

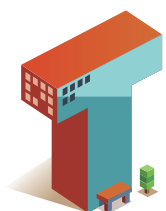
地產代理

專業之路

The Road to the
Estate Agency
Profession







地產代理專業之路

The Road to the Estate Agency Profession

資格考試

資格考試旨在評估有志加入地產代理業的人士是否具備提供地產代理服務所需的知識。目前共有兩類資格考試：(i) 地產代理資格考試及 (ii) 營業員資格考試。

資格考試由香港考試及評核局代表監管局舉辦。

Qualifying Examinations

The qualifying examinations serve to assess whether persons who wish to practise in the estate agency trade possess the requisite knowledge to provide estate agency services. Currently, there are two types of qualifying examinations: (i) the Estate Agents Qualifying Examination ("EAQE") and (ii) the Salespersons Qualifying Examination ("SQE").

The qualifying examinations are administered by the Hong Kong Examinations and Assessment Authority on behalf of the EAA.



資格考試旨在評估有志加入地產代理業的人士是否具備提供地產代理服務所需的知識。

The qualifying examinations serve to assess whether persons who wish to practise in the estate agency trade possess the requisite knowledge to provide estate agency services.



地產代理資格考試與營業員資格考試的比較如下：

A comparison of the EAQE and SQE is as follows:

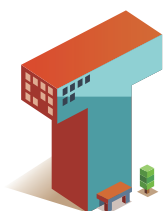
	地產代理資格考試 EAQE	營業員資格考試 SQE
次數 Frequency	每年 4 次 4 times a year	每年 6 次 6 times a year
考試時間 Examination Time	3 小時 3 hours	2 小時 30 分鐘 2 hours 30 minutes
試題數目 Number of Questions	第一部分：30 條獨立試題 第二部分：20 條試題（依據一至兩個個案分析） Part 1: 30 stand-alone questions Part 2: 20 questions based on one or two case studies	第一部分：40 條獨立試題 第二部分：10 條試題（依據一至兩個個案分析） Part 1: 40 stand-alone questions Part 2: 10 questions based on one or two case studies
形式 Format	多項選擇題 Multiple-choice questions	
合格分數 Pass Mark	每部分最少需答對 60% At least 60% of correct answers in each part	

試題的第一部分測試考生對地產代理資格考試及營業員資格考試內容綱要中各個範疇的認識，其中包括《地產代理條例》及其附屬法例、《操守守則》、執業通告，以及其他適用於地產代理實務的相關法例及執業手法。

試題的第二部分通過一個或兩個個案研究，綜合測試考生就地產代理或營業員應具備的執業知識，包括對土地查冊的理解、訂明表格的使用、監管制度的規定、有關物業買賣和租務等其他實務事宜，以及地產代理或營業員在從事地產代理工作時必備的道德標準及專業操守。

Part 1 of the examination paper is intended to test candidates' knowledge of various parts of the syllabi of the EAQE and SQE, including the EAO and its subsidiary legislation, the *Code of Ethics*, practice circulars, and other relevant laws and practices applicable to the estate agency practice.

Part 2 of the examination paper, which contains one or two case studies, is intended to test in an integrated way the practical knowledge expected of estate agents or salespersons, including interpretation of land search, use of prescribed forms, the requirements under the regulatory regime, other practical issues such as conveyancing and tenancy, and the ethical standards and professional integrity required of estate agents or salespersons in the performance of estate agency work.



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由於持牌地產代理不僅可擔任地產代理，還可經營地產代理業務，因此地產代理資格考試的試題亦會測試考生就地產代理在物業估值、有效管理代理業務及監督營業員以符合規管制度等方面應具備的知識。營業員資格考試的考試內容綱要並不包括這些範疇。

Since licensed estate agents could undertake an estate agency business in addition to being an estate agent, the questions in the examination paper of the EAQE also test the knowledge expected of estate agents in property valuation, effective management of agency and supervision of salespersons in the compliance of the requirements under the regulatory regime. These areas are not included in the syllabus of the SQE.

考生人數

在2015/16年度，報考地產代理資格考試及營業員資格考試的人數分別為4,742人及7,052人，前者較去年上升約0.7%，而後者則上升約21.7%。

Number of Candidates

A total of 4,742 candidates registered for the EAQE and 7,052 candidates registered for the SQE in 2015/16, which was an increase of about 0.7% for the former and an increase of about 21.7% for the latter, as compared to those of the previous year.

