



行政總裁匯報

Report of the Chief Executive Officer

“ 監管局的願景和使命是在規管地產代理和提高業界專業水平上追求卓越。這信念將繼續推動本局不斷向前，以克服未來的挑戰。

Our vision and mission to strive for excellence in regulating estate agents and enhancing the professionalism of the trade will continue to fuel our progress and overcome the challenges ahead. ”





韓婉萍
行政總裁

Ruby HON Yuen-ping
Chief Executive Officer

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2017年為監管局成立二十周年，本人欣然在監管局這個歷史時刻發表這份年報。即使面對變幻莫測的經濟及消費者的需求日趨上升，監管局一如以往，致力規管地產代理行業、維護行業專業水平及加強消費者教育。

市場概況

儘管香港的經濟氣候不穩，加上香港金融管理局就物業按揭貸款推出審慎措施，2016/17年度的整體物業交易仍達到82,584宗，較2015/16年度錄得32%的升幅，買賣合約總值亦上升38%至6,180億元水平。

即使參與資格考試的考生總數較去年同期輕微下跌4.9%，牌照數量卻比去年同期微升0.6%。截至2017年3月31日，個人牌照總數達37,363個。年內，在持牌人數高企且物業交投數字增加的情況下，監管局已採取措施保障消費者的權益及加強業界守法循規。

推動守法循規

監管局其中的主要職能是確保業界守法循規，尤其是針對一手住宅物業銷售。監管局已採取一系列措施，提醒業界切勿違規，並提升業界專業水平。年內，監管局對一手樓盤銷售點及地產代理商舖進行了3,057次巡查。在2016/17年度，監管局亦就網上物業廣告及網上物業平台分別進行了668次及392次抽查。為使我們的努力達至最佳成效，監管局進一步利用該等巡查機會提醒業界有關本局發出的新指引中要注意的重要事項。

Commemorating the 20th Anniversary of the EAA's founding, it gives me great pleasure to present this annual report as year 2017 marked an important milestone in the EAA's history. Through the changing fortunes of the economy and rising consumer demands, the EAA remains, as always, dedicated to regulating the estate agency trade, upholding the trade's professionalism and strengthening consumer education.

Market overview

Despite the uncertain economic climate in Hong Kong and the prudential measures for property mortgage loans introduced by the Hong Kong Monetary Authority, the total number of property transactions in 2016/17 was still 32% higher than 2015/16 and amounted to 82,584. The total consideration has also increased by 38% to \$618 billion.

While the overall number of candidates participating in qualifying examinations showed a slight decrease by 4.9% when compared to that of the previous year, the number of licensees has slightly increased by 0.6% over that of the previous year and the total number of individual licensees reached 37,363 as of 31 March 2017. With a higher number of licensees and more property transactions during the year, the EAA has worked relentlessly to protect the rights of consumers and strengthen the compliance of the trade.

Promoting compliance

One of our key roles is to ensure compliance of the trade, especially in the sales of first-hand residential properties. Measures have been taken to heighten the trade's vigilance against non-compliance and enhance the professional standard of the trade. During the year, the EAA conducted 3,057 compliance checks at first-sale sites and estate agency shops. A total of 668 inspections of online property advertisements and 392 inspections of online property portals were also conducted in 2016/17. To maximise our efforts, the EAA further made use of the occasion of such checks and visits to remind the trade of the important points to note in our new guidelines.

鑑於2016年發生有關騙徒假冒業主身份以騙取訂金的事件，監管局遂發出關於「核實賣方的身分」的執業通告供業界遵從。年內，監管局透過持續專業進修計劃講座、致持牌人函件及定期與業界商會舉行會議，向持牌人講解有關地產代理執業的其他事宜。

提升專業水平

2016/17年度，監管局基於有關持牌人不再符合相關發牌條件，共撤銷29個牌照。同時，監管局對187宗違規個案作出裁定，共向190名持牌人作出紀律處分。

監管局在教育持牌人方面亦不遺餘力，進一步提高地產代理業的專業水平。為表揚持牌人積極參與持續專業進修計劃以提升其知識，監管局推出持續專業進修計劃優越嘉許獎章「金章」和「銀章」，頒發予分別連續五年或三年達到持續專業進修計劃目標的持牌人。首批「銀章」已於2016年11月頒發予427名持牌人。此外，為協助持牌人就有效的地產代理執業建立穩固基礎，監管局於2016年10月推出全新結構性課程，名為「地產代理監管局實務證書課程」。這些措施旨在鼓勵持牌人提升其專業知識及延續其專業發展。

2017年2月，監管局首次舉辦「傑出地產代理獎」，以進一步鼓勵持牌人自我提升，從而為業界帶來長遠的正面影響。頒獎典禮將於2017年11月在監管局的20周年慶典上舉行。

In response to news about fraudsters impersonating flat owners and swindling deposits in 2016, the EAA issued a practice circular on “Verifying the Identity of Vendors” for the trade to follow. During the year, our licensees were also educated on other subjects relating to estate agency practice through seminars under the Continuing Professional Development (CPD) Scheme, our Letters to Licensees and our regular meetings with trade associations.

