



知識傳播  
Forward-looking  
Approach in  
Knowledge  
Dissemination





### 專業發展

地產代理從業員必須時刻掌握最新知識以維持市場的競爭力。從業員有責任熟悉《地產代理條例》、其附屬法例、《操守守則》及監管局發出的執業通告，以及其他相關政府法規，以滿足客戶日漸提高的期望。

為促進地產代理從業員的事業發展及提升其專業水平，監管局於2005年推出持續專業進修計劃。監管局鼓勵持牌人參與此計劃認可的學習活動，以獲取實用的知識和技能，對其執業及個人發展皆有幫助。

#### 持續專業進修計劃

為鼓勵持牌人參與持續專業進修計劃，監管局提供不同形式的持續專業進修活動，包括網絡研討會、網上培訓課程、面授講座、網上學習活動及網上個案研習。除監管局外，其他教育機構、地產代理公司及業界商會亦舉辦相關的持續專業進修計劃活動。同時，監管局鼓勵持牌人參與由具有廣泛認受性的專業協會所提供或認可的活動，這些專業和知識領域，亦與地產代理行業相輔相成。

### Professional Development

Practitioners in the estate agency trade must always keep their professional knowledge up to date in order to remain competitive in the market. To be conversant with the Estate Agents Ordinance, its subsidiary legislation, *Code of Ethics* and practice circulars issued by the EAA, other relevant government regulations is not a choice but a duty of practitioners so as to meet the growing expectations of their customers.

With a view to fostering career progression and professional advancement of the estate agency trade practitioners, the EAA launched a Continuing Professional Development (“CPD”) Scheme in 2005. Licensees are encouraged to participate in learning activities recognised under the CPD Scheme in order to acquire useful knowledge and practical skills for their effective practice and personal accomplishment.

#### The CPD Scheme

To facilitate licensees' CPD participation, the EAA provides CPD activities in different forms, including webinars and online training classes, face-to-face seminars, e-Learning programmes and e-Quizzes. In addition to the EAA, educational institutions, estate agency firms and trade associations are organising learning activities under the CPD Scheme. Licensees can also choose to undertake activities offered or accredited by the widely recognised professional associations of those professions or areas where the expertise of such fields are complementary to that of the estate agency trade.



網絡研討會和網上培訓課程於2021年2月被納入持續專業進修計劃中的認可學習模式。

Webinars and online training classes were recognised as one of the learning modes under the CPD Scheme in February 2021.



持續專業進修計劃的活動主要分為兩個類別，分別為「合規及有效管理」及「全面提升發展」。「合規及有效管理」包括法律、合規或監管事項為主題，至於其他有助提升持牌人能力或實現個人成就的主題，則歸類為「全面提升發展」類別中。

#### **「網絡研討會／網上培訓課程」新增至持續專業進修計劃的認可學習模式**

受2019冠狀病毒病疫情影響，教學模式也作出改變，例如採用網絡研討會和網上培訓課程作為另一種培訓模式。網絡研討會能讓參加者靈活地在任何地方學習，故此這種學習模式越來越受歡迎。為鼓勵持牌人多參與這種新興的學習模式，網絡研討會和網上培訓課程於2021年2月被納入持續專業進修計劃中的認可學習模式。

#### **持續專業進修的嘉許獎勵**

在持續專業進修計劃下，每個持續專業進修活動均會按活動性質和學員的參與情況獲發學分。一般來說，持牌人每參與一小時的活動，便會獲發一個持續專業進修學分。於為期12個月的進修時段內取得12個或以上持續專業進修學分的持牌人，將獲視為達到持續專業進修計劃的學分要求，並可獲頒發持續專業進修計劃嘉許獎章。自2013年10月1日開始的持續專業進修時段起，持牌人若連續三個及五個進修時段達到持續專業進修計劃的學分要求，便可分別獲頒持續專業進修計劃優越嘉許獎章銀章（「銀章」）及持續專業進修計劃優越嘉許獎章金章（「金章」）。

Under the Scheme, the subjects of CPD activities are classified under two main categories, namely Compliance and Effective Management and All-round Advancement. Subjects relating to law, compliance or supervisory issues are categorised as Compliance and Effective Management, while other subjects conducive to raising competence or enabling personal accomplishment of licensees are grouped under All-round Advancement.

