



主席的話 Chairman's Message

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主席

William LEUNG Wing-cheung, SBS, JP
Chairman

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Chairman's Message

2017年標誌著地產代理監管局(監管局)成立20周年，亦是回顧過去、總結經驗及向前推進的良機。

從零至今 嶄新扉頁

地產代理行業在香港經濟扮演著重要的角色，是最主要的經濟支柱之一。置業與地產代理行業息息相關，亦是港人最偏好和人生中最重大的投資。因此，一群訓練有素、秉持道德及專業能幹的地產代理團隊，必定有助促進香港經濟，及保障消費者權益。

監管局成立於1997年，旨在規管及推動地產代理行事持正。我們引入規管制度，批出業界牌照及制定標準；亦同時實施制裁措施，處分違規行為、鼓勵執業操守，以維持公眾信心。過去20年，監管局一直與業界緊密合作，提高業界的執業水平。監管局現時負責規管逾40,000名個人及公司牌照持牌人，儘管偶爾發生違規行為，但這些年來業界的整體服務水平已經顯著提升。

的而且確，自2004年加入監管局以來，本人見證著監管局及地產代理業界的積極發展。這些發展正是業界付出努力適應規管制度的改變，以及公眾期望業界執業水平日趨提高的成果。監管局自2005年起，以自願參與形式推行持續專業進修計劃，參加相關專業講座的人數逐年增加；多年來，隨著持牌人的整體教育程度提高，監管局、業界及其他培訓機構每年均提供數百個培訓機會，致力促進持續學習，並進一步提升從業員的專業能力。

The year 2017 marks the 20th anniversary of the Estate Agents Authority (EAA), an opportune time for us to take stock of the past, reflect on lessons learned, and press onward.

Turning pages – from ground zero to where we are

The real estate industry has an important role in Hong Kong's economy. It is foremost one of the major economic pillars, and home purchases, which are closely linked to the industry, are the most preferred and biggest personal investments in the lifetimes of Hong Kong people. A force of well trained, highly ethical, and professional estate agents can thus certainly contribute to promoting the economy of Hong Kong and protecting consumer interests.

The EAA was founded in 1997 to regulate and upgrade the estate agency profession. A regulatory system was introduced to grant trade licences and establish standards. As well, sanctioning measures were put in place to penalise malpractices, encourage ethical practices and maintain public confidence. After 20 years of working closely with the trade to raise practice standards, the EAA now has under its purview over 40,000 individual and company licensees; and despite occasional malpractices, the overall standard of services of the trade has enhanced noticeably over the years.

Indeed, since I joined the EAA in 2004, I have witnessed the positive development of both the EAA and the estate agency trade, which is a direct result of the industry's effort in coping with regulatory changes and rising public expectations in its practice standards. In 2005, the EAA launched the Continuing Professional Development (CPD) Scheme on a voluntary basis and attendances at professional seminars grew progressively. Over the years, along with the rise in the overall educational attainment level of licensees, the EAA together with the trade and other training providers has been delivering hundreds of training opportunities every year to promote continuous learning and further the competence of the practitioners.



誠然，業界一直致力與監管局攜手追求更高的執業標準。面對日益激烈的競爭環境，對擴闊知識層面的需求有增無減，業界亦積極回應監管局的新舉措，藉以加強公眾信心。

為提高消費者保障自身權益的意識，近年來監管局不遺餘力地推動消費者教育。我們針對公眾所需的特定範疇，舉辦公開講座及製作消費者教育材料，讓公眾對物業交易有更深入的了解。隨著消費者對自身權益及地產代理職責有更充份的認知，監管局接獲的投訴個案數目及其複雜程度有所增加，都促使監管局著手發展更完善的投訴處理機制。

It is evident that the trade has committed to pursuing a higher standard of trade practices together with the EAA. Amidst an increasingly competitive environment and call for an expanding scope of knowledge, the trade has responded positively to the EAA's new measures and renewed effort to instil confidence in the public.

To heighten consumers' awareness to be the protector of their own interests, the EAA spared no effort in promoting consumer education these years. Public seminars were organised and consumer education materials were produced to target specific areas where better public understanding of property transactions was needed. As consumers also gained a better understanding of their rights and the obligations of an estate agent, the number and complexity of complaint cases received by the EAA increased, resulting in a more sophisticated complaint handling mechanism being developed by the EAA.