與2014/15年度相比，實際應考地產代理資格考試的人數上升約0.3%至4,275人，而應考營業員資格考試的人數則上升約20.6%至6,126人。

Compared to that in 2014/15, the number of candidates actually sitting the EAQE increased by about 0.3% to 4,275 and increased by about 20.6% to 6,126 in the case of SQE.

在2015/16年度，地產代理資格考試及營業員資格考試的平均合格率為33.7%及45.5%，而2014/15年度兩個考試的合格率則為42.7%及48.2%。

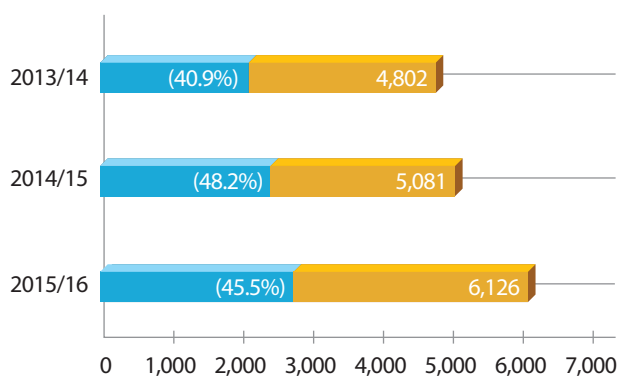
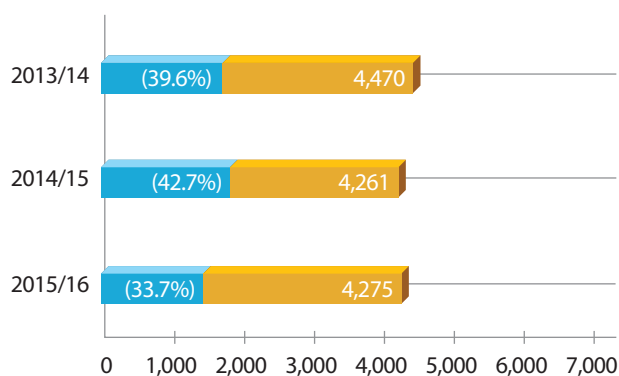
In 2015/16, the average pass rate for the EAQE and SQE were 33.7% and 45.5%, as against 42.7% and 48.2% in 2014/15.

資格考試考生人數及合格率

Number of Examination Candidates and Pass Rates of Qualifying Examinations

地產代理資格考試
Estate Agents Qualifying Examination

營業員資格考試
Salespersons Qualifying Examination



考生人數 Number of Examination Candidates



合格率 Pass Rate



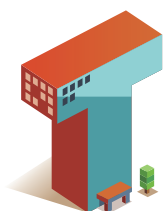
考生學歷

一如往年，有為數不少的高學歷考生應考資格考試。合符邏輯地，統計結果顯示，具備較高學歷的考生的合格率較低學歷的考生為高。在2015/16年度報考營業員資格考試的考生中，具備大專或以上學歷的比率約有28%，至於地產代理資格考試，具備大專或以上學歷的考生比率則約為41%，而2014/15年度的比率則分別為28%及43%。

Educational Background of Candidates

As in the previous year, a significant number of candidates with higher educational levels sat for the qualifying examinations. Statistics indicated that the pass rates of candidates with higher educational qualifications were higher than those of candidates with lower educational qualifications, which was quite logical. In 2015/16, the percentage of candidates registered for the SQE who were of tertiary or above educational level was about 28%, and that for the EAQE was about 41%, as compared to 28% and 43% in 2014/15.

	學歷 Education Level	2013/14		2014/15		2015/16	
		報考考生 比率 % of registered candidates	合格率 Pass rate	報考考生 比率 % of registered candidates	合格率 Pass rate	報考考生 比率 % of registered candidates	合格率 Pass rate
地產代理 資格考試 Estate Agents Qualifying Examination	中五 F.5	31.6%	22.7%	30.4%	31.0%	30.5%	24.6%
	中六或中七 F.6 or F.7	6.6%	33.4%	8.0%	34.4%	8.0%	26.8%
	大專或以上 Tertiary or above	41.4%	41.4%	43.4%	42.9%	41.2%	34.6%
	資料不詳 Unknown	20.4%	39.9%	18.2%	43.3%	20.3%	31.7%
營業員 資格考試 Salespersons Qualifying Examination	中五 F.5	43.4%	31.6%	40.3%	36.2%	37.8%	35.4%
	中六或中七 F.6 or F.7	14.7%	32.8%	18.0%	37.5%	19.1%	35.8%
	大專或以上 Tertiary or above	26.6%	46.0%	27.9%	53.6%	27.8%	49.4%
	資料不詳 Unknown	15.3%	36.3%	13.8%	43.5%	15.3%	36.2%