#### **“Webinar/Online Training Class” added to the list of recognised learning modes under the CPD Scheme**

The disruption caused by the COVID-19 pandemic has changed the mode of teaching and learning, such as the adoption of webinars and online teaching/training classes as alternative means of training delivery. It is observed that webinars are of growing popularity as a learning mode because of its flexibility in allowing learning anywhere. To incentivise licensees to participate in this popular mode of learning, the list of recognised learning modes of the CPD Scheme was expanded to cover also webinars and online training classes in February 2021.

#### **CPD attainment recognitions**

Under the CPD Scheme, points would be assigned to CPD activities based on the nature of the activity and the input required from the learner. Generally, one CPD point is awarded to one hour of activity undertaken. Practitioners who earned 12 or more CPD points in a 12-month CPD period are considered having achieved the CPD yearly attainment target and will be awarded the CPD Attainment Symbol. With effect from the CPD period commencing 1 October 2013, licensees who have achieved their CPD attainment targets for three and five consecutive CPD periods will also be awarded the Premium CPD Attainment Symbol – Silver (“Silver Symbol”) and Premium CPD Attainment Symbol – Gold (“Gold Symbol”) respectively.



除個人持牌人會獲頒發持續專業進修計劃嘉許獎章銀章及金章外，若營業詳情說明書的持有人有80%或以上的僱員（包括分行經理）達到該計劃的學分要求，該店亦可獲頒發地產代理商舖專業進修嘉許獎章。

In addition to the CPD Attainment Symbol, the Silver Symbol and the Gold Symbol which are presented to individual licensees, holders of Statement of Particulars of Business ("SPOB") with over 80% of their licensed employees (including the branch manager) having achieved the yearly CPD attainment target will be awarded the CPD Mark for Estate Agencies.

成就 Achievement	獎勵 Award	2020/21 年度 得獎者數目 No. of awardees in 2020/21
在一個進修時段達到持續專業進修計劃的學分要求的持牌人* Licensees achieving CPD attainment target for one CPD period*	持續專業進修計劃嘉許獎章 CPD Attainment Symbol	986
在連續三個進修時段達到持續專業進修計劃的學分要求的持牌人（自2013年10月1日開始的進修時段起生效） Licensees achieving CPD attainment target for three consecutive CPD periods (with effect from the CPD period commencing 1 October 2013)	銀章 Silver Symbol	99
在連續五個進修時段達到持續專業進修計劃的學分要求的持牌人（自2013年10月1日開始的進修時段起生效） Licensees achieving CPD attainment target for five consecutive CPD periods (with effect from the CPD period commencing 1 October 2013)	金章 Gold Symbol	36
有80%或以上持牌僱員（包括分行經理）達到持續專業進修計劃的學分要求的營業詳情說明書持有人 Holders of SPOB with over 80% of licensed employees (including the branch manager) having achieved the CPD attainment target	地產代理商舖 專業進修嘉許獎章 CPD Mark for Estate Agencies	42

\* 每個持續專業進修時段為期12個月，由每年10月1日起至翌年9月30日止。

\* Each CPD period shall be a 12-month period commencing 1 October each year and ending on 30 September the following year.



### **延長2019/20年度持續專業進修學年獲取持續專業進修學分的期限**

受到2019冠狀病毒病疫情影響，持牌人難以在2020年9月30日結束的持續專業進修時段內，達到持續專業進修計劃的學分要求。有見及此，監管局特別將該學年持續專業進修時段延長12個月，讓持牌人有充分時間取得持續專業進修學分，從而達致該學年持續專業進修計劃的學分要求(即12個持續專業進修學分)。

### **活動及參與次數**

年內，監管局及其他主辦機構合共舉辦了582個持續專業進修活動並吸引了16,899人次參與。在582個活動中，有287場(佔活動總數的49%)由監管局舉辦，參與人次為7,675(約佔總參與人次的45%)。