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恪守原則 實現價值

誠信是持久成功的基石。監管局的使命是規管香港地產代理的執業、提升從業員的專業能力，並為業界訂立高道德標準和操守。大力推動業界秉持誠信正直的原則，從而不斷提高專業水平，乃至關重要。而此等核心價值，亦是從業員與客戶維持長久關係的要素。

以上便是監管局一直以來的工作。我們不僅發出執業通告，定期進行巡查，確保業界守法遵規；同時透過持續專業進修計劃的多項新猷，提倡行事持正，並提醒業界避免常見的違規情況。我們認為，只有推動持續進修、建立專業精神、鼓勵從業員實踐「優質執業」，方能加強公眾信心及保障消費者，並同時有助從業員追求持續學習、提升職業滿意度及事業發展。

市場新勢 迎接挑戰

「關鍵不在於能否作出改變，在於我們應變得有多迅速。」正如德國總理默克爾所言，我們需要盡快適應瞬息萬變的世界和市場。無論面臨什麼挑戰，能夠快速適應新趨勢、有智謀地發展新業務的從業員，總可開拓新視野。

Remember and live the core values

Integrity is the cornerstone of lasting success. The EAA's mission is to regulate the practice of estate agency in Hong Kong, raise the competence of practitioners, and set high standards of ethics and conduct befitting the trade. It is of paramount importance to step up our efforts to promote trade practices that are grounded in integrity and honesty so as to boost a high degree of professionalism. These core values also coincide with the practitioners' focus to maintain long lasting relationships with their clients.

And that is what the EAA has been doing over the years. We not only issued practice circulars and conducted regular inspections to ensure the trade's compliance with relevant laws and regulations, but also launched a number of initiatives under the CPD Scheme to advocate the right behaviours and to sound alarms for common mistakes. We believe that the promotion of continuous learning will strengthen public confidence and consumer protection through building a culture of professionalism and encouraging adherence to "best practice" among practitioners. It will as well assist practitioners in their quest for continuous learning, personal satisfaction and career development.

Clouded market with new trends and new risks

"The question is not whether we are able to change but whether we are changing fast enough." As said by German Chancellor Angela Merkel, we need to embrace a changing world and market as quickly as we can. No matter what challenges are in store, there always will be a new horizon for practitioners who can quickly adapt to new trends, and remain resourceful in developing new business.

有目共睹，科技如何引領變革，提供便利、推動適時資訊共享、促進人與人之間的緊密聯繫，以及造就更多機遇。地產代理及監管局的工作亦難以獨善其身。智能手機和互聯網的普及使用改變了現今的商業模式，亦隨之加增了對法規誤解或輕率行事所致的違規風險；隨著更多平台及渠道可供業界在網上推廣業務，亦意味著監管局肩負起多一重規管職責。事實上，監管局一直密切關注網上物業交易平台的活動，並將繼續加強對有關活動及網上廣告的監察，以確保符合《地產代理條例》、其附屬法例、《操守守則》，以及由監管局不時發布的其他指引。

We have already seen how technology has heralded changes to provide convenience, enriched timely information sharing, enabled closer connection among people, and provided more opportunities. The work of the estate agents and the EAA is not immune to such impact. The mode of doing business has been changed to incorporate the wide adoption of smart phones and the internet. With the proliferation of cyber usage, there are risks of non-compliances due to misunderstanding of regulations or simply recklessness. The advent of cyber business activities means an additional dimension of the EAA's regulatory duties, as there are now more online platforms and channels for the trade to promote their businesses. The EAA has kept a close watch over the activities of online property portals, and will continue to step up its efforts in monitoring such activities and online advertisements to ensure their compliance with the Estate Agents Ordinance (EAO), its subsidiary legislation, and other code of ethics and guidelines issued by the EAA from time to time.



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適時反思 迎難而上

業界的執業情況在經歷了連續數年的改進後，投訴數字於2016年回升，有關地產代理於一手樓盤銷售處發生肢體衝突的報導時有聽聞。有關不當行為被高調報導，嚴重損害從業員及其僱主的形象，實在令人遺憾。涉事從業員應反思個人行為的選擇，及此等不當行為帶來的後果。誠然，要贏得公眾的尊重和信任，從業員必須以值得尊敬的方式行事。

無論前線或其他從業員，都必須秉持和實踐相同的價值觀。目光短淺的業務策略或會損害長遠的事業，要建立長遠的事業，則必需建基於努力不懈和力求達致高操守標準的決心。

專業不僅僅體現於服務，還意味著技能、誠信及優質的工作。我們有信心與業界攜手提升行業的專業水平。雖然前路挑戰重重，但有著過去20年所取得的成果所鼓舞，我們只要不斷努力提高標準以符合公眾需求和社會變遷，將使地產代理行業成為一門真正的專業，並使從業員成為真正的專業人士。本人會繼續鼓勵業界保持終身學習的興趣，從而提升專業能力，擴闊事業發展，提高社會地位。

由衷致謝 誠摯歡迎

有賴所有董事局成員、監管局行政部門、政府和業界的支持，監管局才得以完成如此大量的工作。本人亦要感謝董事局歷任主席的英明領導，讓本局一步步發展至今。

Time to reflect

After successive years of improvement in trade practices, the number of complaints bounced back in 2016. There was from time to time unhappy news of purported estate agents fighting at first-sale sites. This is regrettable, as such high profile reporting of misconduct tarnishes the image of the practitioners and their employers alike. It is time to reflect on the choices one makes and the consequences that come with such misconducts. Needless to say, practitioners must act in a respectable manner if they wish to be respected and trusted by the public.