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考生的職業背景

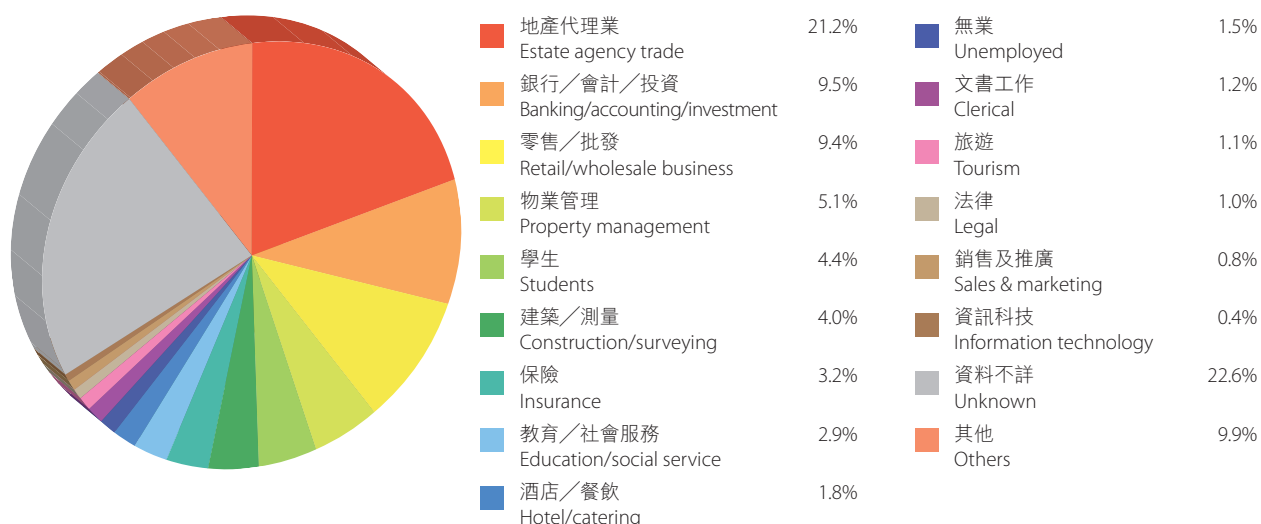
考生當中不乏學生及來自各行各業的人士，包括物業管理、建築與測量、銀行、會計、零售及批發。首次參加資格考試的人士約有51%。

Occupational Background of Candidates

Candidates included students and people from a wide range of occupational backgrounds, including property management, construction and surveying, banking, accounting, retail and wholesale business. About 51% of the candidates sat the examination for the first time.

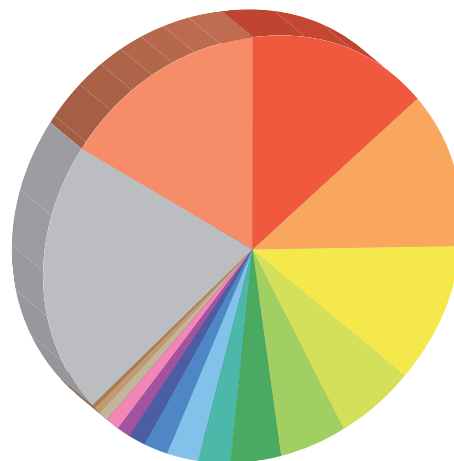
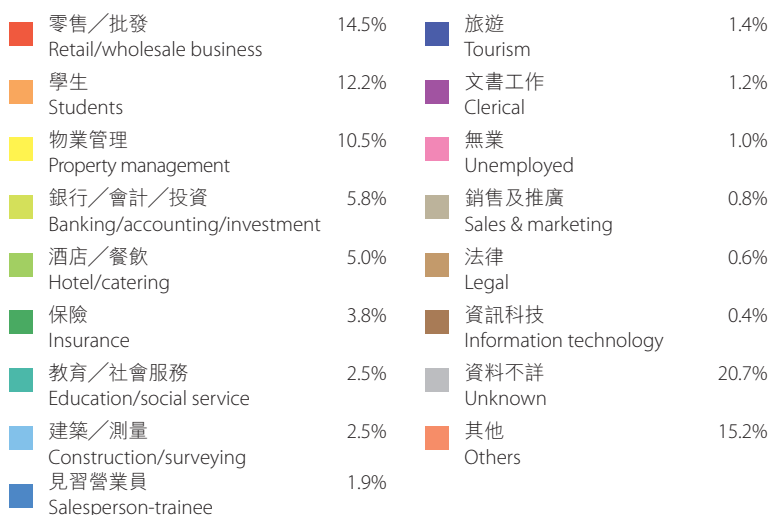
地產代理資格考試

