



Practice circular on first-sale order coming into effect soon

(25 August 2016) The new practice circular (No. 16-02 (CR)) on the order at first-sale sites issued by the Estate Agents Authority (“EAA”) earlier will come into effect on 1 September 2016 (next Thursday). Estate agency companies are reminded to take the necessary steps and measures to ensure their deployment of staff, especially non-licensed staff, at first-sale sites, will comply with the new guidelines.

The EAA emailed all licensees today reminding them that the practice circular (No. 16-02 (CR)) titled “First Sale of Residential Properties - Order at First-sale Sites” will come into effect on 1 September 2016 and replace the relevant existing circular (No. 10-02 (CR)).

The circular sets out detailed guidelines on the order of estate agents’ promotional activities at the first-sale sites. In particular, estate agency companies must take appropriate measures to ensure that their non-licensed staff will not carry out any estate agency work. These non-licensed staff should wear a name tag which clearly shows his/her name, photograph and his/her employer; as well as prominent words “non-licensed staff”.

Furthermore, estate agency companies need to assign at least one licensed staff as “mentor(s)”, who must be holders of an estate agent’s licence (individual) or a salesperson’s licence with at least two years’ estate agency experience, to supervise and monitor the conduct and performance of the non-licensed staff at the first-sale sites.

The EAA Chief Executive Officer Ms Ruby HON Yuen-ping said, “The EAA issued this practice circular in late June and has organised relevant Continuing Professional Development seminars since then. The



地 產 代 理 監 管 局
ESTATE AGENTS AUTHORITY

新聞稿
Press Release

trade should be able to take appropriate measures to follow the requirements. The EAA will monitor the trade's compliance when the circular comes into effect.”

The EAA has also prepared a set of relevant “Questions and Answers” and samples for the trade's reference. Estate agents are strongly advised to read the circular in detail and the above materials at the EAA's website. Any licensees who fail to comply with the guidelines set out in the circular may be subject to disciplinary actions by the EAA. Furthermore, it is a criminal offence to carry out estate agency work without a valid licence issued by the EAA or to employ a non-licensed person to do so.

– End –