為減低2019冠狀病毒病在社區擴散的風險，監管局自2020年2月起暫停舉辦以面授方式進行的持續專業進修大型講座，而其他主辦機構也在此期間相繼減少舉辦持續專業進修活動。隨着講座的取消，使持續專業進修計劃活動的總參與人次相應地減少。與2019/20年度相比，2020/21年度持續專業進修活動的報名人數減少了9,103人(約35%)。

為照顧持牌人對持續進修的需求，同時考慮到參與者之間需要保持足夠的社交距離，監管局在期內舉辦了227場規模較小的影片播放課堂，以取代大型面授講座。

### **Extension of Deadline for Obtaining CPD Points for the CPD Period of 2019/20**

Due to the impact of COVID-19, licensees experienced difficulty in achieving the CPD attainment target for the CPD period ending 30 September 2020. As a result, the EAA made a special arrangement to extend the deadline for the fulfilment of the CPD attainment target for that period by 12 months, with a view to allowing sufficient time for licensees to catch up on their CPD points for fulfilling the CPD attainment target (i.e. 12 CPD points) for the period.

### **Number of activities and enrolments**

During the year, a total of 582 CPD activities were organised by the EAA and other activity organisers and these CPD activities attracted 16,899 enrolments. Among the 582 activities, 287 (49% of the total number of activities) were organised by the EAA with 7,675 enrolments (about 45% of total enrolments).

To reduce the risk of the spread of COVID-19 in the community, the EAA has suspended its organisation of large scale face-to-face CPD seminars since February 2020. Likewise, other CPD activity organisers conducted fewer CPD seminars during this period. These decreases in the number of seminars accounted for certain decreases in CPD enrolments. A drop of 9,103 enrolments (about 35%) of CPD activities was recorded in 2020/21 as compared with 2019/20.

To fulfil the needs of licensees on continuous learning, in lieu of delivering large scale face-to-face seminars, the EAA held 227 small scale video classes during the period with reduced seating capacity, having regard to the need for maintaining sufficient social distancing amongst participants.