Estate Agents Qualifying Examination



營業員資格考試

Salespersons Qualifying Examination



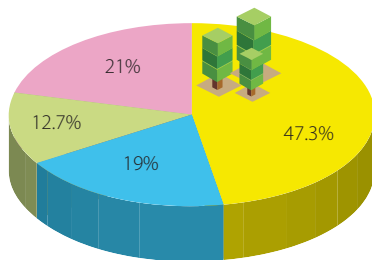


考生參加考試的次數

Number of Attempts at Examinations

地產代理資格考試

Estate Agents Qualifying Examination



首次應考
First attempt

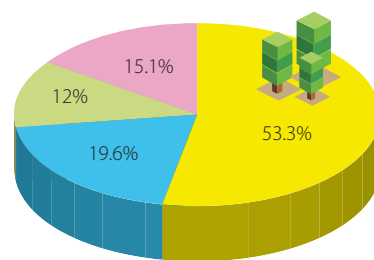
第二次應考
Second attempt

第三次或以上應考
Third attempt or above

資料不詳
Unknown

營業員資格考試

Salespersons Qualifying Examination



發牌

獲發牌照的人士必須年滿18歲、完成中五或同等程度教育，並在相關的資格考試中考獲合格成績¹，而且被監管局認為是「適當人選」。

個人申請者可申請營業員牌照或地產代理(個人)牌照，而公司則只可申請地產代理(公司)牌照。持有營業員牌照的人士只能以持牌地產代理的營業員身分從事地產代理工作，而持有地產代理牌照的人士則不受此限。所有地產代理在任何地點以任何營業名稱開展地產代理業務前，一律須就該地點及名稱向監管局申請批給營業詳情說明書。

於2016年3月31日當日計算，個人牌照的總數較2015年3月31日上升3.6%，達37,138個。公司牌照及營業詳情說明書的數目，分別達3,226個及6,364個，較上年度分別上升1.2%及0.6%。

¹ 申請人必須於提交牌照申請當日起計的前12個月內在資格考試中考獲合格成績。

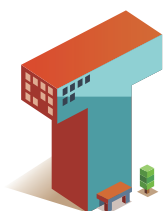
Licensing

To be granted a licence, an individual must have attained 18 years of age, completed an educational level of Form Five of secondary education or its equivalent, passed the relevant qualifying examination¹ and be considered “fit and proper”.

An individual may apply for a salesperson's licence or an estate agent's licence (individual). Companies may only apply for an estate agent's licence (company). Holders of a salesperson's licence may only work for licensed estate agents while there is no such restriction for holders of an estate agent's licence. Each estate agent is required to, before carrying out any estate agency business at any place under a particular business name, apply for a statement of particulars of business (“SPOB”) for that place and name.

The number of individual licences as at 31 March 2016 increased by 3.6% over that of 31 March 2015 to 37,138. The number of company licences and SPOBs were respectively at 3,226 and 6,364, representing an increase of 1.2% and an increase of 0.6% respectively over those of last year.

¹ The qualifying examination must have been passed within 12 months immediately before the date of an application for the grant of a licence.



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在37,138名持有個人牌照的人士當中，20,005人持有營業員牌照，17,133人持有地產代理(個人)牌照。

Among the 37,138 individual licences, 20,005 were salesperson's licences and 17,133 were estate agent's licences (individual).

本年度，監管局共批出3,278個新申領的個人牌照，較上年度增加6%。

During the year, the EAA granted 3,278 new individual licences, an increase of 6% compared to that of the previous year.

監管局會審閱每一份牌照申請，以確保申請人符合法定條件。年內，監管局拒絕了113宗牌照申請，原因包括申請人未能符合有關的學歷要求，或並非獲批給、持有或繼續持有牌照的「適當人選」。

The EAA vets each licence application to ensure compliance with the relevant laws. In the year under review, 113 applications were refused for different reasons, such as applicants not having the required educational qualifications or not being considered "fit and proper" persons to be granted, or hold or continue to hold a licence.

如持牌人不再符合繼續持有牌照的資格，他的牌照可能被撤銷。本年度，監管局牌照委員會共撤銷了56個牌照，原因是有關持牌人不符合發牌條件。

A licence may be revoked if the licensee is no longer eligible to continue to hold a licence. During the year, a total of 56 licences were revoked by the Licensing Committee because the relevant licensees no longer met the licensing requirements.

