

The background features three stylized, light blue clouds with soft shadows. On the right side, a large, dark purple triangle points towards the bottom left, containing a stylized cityscape with green buildings and a blue sky. The text is centered in the upper half of the page.

行政總裁匯報
Report of the
Chief Executive Officer



韓婉萍
行政總裁

Ruby HON Yuen-ping
Chief Executive Officer

行政總裁匯報

Report of the Chief Executive Officer

監管局一如既往，致力規管地產代理行業、提升業界的專業水平，並在本年度內繼續加強與業界及公眾溝通。

市場概況

2017/18年度的整體物業交易數字錄得升幅，達到86,469宗，較2016/17年度上升4.7%；而買賣合約總值亦上升了23.45%至7,640億元。

過去數年，牌照數字一直穩步上升，本年度升勢延續，牌照數字較上一個財政年度增加3.54%；而截至2018年3月底，個人牌照總數達歷史新高至38,687個。另外，參與資格考試的考生人數亦較去年有所增加。年內，在持牌人數持續增長的情況下，監管局努力不懈地採取措施以加強業界守法循規。

嚴格把關及加強守法循規

把關和合規巡查是監管制度中最為重要的元素之一。為防止考試作弊事件，我們於去年收緊了考試守則及規例。年內，監管局亦因應市場環境變化而向地產代理業界發出了四份執業通告，以提醒業界切勿違規，提升行內人士的專業水平，當中包括：通告適用範圍 — 非住宅物業、買賣或租賃非住宅物業、出售香港境外未建成物業，以及遵從打擊洗錢及恐怖分子資金籌集要求的執業通告。

The Estate Agents Authority ("EAA"), as always, puts its main focus and effort on regulating the estate agency trade, enhancing the professionalism of the trade and strengthening the communication with both the trade and the public during the review period of this annual report.

Market overview

The total number of property transactions in 2017/18 recorded an increase, amounting to 86,469, which is higher than the figure in 2016/17 by 4.7%. The total consideration has also increased by 23.45% to \$764 billion.

Over the past few years, the number of licences has been on a steady rise and the trend continued last year. Compared with the end of the previous financial year, the number of licences has increased by 3.54% and the total number of individual licensees reached a record high of 38,687 as at the end of March 2018. The overall number of candidates participating in the qualifying examinations also showed an increase over the previous year. During the year, the EAA has worked relentlessly to strengthen the compliance of the trade as the number of licensees kept growing.

Gatekeeping and strengthening compliance

One of the important components of a regulatory regime is gatekeeping and compliance surveillance. To prevent examination cheating, we tightened the rules and regulations for examinations last year. During the year, the EAA issued four practice circulars for the trade to comply with in response to changing market situations to heighten the estate agency trade's vigilance against non-compliances and enhance their professional standards. They included: Application of Circulars — Non-residential Properties, Sale and Purchase or Leasing of Non-residential Properties, Sale of Uncompleted Properties Situated Outside Hong Kong, and Compliance of Anti-Money Laundering and Counter-Terrorist Financing Requirements.

監管局亦定期巡查一手樓盤銷售點及地產代理商舖，並抽查網上物業廣告。年內，監管局於一手樓盤銷售點及地產代理商舖分別進行了1,423及1,625次巡查；就網上物業廣告及網上物業平台分別進行了672次及396次抽查。另外，監管局亦定期會見網上平台的營運商，以確保他們了解監管局對於網上物業廣告的要求。

巡查期間，監管局人員會向持牌人講解有關新執業通告內容及與地產代理執業相關的法例要求。局方也會透過持續專業進修計劃講座、致持牌人函件，以及與業界進行會議，提醒業界遵守新指引。

年內，監管局共接獲425宗投訴，較2016/17年度的477宗減少11%。然而，有關一手住宅物業銷售的投訴則由2016/17年度的74宗輕微增加至2017/18年度的80宗。有關一手住宅物業銷售的最常見投訴性質與過往一樣，包括未有履行回贈承諾、發出違規廣告，以及提供誤導按揭資料。

隨着2018年打擊洗錢及恐怖分子資金籌集(金融機構)(修訂)條例於2018年3月生效，有關條例除適用於金融機構外，亦適用於地產代理業等不同的實體。監管局就此一直與地產代理行業緊密合作，以實施各項防止洗錢及恐怖分子資金籌集的措施。監管局會跟進監察和審慎巡查，讓地產代理行業更進一步認識和了解洗錢和為恐怖分子籌集資金所帶來的威脅。

在2017/18年度，監管局基於有關持牌人不再符合發牌條件，共撤銷了30個牌照。同時，監管局對229宗違規個案作出裁定，共向232名持牌人作出紀律處分。

The EAA also regularly conducted compliance checks at first-sale sites and estate agency shops and on online property advertisements. During the year, the EAA conducted 1,423 and 1,625 compliance checks at first-sale sites and estate agency shops respectively. A total of 672 inspections of online property advertisements and 396 inspections of online property portals were also conducted in 2017/18. Regular meetings with online portal operators were also held to ensure that they were aware of the EAA's requirements regarding online property advertisements.