# 知識傳播

## Forward-looking Approach in Knowledge Dissemination



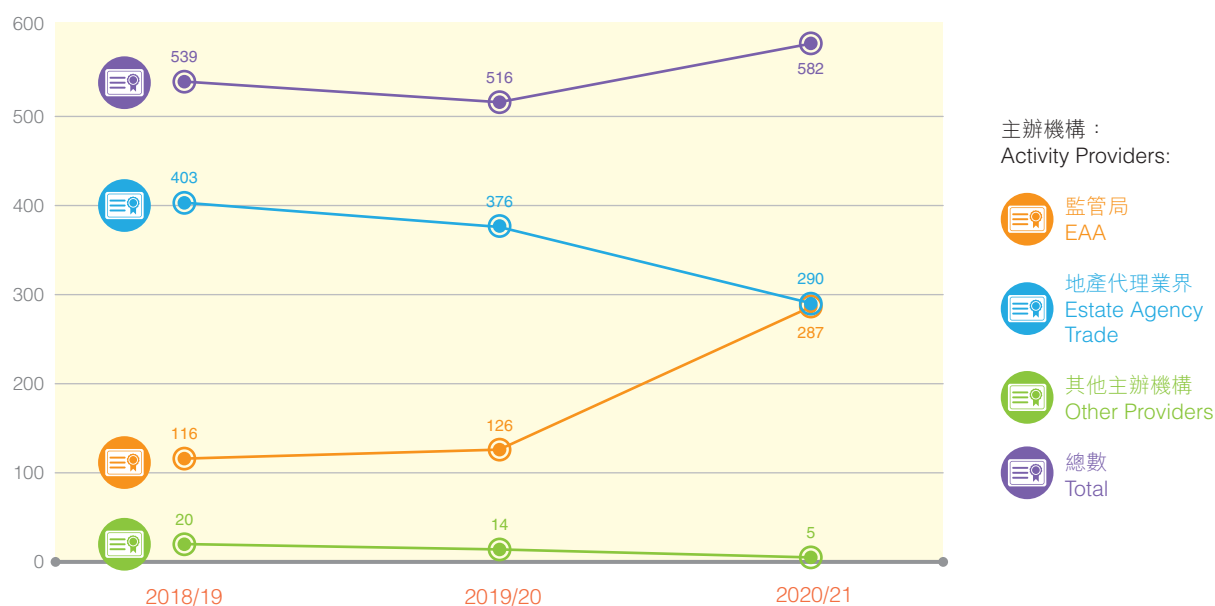
過往三年的持續專業進修活動

CPD Activities in the Past Three Years

主辦機構 Activity Providers	2018/19		2019/20		2020/21	
	活動數目 No. of Activities	參與人次 No. of Enrolments	活動數目 No. of Activities	參與人次 No. of Enrolments	活動數目 No. of Activities	參與人次 No. of Enrolments
監管局 EAA	116	12,954	126	12,722	287	7,675
地產代理業界 Estate Agency Trade	403	20,832	376	12,834	290	9,068
其他主辦機構 Other Providers	20	783	14	446	5	156
總數 Total	539	34,569	516	26,002	582	16,899

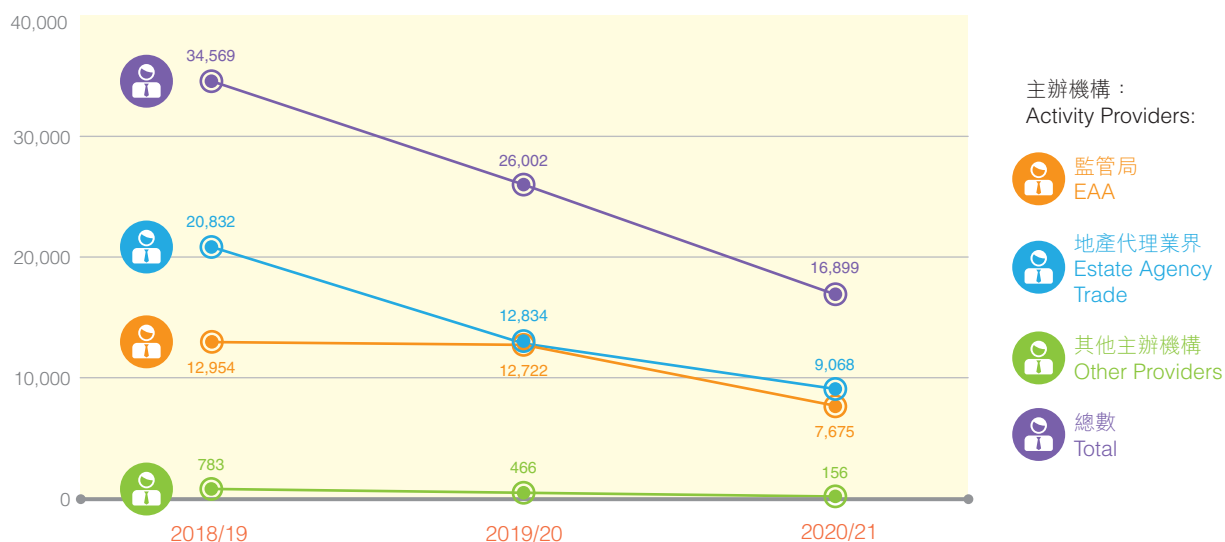
活動數目

Number of Activities



## 參與人次

## Number of Enrolments



## 活動摘要

## 有關反洗錢及反恐怖分子資金籌集的持續專業進修活動

因應打擊洗錢及恐怖分子資金籌集法例涵蓋地產代理業的修訂，監管局於2018年向持牌人發出了《有關地產代理業在反洗錢及反恐怖分子資金籌集規定上的指引》。為加深持牌人對有關打擊洗錢及恐怖分子資金籌集法例要求以及監管局指引的認識，局方在2020/21年度推出了93個持續專業進修活動，吸引1,994人次參加。有關持牌人遵從反洗錢及反恐怖分子資金籌集規定這方面的外展工作，是監管局的重點之一，故局方會恆常地為持牌人舉辦各種相關持續專業進修活動。

