



**EAA’s publicity campaign and annual report
won two international awards**

(23 August 2022) The Estate Agents Authority (“EAA”) has recently participated in two international competitions in relation to its publicity campaigns and publications. With the concerted efforts of colleagues in producing the same, the EAA is pleased to announce that two awards have been granted in relation to a recent publicity campaign and its annual report.

The EAA’s consumer education campaign about purchasing uncompleted properties outside of Hong Kong (“UPOH”) has been granted “The Education Award (Consumer Education)” by the Association of Real Estate License Law Officials (“ARELLO”) recently, which is an international organisation to facilitate the exchange of information and cooperation among regulators and policy makers in the area of real property. It is also the second time for the EAA to have received such recognition.

Over the years, the EAA has exerted extensive effort in educating prospective buyers on the points to note when purchasing UPOH. Apart from various online promotions, the EAA has contributed articles to different media columns and organised a number of public seminars on the subject. With the aim to improve consumers’ understanding of the subject, the EAA simplifies complicated information into easy-to-absorb slogans and messages in videos and booklets which are disseminated across various platforms. Among all the initiatives, a newly introduced catchy slogan: “To buy or not to buy non-local off-plan properties outside Hong Kong? Assess the risks before you buy!” is starting to be adopted by estate agents in their own promotional materials for UPOH. Moreover, a designated webpage in the EAA’s website which covers practical tips on what consumers should



pay attention to before buying non-local properties was created for consumer's easy reference.

At the same time, the EAA is delighted to announce that its Annual Report 2020/21 has been granted the Silver award in the 2022 ARC Awards, which is an international competition honouring excellence in annual reports, under the category of Government Agencies & Offices, Non-Profit Organisation (Print Annual Report).

The EAA values annual reports production as it provides a broad coverage of the mission, regulatory work and financial review for the reporting year. It carries a significant amount of information and transparency that enables the public and stakeholders to understand the EAA's work, while garnering trust and support. Each year, the report will be furnished to the Secretary for Housing and laid before the Legislative Council. Acting as a major communication channel to convey the EAA's beliefs, mission and work to the public, the EAA has made continuous improvements to the content and design of its annual reports to strive for better quality. The winning annual report is available at the EAA's website: www.eaa.org.hk

The EAA will continue to strive for excellence in its work and spare no effort to educate consumers in various subjects of property transactions involving estate agents.



The award winning EAA's annual report 2020/21

Consumer education Video:



New slogan in the publicity campaign on purchasing UPOH:
“To buy or not to buy non-local off-plan properties outside Hong Kong?
Assess the risks before you buy!”

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