will also optimise the CPD programmes by introducing more pragmatic and interactive courses, enriching e-learning offerings, and collaborating with other statutory or professional bodies.

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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