## Highlights of activities

## CPD Activities on Anti-Money Laundering and Counter Terrorist Financing

In response to the amendment of the anti-money laundering (“AML”) and counter-terrorist financing (“CTF”) legislation to cover the estate agency sector, the EAA issued to the licensees its “Guidelines of Anti-Money Laundering and Counter-Terrorist Financing Requirements for the Estate Agency Sector” in 2018. To help licensees fully understand the legal requirements and the EAA’s guidelines in relation to AML/CTF, 93 CPD activities were held during 2020/21 and they attracted 1,994 enrolments in total. As an expansion of AML/CTF outreach amongst licensees remains one of the EAA’s priorities, extensive CPD activities on AML/CTF will be provided regularly.



### 網絡研討會

監管局於2020年舉辦了兩場網絡研討會。第一場網絡研討會與香港零售科技商會合辦，名為《「智慧企業•流動營商」網絡研討會》。另一場網絡研討會則名為《一手住宅物業銷售網上講座》，由一手住宅物業銷售監管局的嘉賓主講。雖然「網絡研討會」當時並非監管局持續專業進修計劃下認可的學習模式，但這兩場網絡研討會也合共吸引了140位參加者參與，反應正面。

### 政府防疫抗疫基金技能提升配對資助計劃

監管局已成功申請政府的防疫抗疫基金技能提升配對資助計劃，從而為業界提供兩個系列的培訓。

首個培訓課程名為「土地查冊學英文」，目的是希望提高持牌人對土地查冊中常見的英文詞彙的認識。

另一個培訓課程名為「以智能電話製作樓盤影片」，目的是讓持牌人學會如何利用智能電話拍攝優質的影片，從而可向客戶網上介紹物業，減低親身會面的需要。

這兩個培訓課程將於2021年7月開始授課，並將續辦至2022年6月。

### 網上學習活動

為方便持牌人可隨時隨地學習，監管局一直就各種課題製作網上學習活動。受2019冠狀病毒病疫情下社交距離限制所影響，網上學習活動正是個適時靈活的學習選擇。

為彌補因避免疫情散播而取消了的面授持續專業進修計劃講座，監管局製作了更多網上學習活動。在2020/21年度，監管局在「電子服務」平台新增了15個網上學習活動，相比起在2019/20年度只新增五個網上學習活動有顯著上升。正因如此，年內，監管局網上學習活動的參與人數，比上一年度增加超過一倍。

### Webinars

Two webinars were held in 2020. The first webinar titled 《「智慧企業•流動營商」網絡研討會》 was organised in collaboration with Hong Kong Retail Technology Industry Association. The other webinar titled 《一手住宅物業銷售網上講座》 was held with guest speakers from the Sales of First-hand Residential Properties Authority. Although “webinar” was then not an approved learning mode under the EAA CPD scheme, these two webinars had attracted 140 participants in total and all of them gave positive comments.

### The Government's Matching Grant Scheme for Skills Upgrading under the Anti-epidemic Fund

The EAA had successfully applied for the Government's Matching Grant Scheme for Skills Upgrading under the Anti-epidemic Fund to provide two series of trainings to the trade.

The first one titled “Learning English through the Land Search” aims to enhance licensees' understanding on the common English terminologies in the Land Search.

The other one titled “Video Production for Estate Agency Trade Using Smartphone” aims to enable licensees to produce quality video clips with the use of a smartphone to facilitate the introduction of property units to their clients through online browsing so as to minimise meeting or gathering in person.

Both training courses would commence in July 2021 and be repeatedly launched till June 2022.

### E-Learning programmes

To enable licensees to study at anytime and anywhere, the EAA has been producing e-Learning programmes on various subjects. These e-Learning programmes served as a flexible learning option for licensees amid the social distancing constraints caused by COVID-19.

To help compensate for the loss of face-to-face learning opportunities resulting from the cancellations of CPD seminars for the purpose of reducing the risk of the spread of COVID-19, more e-Learning programmes have been produced. During 2020/21, the EAA added 15 new e-Learning programmes to its learning platform, as compared with five new additions in 2019/20. As such, the number of enrolments of the EAA's e-Learning programmes during the year is more than doubled as compared with the previous year.