牌照委員會向持牌人採取的行動

Actions Taken Against Licensees by the Licensing Committee

採取的行動 Types of Actions	2013/14	2014/15	2015/16
在牌照上附加條件 Attachment of conditions to licence	154	123	123
撤銷牌照 Revocation of licence	27	45	56



本年度，監管局共批出3,278個新申領的個人牌照，較上年度上升6%。

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代理業務的規模

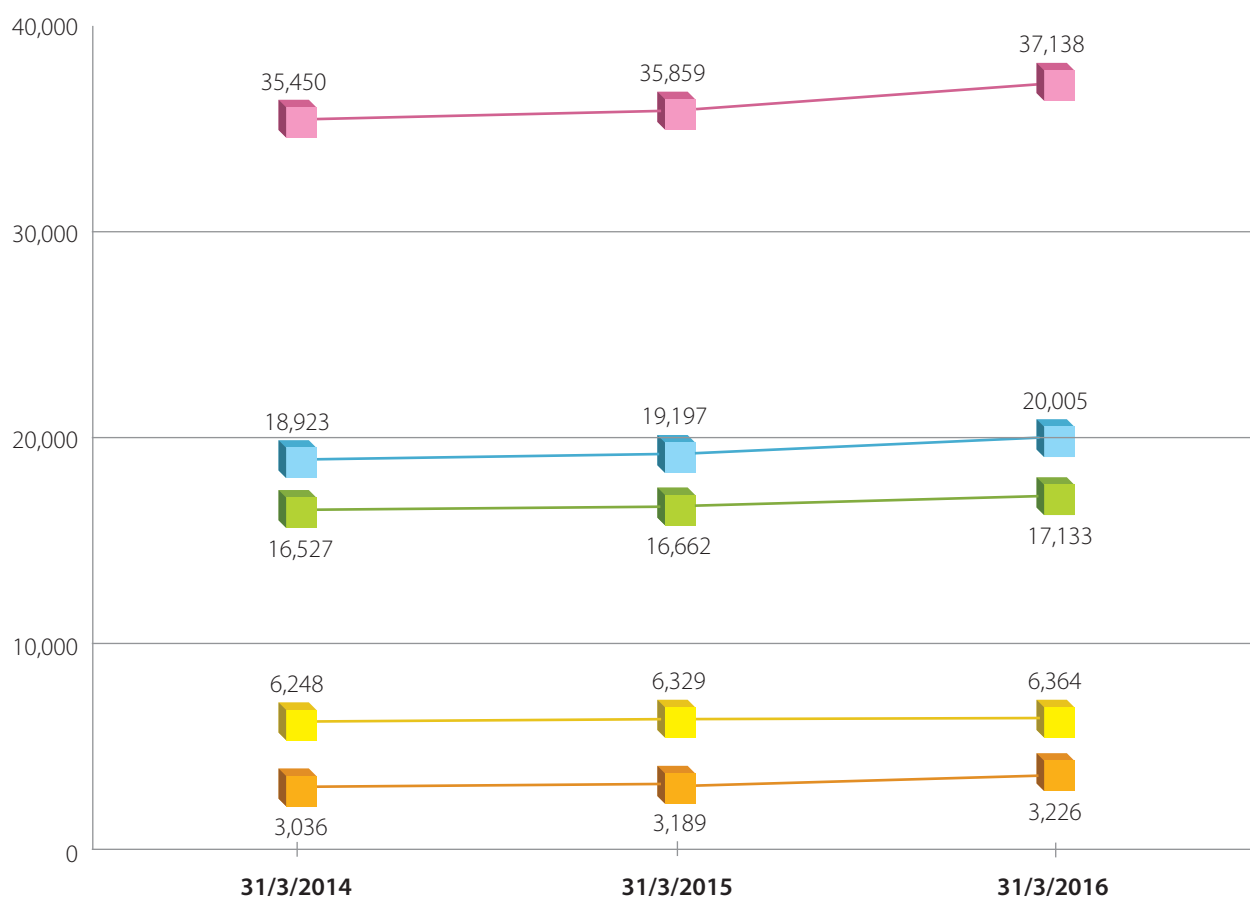
大多數地產代理業務仍然以小規模經營。截至2016年3月31日，94.2%的經營者只開設一間店舖，而同時經營五間店舖或以上的只佔少於1%。

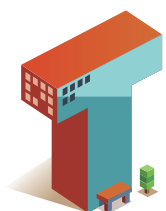
Size of Operations

The bulk of estate agency operations remained small in scale. As at 31 March 2016, 94.2% of agencies operated as single-shop businesses and less than 1% had five or more shops.

