



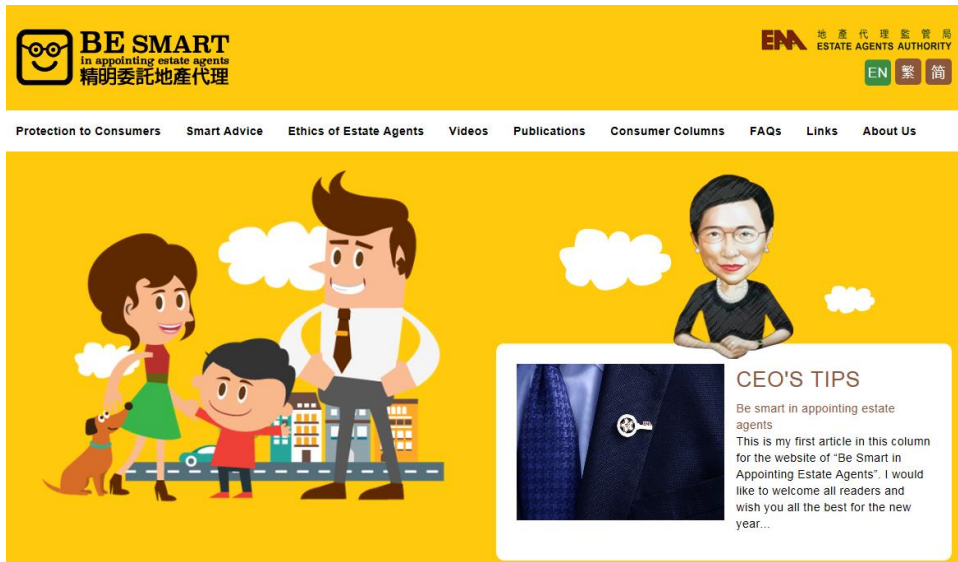
**The EAA Launches New Consumer Education Website
and New TV API**

(6 February 2017) In order to protect the rights of consumers and promote related information in property transactions to the public, the Estate Agents Authority (“EAA”) launches a new round of consumer education campaigns today, including a new consumer education website and a TV Announcement in the Public Interest (“API”).

The new consumer education website named “Be Smart in Appointing Estate Agents” (smart.eaa.org.hk) launches today with the aim to provide consumers with a wealth of comprehensive information through an interesting and interactive platform. The website includes various sections such as “CEO’s Tips”, a regular column updated by Ms Ruby Hon, Chief Executive Officer of the EAA. Other sections include “Smart Advice”, FAQs, different consumer education videos and publications produced by the EAA, to share practical tips which consumers should pay attention to during property transactions or when appointing estate agents. Also included would be interesting interactive games to help consumers understand their interests in an easy way.

In addition to the website, and in response to the incidents that happened last year of fraudsters impersonating flat owners to swindle deposits paid by purchasers in property transactions, the EAA has produced a new TV and radio API titled “Lower the risk in property transactions; place all deposits at a law firm for stakeholding”. The API reminds the public to arrange for the stakeholding of all deposits by a firm of solicitors during a property transaction to lower the risks involved. The TV API will be broadcast on major TV channels and MTR train compartments from today while the radio API will be broadcast on different radio channels. Related promotional posters and stickers have been produced by the EAA and will be distributed to all estate agency shops to further remind both estate agents and their clients of the above advice.

The API is now available at the new consumer education website (smart.eaa.org.hk) and the EAA website (www.eaa.org.hk) for viewing. Other useful information is also available to the public.



“Be Smart in Appointing Estate Agents” (smart.eaa.org.hk), a new consumer education website produced by the EAA



The new API reminds the public to place all deposits at a law firm for stakeholding during a property transaction

- End -