## 過往三年監管局的網上學習活動

## EAA's e-Learning Programmes in the Past Three Years

	2018/19	2019/20	2020/21
監管局網上學習活動數目 Number of EAA's e-Learning programmes	21	26	41
監管局網上學習活動的參加人數 Number of participants of EAA's e-Learning programmes	635	525	679
監管局網上學習活動的參與人次 Number of enrolments of EAA's e-Learning programmes	2,082	2,046	4,810

## 公眾教育及與業界的聯繫

## 消費者教育

除了執法方面的工作，監管局相信加深消費者對物業交易的知識和向他們提供相關的實用資訊，既能令消費者的權益更受保障，亦可避免他們與地產代理發生不愉快的糾紛。在2020/21年度，局方繼續透過多個平台推廣公眾教育，並在疫情期間加強利用數碼方式宣傳。

尤其是，隨着公眾日益關注港人購買香港境外未建成物業的問題，監管局於年內投放了更多資源教育公眾購買這些物業應注意的事項和風險。

為接觸更多目標公眾，監管局運用了搜索引擎行銷的網上推廣工具及在谷歌(Google)和雅虎(Yahoo)的網絡推出網上廣告，向消費者宣傳教育資訊。例如，局方於2020年第二季推出了《境外置業要究「SMART」》的宣傳，並於2020年第三季及2021年初推出有關「委託持牌地產代理」及「地產代理商舖專業進修嘉許獎章」的網上宣傳計劃，吸引了大量公眾瀏覽監管局的消費者教育網站。

## Public Education and Trade Liaison

## Consumer education

In addition to the efforts spent on law enforcement, the EAA believes that consumers' interests can be better protected and unpleasant disputes avoided with estate agents by enriching their own knowledge and practical information on property transaction. In 2020/21, the EAA continued to promote public education across multiple platforms with more focus on the use of digital means at the midst of COVID-19 pandemic.

In particular, owing to the increasing public concern about Hong Kong people buying uncompleted properties situated outside Hong Kong, the EAA put on more efforts in promoting the points-to-note and the risks of purchasing these properties to the public throughout the year.

In order to reach more targeted public audience, the EAA adopted online promotional tools including Search Engine Marketing ("SEM") and online display advertisement in the network of Google and Yahoo to disseminate educational messages to the consumers. For example, a campaign promoting the message of "Be Smart in purchasing non-local properties" was launched in the second quarter of 2020, while other campaigns about "Appointing licensed estate agent" and "CPD mark for estate agency shop" were launched in the third quarter of 2020 and early 2021. All these campaigns resulted in a high number of visits to the EAA's consumer education website.



此外，局方亦於2020年9月和2021年3月舉辦了兩場網上公眾講座，以提高公眾對物業交易的認識。這兩場講座分別名為「租樓宜忌・專家教路」及「境外置業實戰攻略」。這兩場網上講座於媒體合作夥伴的Facebook專頁上舉行，讓網上觀眾能夠與講者實時互動。講座反應非常正面，合共錄得超過140,000次觀看。兩場講座的精華片段已上載至監管局網頁及YouTube頻道讓公眾瀏覽。

In addition, two online public seminars were held in September 2020 and March 2021 in order to enhance the public's knowledge in property transactions, namely "Dos and don'ts of renting a property" and "Practical tips for purchasing properties situated outside Hong Kong" respectively. The two online seminars were broadcasted on the Facebook page of the media partners which allowed the online audience to interact with the speakers in real time. Positive responses were received and over 140,000 views of the seminars were recorded in total. Video highlights of both seminars were also uploaded to the EAA's website and YouTube channel for the public's viewing.



年內，局方舉辦了兩場網上公眾講座，讓網上觀眾與講者實時互動。

Two online seminars were held during the year, allowing the online audience to interact with the speakers in real time.