Practitioners, whether front line or otherwise, must also share and practise the same values. Short-sighted business tactics may compromise a long-term career which can only be built through hard work and persistent striving for high standards.

Professionalism embodies more than a service. It denotes skills, integrity, and quality work. Together with the trade we have confidence in the enhancement of the professionalism of the trade. While the road ahead is full of challenges, we are encouraged by the progress made in the last 20 years, and as long as we make continuous effort to raise standards in keeping with public demands and societal changes, we will make estate agency truly a profession and its practitioners truly professionals. I would urge the trade to keep up their interest in life-long learning, so as to raise their professional competence, enhance their career progression, and improve their social status.

Gratitude and welcome

The tremendous work of the EAA could not be accomplished without the support from all my fellow Board members, the EAA Administration, the Government and the trade. I must also express my appreciation to past chairpersons of the EAA Board for their leadership in shaping the EAA into what it is today.

已故張建東博士 GBS, OBE 太平紳士在擔任監管局首任主席期間，堅定落實業界監管制度，並奠定業界執業標準，一切皆由零開始。潘國濂博士 BBS 太平紳士於關鍵時刻接任主席，當時業界面對大量涉及如何有效管理及監控地產代理業務的複雜問題，得以在其賢明領導下迎刃而解。隨著監管局的規管角色逐漸成熟，前任主席陳韻雲 SBS 太平紳士，對監管局的組織架構和行政制度進行了饒有助益的檢討，為監管局的行政帶來長遠效益。建基於這些堅實的基礎，本人可以專注推動業界的持續專業發展，並會繼續在這方面加緊努力，建立一種追求學習和自我提升的文化，進而加強公眾對業界的信心。

本人亦要感謝業界的不懈努力、信任和支持。同時，本人謹藉此機會，歡迎年內加入董事局的新成員。我們同心攜手，定能將監管局及業界推向新高峰。

在慶祝香港特別行政區和監管局成立 20 周年之際，本人殷切期望特區政府與監管局的工作在未來 20 年再創輝煌。我們會堅守監管局的使命，繼續鍥而不捨地發揮多重角色，規管地產代理行業，保障消費者權益，並提高業界的專業水平和能力，讓地產代理行業成為真正值得公眾信賴和尊重的專業。本人堅信，只要業界同心，地產代理及從業員繼續與監管局並肩而行，目標實現便指日可待。

梁永祥 SBS 太平紳士
主席

The founding Chairman, the late Dr the Hon Marvin Cheung Kin-tung, GBS, OBE, JP, put firmly in place the regulatory regime and established a practice standard for the trade, all started from ground zero. Dr Steven Poon Kwok-lim, BBS, JP, took up the chairmanship at a critical point of evolution in the estate agency trade when a considerable number of complex issues that hinged on the effective management and control of estate agency business by the trade were successfully resolved under his headship. As the EAA matured on its regulatory role, my preceding Chairman Ms Vivien Chan, SBS, JP, introduced constructive reviews in the sphere of organisational structure and administrative system that determined the long-term effectiveness of the EAA Administration. Building on these solid foundations, I have been promoting continuing professional development among the trade, and will continue our efforts in this aspect with a view to building a culture of a quest for learning and development, which in turn will strengthen public confidence in the trade.

Thanks must also go to the trade for their unfailing hard work, trust and support. Taking the opportunity, I also extend my warm welcome to the new Board members who joined us in the year. Together we will lift the EAA and the trade to new heights.

As we celebrate the 20th birthday of the HKSAR and the EAA, I am keen to see the HKSAR and the EAA will create new glory in the next 20 years. Consistent with the EAA's goal today, we will continue to diligently play multiple roles in regulating the estate agency industry for the protection of consumer interests, and promoting a high degree of professionalism and competence in the trade to convert it into a true profession worthy of public trust and respect. I am fully confident that this will be achievable if the trade, including estate agency companies and practitioners, all continue to walk this path with the EAA.

William LEUNG Wing-cheung, SBS, JP
Chairman