



**EAA to award “Silver” Premium Symbol  
to encourage licensees’ continuous learning**

(18 November 2016) To recognise licensees’ efforts in enhancing their professional knowledge through continuous participation in the Continuing Professional Development (“CPD”) Scheme, the “Gold” and “Silver” Premium Attainment Symbols will be awarded by the Estate Agents Authority (“EAA”) to eligible licensees, upon their achievement of the CPD attainment target for five or three consecutive years respectively. The first batch of awardees has been announced. Over 400 practitioners will be awarded the “Silver” Premium Symbol.

The “Silver” Premium Symbol will be awarded to the licensees upon their achievement of the CPD attainment target (i.e. obtaining 12 CPD points) for three consecutive CPD periods, with effect from the CPD period commencing 1 October 2013 and ended 30 September 2014. A total of 427 licensees will be awarded the first batch of the “Silver” Symbol. As well as receiving a certificate and a silver badge, the Premium Symbol could also be printed on the awardees’ estate agent card and business card to signify their efforts and outstanding performance in continuous learning.

Most of the first batch of the “Silver” Premium Symbol awardees have been participating in the CPD Scheme for years. Fourteen of them have even achieved the CPD target for 11 consecutive CPD periods, i.e. having obtained 12 CPD points every year since the Scheme commenced in 2005.

According to Ms Ruby Hon, the EAA Chief Executive Officer, “It is encouraging to know that 427 licensees will receive the first batch of the “Silver” Premium Symbol. I sincerely hope that they will continue their efforts and obtain the “Gold” Premium Symbol in two years’ time.



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Furthermore, I hope that more licensees will also continue to enhance their knowledge through life-long learning and participation in the CPD Scheme.”

The EAA launched the voluntary CPD Scheme in May 2005. Since then more than 4,900 CPD activities have been held with about 403,000 enrolments. In order to encourage greater participation in the CPD Scheme, the EAA started presenting CPD attainment symbols to licensees who achieved the attainment target points in one CPD period from 2006. This attainment symbol is different from the above-mentioned Premium Symbols.



Eligible licensees will be awarded the Premium “Silver” CPD Attainment Symbol.



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