Concurrently with those checks, licensees were educated on new practice circulars and legislative requirements relating to estate agency practice. The trade was also reminded to comply with new guidelines through Continuing Professional Development ("CPD") seminars, letters to licensees and meetings with the trade.

In the year, the EAA received 425 complaints, a decrease of 11% from 477 complaints in 2016/17. However, the complaints concerning the sale of first-hand residential properties had a slight increase from 74 cases in 2016/17 to 80 cases in 2017/18. The most common complaints related to first-hand residential properties remained the same, including failure to honour rebate promises, issuance of non-compliant advertisements, and provision of misleading mortgage information.

With the enactment of the Anti-Money Laundering and Counter-Terrorist Financing (Financial Institutions) (Amendment) Ordinance 2018 ("AMLO") effective from March 2018 which applies not only to financial institutions but also to a much wider group of entities including the real estate agency trade, the EAA has been working closely with the estate agency trade on the implementation of measures to prevent money laundering and terrorist financing. Follow-up monitoring and prudential visits will be conducted to further enhance the estate agency trade's awareness and understanding of the money laundering and terrorist financing threats.

In 2017/18, the EAA revoked a total of 30 licences because those licensees were no longer eligible to hold a licence. The EAA has also adjudicated 229 non-compliant cases and a total of 232 licensees were disciplined.

提升行業的專業水平

隨着監管局與內地有關規管機構中國房地產估價師與房地產經紀人學會於2017年6月簽訂了內地與香港地產代理專業資格互認計劃的續約協議後，計劃的第二期培訓課程及考試已於2017年12月在珠海舉行。內地及香港的地產代理均認為，透過這次交流能幫助他們加深對兩地法規及物業交易相關制度的了解。

監管局在教育持牌人方面亦不遺餘力，以進一步提升本地地產代理的專業水平。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」，分別頒授予連續五年和三年達到持續專業進修計劃目標的持牌人，其中第二批「銀章」已於2017/18年度頒發。

監管局於2016年10月推出首系列結構性課程，名為「地產代理監管局實務證書課程」；有關證書頒發典禮已於2017年5月舉行。

這些措施旨在鼓勵持牌人提升其專業知識及積極參與持續專業進修計劃，而這個證書課程亦再於2017/18年度兩度招生。

Enhancing professionalism of the trade

Following the signing of the renewal agreement for the mutual recognition of professional qualifications between the EAA and the Mainland's national regulatory body, China Institute of Real Estate Appraisers and Agents in June 2017, the second training course and examination of the scheme were held in December 2017 in Zhuhai. Through this exchange, estate agents from the Mainland and Hong Kong commented that it would help deepen their understanding in the regulatory regimes and system related to property transactions of both sides.

The EAA also spared no effort on licensee education to further enhance the professional standard of local agents. To recognise licensees' continuous effort in enhancing their knowledge through participation in the CPD Scheme, the EAA introduced "Gold" and "Silver" Premium CPD Attainment Symbols, which will be presented to those licensees who have respectively achieved the CPD attainment target for a consecutive period of five or three years. The second batch of "Silver" Symbol was awarded in 2017/18.

Upon launching the first series of a structured programme "EAA's Certificate Programme in Practice" in October 2016 by the EAA, the certificate presentation ceremony was held in May 2017.

These initiatives encouraged licensees to enhance their professional knowledge and participation in the CPD Scheme and there were two more intakes of the classes for the Certificate Programme in 2017/18.