Enhancing professionalism

In 2016/17, the EAA revoked a total of 29 licences because those licensees no longer met the relevant licensing requirements. Besides, the EAA adjudicated on 187 non-compliant cases and as a result a total of 190 licensees were disciplined.

The EAA also spared no effort on licensee education to further enhance the professional level of the estate agency industry. To recognise licensees' continuous efforts in enhancing their knowledge through participation in the CPD Scheme, the EAA introduced the “Gold” and “Silver” Premium CPD Attainment Symbols, which will be presented to licensees who have respectively achieved the CPD attainment target for a consecutive period of five or three years. The first batch of the “Silver” Symbol was granted to 427 licensees in November 2016. Moreover, to help licensees build a solid foundation for effective estate agency practice, the EAA also introduced a new structured programme, namely “EAA’s Certificate Programme in Practice” in October 2016. These initiatives are to encourage licensees to enhance their professional knowledge and continue their professional development.

In February 2017, the EAA launched its first ever “Outstanding Estate Agent Award” which aims to further motivate licensees to improve themselves so as to achieve a long-term positive influence on the trade. The award presentation ceremony will be held in November 2017 on the occasion of the EAA’s 20th anniversary reception.

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加強溝通

發放有效及快捷的資訊對監管局與業界和公眾的溝通至為重要。年內，監管局繼續與地產代理業界保持雙向溝通。局方除了與業界商會舉行四次聯絡會議外，也在不同地區與前線持牌人舉辦三次的聚焦小組會議。

監管局亦繼續透過與媒體合作及其他舉措，向消費者推廣相關資訊，以提高大眾對監管局工作的認識。監管局舉辦了兩場新聞發布會、發出了14篇新聞稿及

Strengthening communication

Effective and efficient information dissemination is vital to the EAA's communication with the trade and public. In the year under review, the EAA continued to maintain a two-way communication with the estate agency trade. We held four liaison meetings with trade associations, and met frontline licensees in various districts through three focus group meetings.

The EAA further continued to promote consumer related information and raise public awareness of the EAA's work through collaborations with the media and other initiatives. We organised two press conferences, issued 14 press releases and arranged 15



(前排) 監管局行政總裁韓婉萍女士
(後排左起) 監管局服務總監張秀成先生、規管及法律總監劉淑榮女士及執行總監方安妮女士

EAA Chief Executive Ms Ruby Hon (front row)

EAA Director of Services Mr Cavan Cheung, Director of Regulatory Affairs & General Counsel Ms Eva Lau and Director of Operations Ms Annie Fonda (from left, back row)

安排了15個專訪。此外，監管局的企業網站在年內亦進行了大革新，並推出全新的消費者教育網站「精明委託地產代理」，透過加入更多視覺和互動元素，如小型遊戲及短片等，以便更有效地向公眾傳遞有用資訊。

此外，局方制作了題為「訂金交託律師行、樓宇買賣風險降」的全新電視宣傳短片及電台宣傳聲帶，並舉辦了兩場大型公開講座，提高了大眾對消費者權益的認識以及對物業交易中須注意事項的理解。

由衷致謝

最後，本人衷心感謝監管局主席、副主席以及所有董事局成員，感謝他們一直給予本人寶貴的意見和支持。本人也藉此感謝三位總監及各同事在年內恪盡職守、不辭勞苦，以及各持份者包括業界和政府在内的支持。

監管局的願景和使命是在規管地產代理和提高業界專業水平上追求卓越。這信念將繼續推動本局不斷向前，以克服未來的挑戰。

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feature interviews. We have also revamped the EAA corporate website and launched a brand new consumer education website “Be Smart in Appointing Estate Agents”, providing more visually engaging content and interactive components such as mini games and videos – all designed to more easily deliver useful information to the public.

In addition, we produced a new TV and radio Announcement in the Public Interest titled “Lower the risk in property transactions; place all deposits at a law firm for stakeholding” and organised two large-scale public seminars, which have increased public awareness of consumer rights and raised the public’s understanding of the issues to take note of in property transactions.

Expression of gratitude

Finally, I would like to express my heartfelt gratitude to the EAA Chairman, the Vice-chairman and all other board members who have given me their invaluable enlightenment and support throughout. My special thanks also go to the dedication of my three directors and my colleagues who have worked tremendously hard during the year; and the support of many stakeholders, including the trade and the Government.

Our vision and mission to strive for excellence in regulating estate agents and enhancing the professionalism of the trade will continue to fuel our progress and overcome the challenges ahead.

Ruby HON Yuen-ping

Chief Executive Officer