### 傳媒關係

監管局十分重視與傳媒保持緊密聯繫，向公眾宣傳局方的措施和工作。年內，監管局合共發出了七篇新聞稿，以及舉辦了兩場網上直播新聞發布會，並獲傳媒廣泛報道。監管局主席、副主席及高級管理層亦接受了不同主要印刷及電子傳媒合共13次專訪。當中，有部分訪問是在社交媒體上以直播方式進行，透過社交媒體這個新興且有效的平台，可讓監管局接觸到更多公眾，在疫情下的新生活模式中效果更為顯著。

### Media relations

The EAA attaches great importance to keeping a close connection with the media in order to publicise the EAA's initiatives and efforts. During the year, the EAA issued seven press releases and held two online live-streaming press conferences which gained wide media coverage. A total of thirteen feature interviews were also arranged for the Chairman, Vice-chairman and senior management of the EAA with major print and electronic media. Some of the interviews were conducted live on the social media, which is an emerging and effective platform to reach more members of the public, particularly under the new living style under the pandemic.

為透過大眾媒體進一步推廣與消費者相關的資訊，監管局定期在媒體專欄撰寫各種與物業交易及地產代理服務相關的文章。在2020/21年度，監管局在四份報章或網站專欄合共發表了41篇文章，分別發表於《星島日報》地產雜誌和網站、《信報財經新聞》網站及《南華早報》網站。監管局將會繼續與傳媒建立友好關係，以及發掘更多大眾媒體渠道。

To further promote consumer-related information through mass media, the EAA regularly contributes articles on different current topics relating to property transactions and expected services of estate agents to the media. In 2020/21, the EAA contributed a total of 41 articles to three print and online columns, namely, the property magazine and website of *Sing Tao Daily*, the websites of *Hong Kong Economic Journal* and *South China Morning Post*. The EAA will continue to cultivate a good relationship with the media and explore more mass media channels.



### 與業界聯繫及接觸

透過有效溝通，監管局可與業界保持友好關係，及獲得業界對局方工作的支持。年內，監管局與業界主要商會代表舉行了三次聯絡會議，其中兩次因疫情關係而採用網上會議形式舉行。會議討論了雙方關注的議題，並向業界講解局方的最新措施。然而，另一方面，因受疫情影響，監管局與前線從業人員的常規聚焦小組會議則在年內暫停舉行。

### Trade liaison and engagement

The EAA believes that effective communication with the trade is essential to maintain a cordial relationship with the trade and to gain its support for the work of the EAA. The EAA hosted three regular liaison meetings with representatives of major trade associations during the year, two out of which were conducted by online conferencing due to the pandemic. During the meetings, issues of mutual concern were discussed and the trade was informed on the most updated initiatives of the EAA. However, on the other hand, the EAA's regular focus group meetings with frontline practitioners were suspended during the year because of the pandemic.



監管局亦不時透過電郵、發布於網站上的特別通告、致持牌人函件或提醒，提示業界注意其執業手法及由政府發出的提示或措施。在2020/21年度，監管局合共發出12份此類信函或通告。此外，監管局亦出版了四期持牌人通訊《專業天地》，讓持牌人知悉最新的規管措施及活動。公眾人士亦可於監管局辦事處索取該通訊或於監管局網站瀏覽電子版本。

監管局透過為業界舉辦企業社會責任活動，致力協助提升地產代理的正面公眾形象。其中「區區有『理』社區服務建議比賽」(「比賽」)已於2020年6月圓滿結束。

比賽旨在鼓勵地產代理發掘他們所服務的社區的不同需要，從而提出各種社區服務以滿足這些需求。初選評審小組合共收到20份參賽建議書，並篩選出八支入圍隊伍，讓他們在次輪比賽中實施其建議書來競逐獎項。雖然2019冠狀病毒病爆發令入圍隊伍在實施其建議書時面對種種困難，但他們仍努力不懈地盡力推出其社區服務。

From time to time, the EAA issues letters or reminders to licensees in the form of email or special notices published on the EAA's website to alert them to the requirements relating to the estate agency practice, and reminders or new measures from the Government. In 2020/21, a total of 12 such letters or notices were issued. In addition, four issues of the EAA's newsletter for licensees, *Horizons*, were published in the year to keep licensees abreast of the latest regulatory measures and activities. Members of the public could also get a copy of the newsletter at the EAA office or read the e-version at the EAA's website.