加強與地產代理業界及公眾的溝通

為與地產代理業界保持雙向溝通，年內，監管局除繼續與業界商會舉行聯絡會議，並於不同地區與前線持牌人舉辦聚焦小組會議。

監管局亦繼續透過與媒體合作及其他舉措，推廣消費者相關資訊，及提升公眾對監管局的認識。年內，局方舉行新聞發布會、發出多篇新聞稿，以及安排不同媒體專訪。局方亦在多個媒體專欄中發表多篇文章，推廣消費者相關資訊及介紹監管局的工作。

此外，監管局於年內分別安排了兩場名為「投資非住宅。交易問與答」及「海外置業多面睇」的公開講座。

慶祝監管局 20 周年

在監管局慶祝自 1997 成立以來的 20 周年紀念之際，局方舉辦了傑出地產代理獎，以進一步推廣地產代理行業的專業，對業界傑出從業員的成就予以肯定，更為業界提供交流及提升專業水平的平台。

監管局於 2017 年首辦以大專生為對象的微電影比賽，旨在提升年青人對地產代理行業的了解，從中培養他們對行業的興趣和信任，以及提升行業的專業形象。

Strengthening communication with estate agency trade and the public

To maintain a two-way communication with the estate agency trade, the EAA continued to hold liaison meetings with trade associations and meet frontline licensees in various districts through focus group meetings during the year.

The EAA further continued its efforts in promoting consumer related information and raising public awareness of the EAA through collaborations with the media and other initiatives. In the year, the EAA organised press conferences, issued a number of press releases, and arranged feature interviews with different media. A number of articles were also contributed to various columns in media to promote consumer related information and introduce the EAA's work.

In addition, the EAA organised two public seminars titled "Be Smart in Non-residential Property Transactions" and "Points to Note on Purchasing Properties Situated outside Hong Kong" during the year.

Celebrating the EAA's 20th anniversary

On the occasion of the EAA's 20th anniversary since its inauguration in 1997, the EAA organised the Outstanding Estate Agent Award to further promote the professionalism of the estate agency trade and recognise the achievement of outstanding practitioners in the industry. It also serves as a platform for industry exchange and professionalism enhancement.

With an aim to promote young people's understanding of the estate agency trade so as to build up their interest and trust in the industry and enhance the trade's professional image, the EAA organised its first Micro Movie Competition for post-secondary students in 2017.

籌劃未來

監管局已準備好迎接未來的新挑戰。我們定當不偏不倚，繼續履行職責，包括對任何違規或挑戰本局規管的行為予以紀律處分，並撤銷不適合繼續持有牌照的人士之牌照。我們計劃於2019年推出電腦化資格考試，以便提供一個快速的考試模式，也會調整考試的難度以提升新入行人士的水平。

與此同時，我們將會繼續教育業界及提升他們的專業水平，例如裝備他們面對在2018年年底的反洗錢相互評核。另外，持續專業進修計劃的首批金章將於2018年年底頒發。當然，我們在安排更多不同主題的消費者教育活動上會再加把勁。

Planning ahead

In the years ahead, the EAA is gearing up to face new challenges. We are determined to continue to discharge our duties faithfully, sanction any acts of non-compliances or challenges to the authority of the EAA, and will revoke the licences of those not suitable to hold one anymore. While we have a plan to organise computer-based qualifying examinations in 2019 to provide a speedy mode for taking examinations, we will also adjust the level of difficulty of the examinations to enhance the standard of new entrants to the industry.

Meanwhile, we will continue to educate our trade and enhance their professionalism, such as equipping them for the Anti-Money Laundering Mutual Evaluation in late 2018. In addition, the first batch of "Gold" Symbol under the CPD Scheme will be awarded in late 2018. Needless to say, we will step up our efforts in consumer education on various topics.



(前排)監管局行政總裁韓婉萍女士

(後排左起)監管局規管及法律總監梁德麗女士、執行及專業發展總監方安妮女士以及服務總監王頌恩先生
EAA Chief Executive Officer Ms Ruby Hon (front row)

EAA Director of Regulatory Affairs and General Counsel Ms Juliet Leung, Director of Operations and Professional Development Ms Annie Fonda and Director of Services Mr Ivan Wong (from left, back row)

鳴謝

監管局在2017/18年度所取得的成績，全賴所有持份者的傾力支持。更重要的是，本人衷心感謝監管局主席和其他董事局成員的遠見、支持和建議；本人亦藉此向監管局一眾不辭勞苦地工作的員工由衷致謝。

在監管局團隊的不斷努力和持份者的鼎力支持下，我們定將提升業界的專業水平，為地產代理行業以至整個香港的福祉出力。

韓婉萍
行政總裁

Acknowledgements

Our achievements of the year could only have been made possible with the support of all our stakeholders. Most importantly, I am deeply grateful to the EAA Chairman and other Board members for their foresight, support and advice, as well as the hard work of all EAA staff.

Through the continued efforts of the EAA team and the support of our stakeholders, we shall be able to enhance the professionalism of the trade for the benefit of our trade, Hong Kong and beyond.

Ruby HON Yuen-ping
Chief Executive Officer