過往三年牌照及營業詳情說明書數目

Number of Licences and SPOBs in the Past Three Years



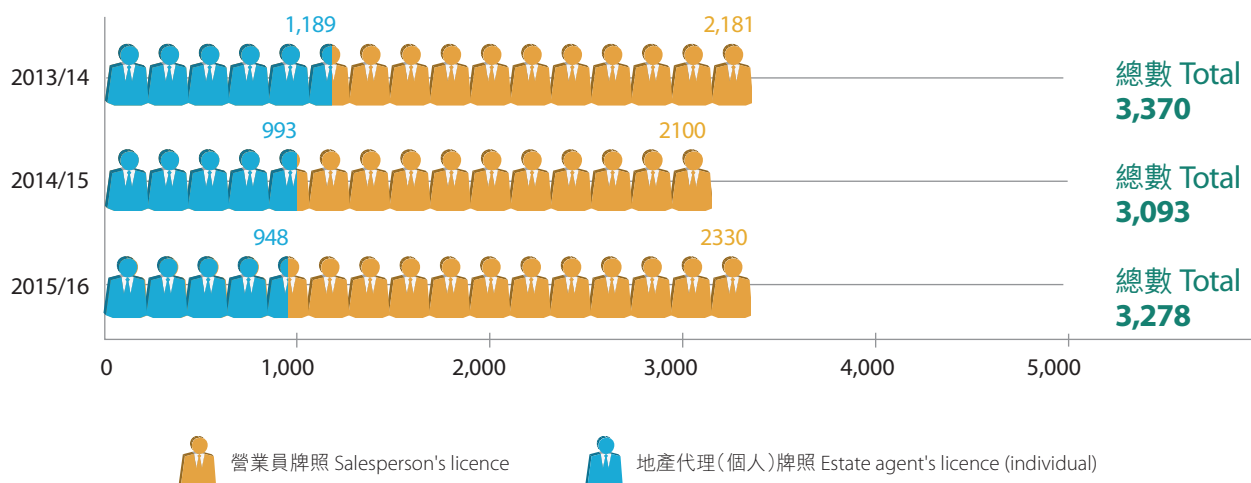


地產代理專業之路

The Road to the Estate Agency Profession

過往三年新批出的個人牌照數目

New Licences (Individual) in the Past Three Years



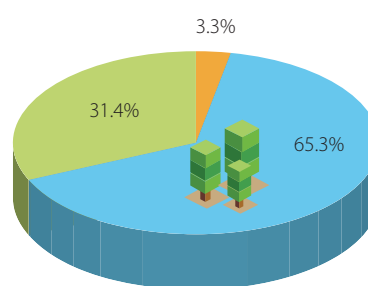
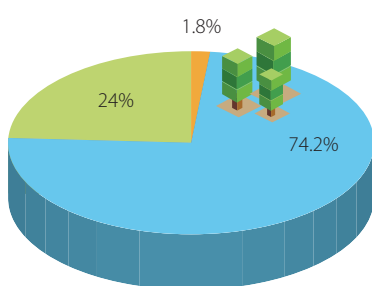
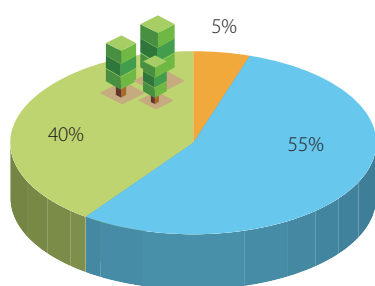
持牌人的學歷水平 (截至2016年3月31日)

Educational Level of Licensees (as at 31/3/2016)

地產代理(個人)牌照持有人
Holders of estate agent's licence (individual)