The EAA is committed to help promote the positive public image of estate agents through organising corporate social responsibility ("CSR") activities for the trade. The CSR activity, namely the Estate Agents Community Service Proposal Competition ("Competition"), was successfully concluded in June 2020.

The Competition aimed to encourage estate agents to identify the needs of the communities they are working in and to propose community services to address such needs accordingly. A total of 20 submissions were received and eight teams were shortlisted by the Preliminary Judging Panel to compete for the awards in the second round competition on implementing their proposals. Although the shortlisted teams faced many difficulties in executing their proposals due to the outbreak of COVID-19 in 2020, they still managed to use their best endeavours to prepare and roll out their community services.



監管局與業界主要商會代表定期舉行聯絡會議。

The EAA hosted regular liaison meetings with the representatives of major trade associations.



比賽的最後階段基於入圍隊伍的社區服務性質分為「環保有『理』」和「關顧有『理』」兩個組別，比賽設有「最佳執行獎」、「最佳別出心思獎」、「最具社區特色獎」及「最具成本效益獎」等四個特別獎項。在評核過入圍隊伍的建議書和進度報告後，終選評審小組最終選出了各優勝者，並於2020年6月舉行了頒獎典禮。

### 公眾調查

早於2010年，監管局曾進行過一項公眾調查。為了解公眾對地產代理業的最新觀感，局方於2020年9月委託了專業調查顧問進行另一次公眾調查。調查以電話訪問形式進行，成功訪問了1,000名18歲及以上香港居民。總結而言，調查結果顯示，經過多年以後，公眾對地產代理業的觀感已有所改善。

有47%的受訪者對地產代理有良好印象，較上次2010年調查得出的35%為高。此外，約有69%曾經使用過地產代理服務的受訪者表示，他們整體上對服務感到非常或很滿意，較2010年調查得出的60%為高。

大部份受訪者均對地產代理有良好印象。在有關地產代理的描述中，「積極主動」的特質印象排名最高(85%)，其次是「具備專業知識」和「以真誠的態度服務客戶」。

公眾調查所得出的結果令人鼓舞，並已在2020年其後向傳媒和主要業界代表分享。監管局將會繼續協助業界提升其專業水平，並在與業界努力在其執業時保持誠信態度之下，共同進一步向公眾推廣業界的正面形象。

The final stage of the Competition was divided into two categories according to the nature of the proposed community services of the shortlisted teams, namely the “Environmental Protection” category and “Community Caring” category. In addition, there were four Special Awards, i.e. “Best Execution”, “Best Idea”, “Best Community Feature” and “Best in Cost-effectiveness”. After evaluating the shortlisted teams’ proposals and their progress reports, the Final Judging Panel selected the winners and an award presentation ceremony was held in June 2020.

### Public Survey

The EAA conducted a public survey back in 2010. In order to study the latest public’s perception of the estate agency trade, the EAA appointed a professional survey consultant to conduct another public survey for the EAA in September 2020. The survey was conducted in the form of telephone interviews and 1,000 target respondents aged 18 and above Hong Kong residents were successfully interviewed. In summary, the result of the survey revealed that the public’s perception of the trade has improved over the years.

Among 47% of the respondents had a good impression of estate agents, which was higher than the 35% in the previous survey conducted in 2010. In addition, about 69% of the respondents who had ever used estate agents’ services were overall very or quite satisfied with the service, which was higher than the findings of 60% in the 2010 Survey.

Most of the respondents had positive impressions on estate agents. Among the descriptions, the impression of estate agents being “proactive” ranked the highest (85%), followed by “equipped with professional knowledge” and “serving clients with sincere attitude”.

The encouraging findings from the public survey was shared with the press and major trade representatives later in 2020. The EAA will continue to help the trade enhance their professional standard, and together with the effort of the trade in maintaining honesty, fidelity and integrity in their practice, the positive image of the trade can be further promoted to the public.