

措施及活動回顧

Recap of Initiatives and Events



4/2021

監管局推出「節能有『理』嘉許計劃」並舉行啟動儀式，業界代表出席以示支持。

The EAA launched the “Estate Agents Energy Saving Award Scheme” and held a kick-off ceremony with trade representatives attending to show their support.



5/2021

在谷歌(Google)及雅虎(Yahoo)網絡上推出有關「地產代理商舖專業進修嘉許獎章」的宣傳計劃，為監管局消費者教育網站帶來40,000次點擊。

An online promotional campaign about the CPD Mark was launched in Google and Yahoo's network and generated about 40,000 clicks to the EAA consumer education website.

6/2021

監管局行政總裁接受新城電台節目訪問，談及持牌人數、資格考試及業界參與銷售一手住宅物業的合規情況。

The EAA's CEO attended a media interview by Metro Radio and talked about the licensee population, qualification examinations and the trade's compliance when selling first-hand residential properties.



編製名為「無牌從事地產代理工作屬刑事罪行」的單張，並派發到地產代理商舖。

A leaflet titled “Conducting unlicensed estate agency work is a criminal offence” was produced and distributed to estate agency shops.





7/2021

監管局舉行網上直播新聞發佈會，回顧其2021年上半年的工作及簡介下半年的工作重點。

The EAA held an online live streaming press conference to review its work in the first half of 2021 and introduce its initiatives for the second half.



監管局運用政府「防疫抗疫基金：技能提升配對資助計劃」補貼，在12個月內重覆舉辦兩個持續專業進修課程：「以智能電話製作樓盤影片」及「土地查冊學英文」，業界反應熱烈。

Two CPD courses repeatedly held for 12 months with subsidies from the Government's Matching Grant Scheme for Skills Upgrading under the Anti-epidemic Fund, namely "Video Production for Estate Agency Trade Using Smartphone" and "Learning English through Land Search", commenced with an overwhelming response.



8/2021

於各大電視台及電台頻道推出全新電視宣傳短片及聲帶，提醒公眾購買境外物業需留意的要點。

A new Announcement in the Public Interest (API) to remind the public of the important points-to-note when purchasing non-local properties was launched on major TV and radio stations.



局方於美孚舉行與前線持牌人交流的聚焦小組會議。

A focus group meeting with front-line licensees was held in Mei Foo District.



兩名員工獲頒發「2021 申訴專員嘉許獎—公職人員獎」。

Two staff were granted The Ombudsman's Awards 2021 for Officers of Public Organisations.



措施及活動回顧

Recap of Initiatives and Events



9/2021

在新城廣播的Facebook專頁舉辦網上直播講座，提醒消費者有關按揭的注意事項。

An online live seminar reminding consumers of the points-to-note about mortgage was held on the Facebook page of Metro Broadcast.



以網上會議形式與業界舉行季度聯絡會議。

The quarterly trade liaison meeting was held in an online conference format.



10/2021

監管局新購置的東貿廣場辦公室舉行開幕禮。

An opening ceremony was held for the EAA's newly purchased office at E-Trade plaza.



監管局前任主席梁永祥教授主講名為「橋王教你做代理」的持續專業進修講座，受到業界熱烈好評。

EAA's former Chairman Professor William Leung delivered a CPD talk titled 「橋王教你做代理」 with overwhelmingly good response from the trade.



監管局參加香港基督教青年會社會責任計劃的「愛心午餐計劃」企業社會責任活動。

The EAA joined a CSR activity namely "Lunch Box Giveaway" under the YMCA Social Responsibility programme.



11/2021

與新成立的「地產代理業界銷售境外物業關注組」舉行會議，商討關於境外物業的議題。

A meeting with the newly formed concern group「地產代理業界銷售境外物業關注組」was held to discuss the subject of non-local properties.

監管局主席及行政總裁出席香港地產代理商總會30週年暨新辦公室開幕儀式。

The EAA Chairman and CEO attended the 30th Anniversary cum new office opening ceremony of the Hong Kong Real Estate Agencies General Association.



12/2021

與業界八大商會舉行特別聯絡會議，商討有關境外物業議題。

A special trade liaison meeting with eight major trade associations was held to discuss the subject of non-local properties.



合共188家地產代理商舖積極參與持續專業進修計劃，獲授予「地產代理商舖專業進修嘉許獎章」，數目創過去10年以來的新高。

A total of 188 estate agency shops were awarded the "CPD Mark" in recognition of their active participation in the Continuing Professional Development Scheme and it is the highest number recorded in the last ten years.



措施及活動回顧

Recap of Initiatives and Events



1/2022

資格考試費用於2022年1月1日開始上調。

The qualifying examination fees were increased with effect from 1 January 2022.

監管局主席及行政總裁舉辦網上直播新聞發佈會，回顧監管局2021年的工作及簡介2022年的工作重點。

The EAA's Chairman and CEO hosted an online live streaming press conference to review the EAA's work in 2021 and introduced its initiatives for 2022.



監管局發出一份新執業通告(編號22-01(CR))，為地產代理提供其在處理《業主與租客(綜合)條例》第IVA部租務管制制度規管的分間單位租賃時需遵循的指引，並於2022年2月安排研討會，向持牌人講解新通告的內容。

The EAA issued a new Practice Circular (no. 22-01 (CR)) providing guidelines for estate agents to follow when handling regulated tenancies in respect of subdivided units that are subject to the tenancy control regime under Part IVA of the Landlord and Tenant (Consolidation) Ordinance and a webinar to brief licensees on the new circular was arranged in February 2022.

運輸及房屋局代表、監管局與業界八大商會舉行會議，聽取業界對境外物業議題的意見並作進一步討論。

The representatives of the Transport and Housing Bureau and the EAA met with eight major trade associations to listen to their views on and further discuss the subject of non-local properties.



監管局的《境外置業要「究」SMART》小冊子，附夾於部分報章內派發給公眾。

The EAA's booklet titled "Purchasing Non-local Properties Be SMART" was distributed to the public through inserting in some daily newspapers.



2/2022

有鑑於2019冠狀病毒病第五波疫情及為響應政府的防疫措施，監管局在辦事處實施「疫苗通行證」政策。

In view of the fifth wave of COVID-19 and to echo the Government's anti-pandemic measures, the EAA implemented the "vaccine pass" policy in its offices.

監管局行政總裁接受新城財經台網上訪問，談及監管局在疫情下的特別工作安排、有關分間單位規管租賃的新執業通告以及境外物業等議題。

The EAA CEO attended an online interview by Metro Finance Radio and talked about the EAA's special work arrangement under the pandemic, the new Practice Circular on the tenancy of subdivided units and the issue of non-local properties.



3/2022

監管局舉辦名為「境外置業實戰攻略」的Facebook直播講座。

The EAA held a Facebook live seminar titled "Practical tips for purchasing properties situated outside Hong Kong".



運輸及房屋局代表、監管局與「地產代理業界銷售境外物業關注組」舉行會議，就境外物業議題的意見作進一步討論。

The representatives of the Transport and Housing Bureau and the EAA met with the concern group「地產代理業界銷售境外物業關注組」to listen to their views on and further discuss the subject of non-local properties.

「節能有『理』嘉許計劃」圓滿結束，合共387間地產代理商舖於網上頒獎典禮上獲獎。計劃合共節省逾25萬度電。

The "Estate Agents Energy Saving Award Scheme" concluded with 387 estate agency shops awarded in the online ceremony. Over 250,000 units of electricity consumption were saved in the Scheme.