營業員牌照持有人
Holders of salesperson's licence

整體
Overall



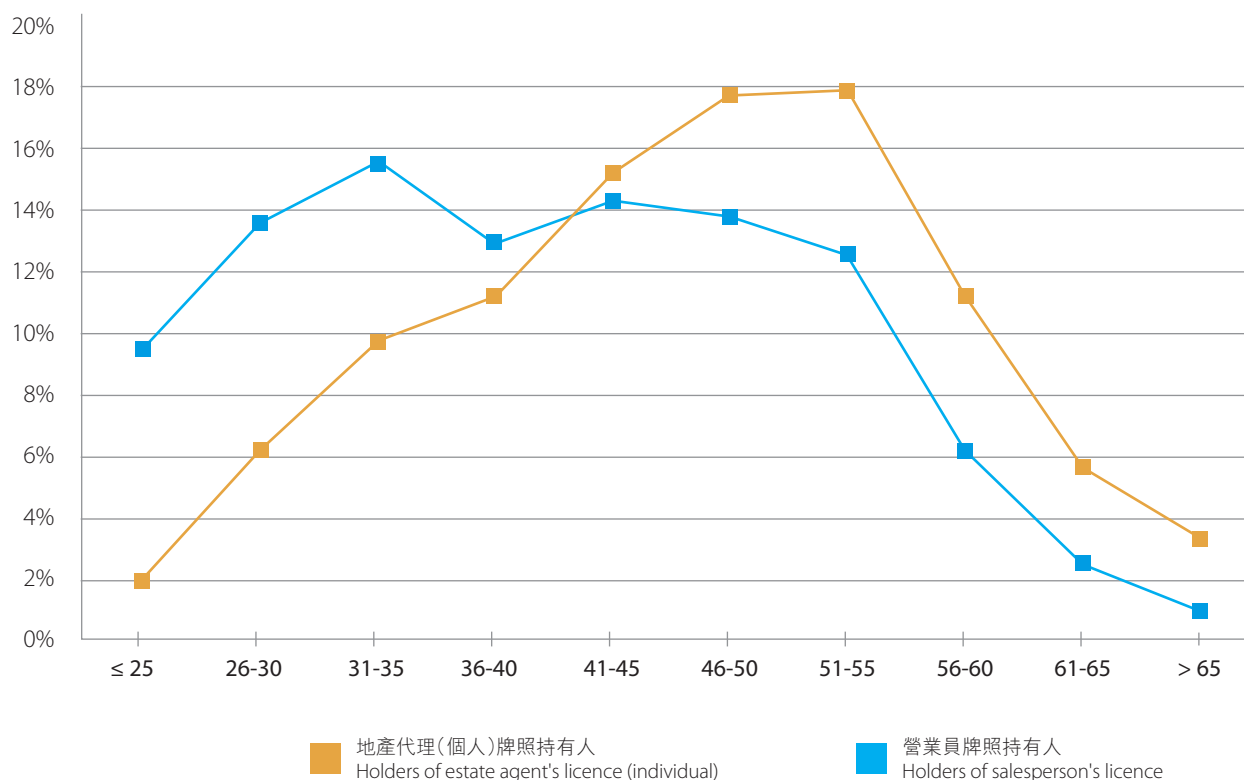
中五以下 Below F.5

完成中五或具同等學歷 Completed F.5 or equivalent

大專或以上 Tertiary or above

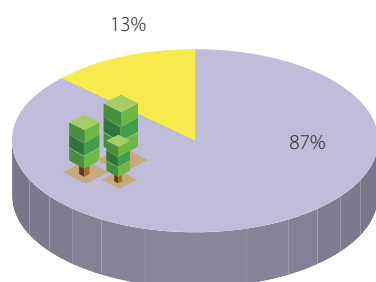


持牌人的年齡（截至 2016 年 3 月 31 日） Age of Licensees (as at 31/3/2016)

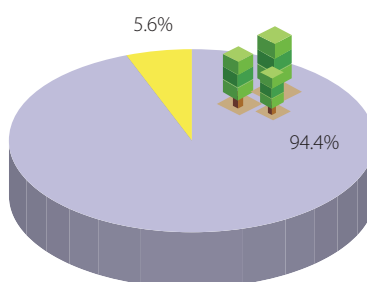


持牌人所選擇的通訊語言（截至 2016 年 3 月 31 日） Licensees' Choice of Language in Communication (as at 31/3/2016)

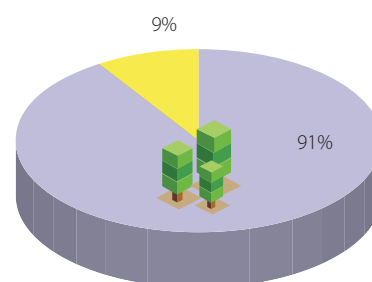
地產代理(個人)牌照持有人
Holders of estate agent's licence (individual)



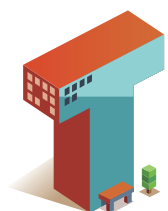
營業員牌照持有人
Holders of salesperson's licence



整體
Overall



中文 Chinese 英文 English

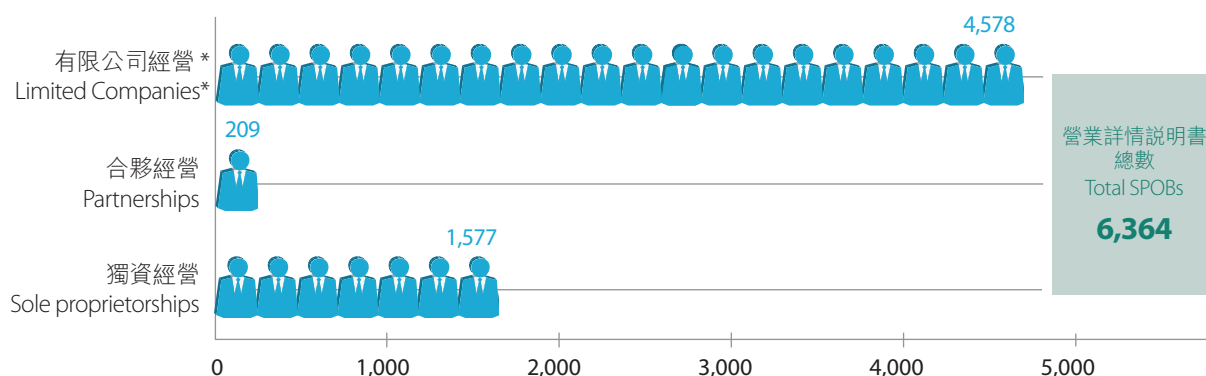


地產代理專業之路

The Road to the Estate Agency Profession

代理業務的經營模式（截至2016年3月31日）

Mode of Operation of Estate Agency Businesses (as at 31/3/2016)



* 由3,226個公司持牌人經營

* Operated by 3,226 company licensees

代理業務的規模（截至2016年3月31日）

Size of Operation of Estate Agency Businesses (as at 31/3/2016)

商舖數目 * Number of shops*	1	2	3	4	5-10	11-20	21-30	>30
有限公司經營 Limited companies	3,007	141	39	8	23	2	1	5
合夥經營 Partnerships	182	8	1	2	0	0	0	0
獨資經營 Sole proprietorships	1,451	46	7	1	1	0	0	0

* 即營業詳情說明書

* i.e. SPOBs



內地與香港地產代理專業資格互認計劃

監管局與中國房地產估價師與房地產經紀人學會(「中房學」)於2010年11月3日簽訂為期5年的協議，落實內地與香港地產代理專業資格互認計劃的基本安排。此安排旨在推動中港兩地的地產代理業界專業人才交流與合作，同時促進兩地行業的長遠發展。

根據協議，在五年的協議期內，監管局和中房學分別推薦特定數額的合資格地產代理，參加由對方專門開設的培訓課程及考試。

自2015年6月起，監管局和中房學就探討把互認計劃延長5年的可能性展開連串對話與討論。中房學指出，因內地地產代理專業的登記安排有所更改，須待內地有關機關落實相關立法及執行細則，才能確定新協議的條文。

在協議安排下，截至2016年3月31日，共有143名香港地產代理持有由中房學頒發的註冊證書，另有17名內地地產代理持有由監管局批出的牌照。

Scheme on Mutual Recognition of Professional Qualifications of Estate Agents in the Mainland and Hong Kong

The EAA and the China Institute of Real Estate Appraisers and Agents ("CIREA") entered into a 5-year agreement on 3 November 2010 to lay down the foundation for the mutual recognition of professional qualifications of estate agents in the Mainland and Hong Kong. The arrangement was intended to promote professional exchanges and cooperation between practitioners of the estate agency trade in the Mainland and Hong Kong, and to facilitate the long-term development of the industry of both sides.

According to the agreement, the EAA and the CIREA will each nominate a certain number of qualified estate agents to participate in tailor-made training courses and examinations organised by the other party within the 5-year agreement period.

Since June 2015, frequent dialogues and discussions have been engaged by the EAA and the CIREA on exploring the possibility of extending the mutual recognition scheme for another five years. The CIREA has indicated that as there are changes in the registration arrangement for the estate agency profession in the Mainland, they could only confirm the details of the new agreement after Mainland Authorities have finalised the relevant legislation and implementation details.

As at 31 March 2016, 143 Hong Kong estate agents held a registration certificate issued by the CIREA and 17 Mainland estate agents held an estate agent's licence issued by the EAA, both pursuant to the arrangement.