

成就專業 服務香港

Together we **E**stablish
Advocate and **A**chieve



關於監管局

地產代理監管局（「監管局」）是於 1997 年 11 月根據《地產代理條例》而成立的法定機構。其主要能包括規管香港地產代理的執業；推動業界行事持正、具備專業能力；以及鼓勵行業培訓，提升從業員的水平和地位。

監管局舉辦資格考試、審批個人和公司牌照、處理對持牌人的投訴、執行巡查工作，以及對違反《地產代理條例》的地產代理從業員施行紀律處分。監管局亦為業界舉辦專業發展活動，並推動消費者教育。

願景

監管局致力於

- 在規管地產代理業界的執業上追求卓越成績，以保障消費者的權益；並
- 支持地產代理專業不斷發展，以獲取社會尊重。

使命

- 規管香港地產代理業的執業；提升從業員的專業能力；並
- 為業界訂立高的道德和操守水平。

About EAA

The Estate Agents Authority ("EAA") is a statutory body, established in November 1997 under the Estate Agents Ordinance ("EAO"). Its principal functions are to regulate the practice of estate agency in Hong Kong, promote integrity and competence within the industry, and facilitate training for estate agency practitioners to enhance their standards and status.

The EAA organises qualifying examinations, issues licences to individuals and companies, handles complaints against licensees, conducts compliance inspections and metes out disciplinary sanctions to practitioners who have breached the EAO. The EAA also organises activities for the professional development of the trade and promotion of consumer education.

Vision

The EAA strives for

- excellence in regulating the practice of the estate agency trade, for the protection of consumers' interests; and
- supporting the development of an estate agency profession worthy of the respect of the community.

Mission

The EAA's mission is to

regulate the practice of estate agency in Hong Kong, raise the competence of practitioners and set high standards of ethics and conduct befitting the trade.



主席的話 Chairman's Message

今年是《地產代理條例》頒布及地產代理監管局（「監管局」）成立 25 周年。本人十分榮幸，在監管局踏入銀禧之年獲委任為監管局主席，見證監管局這個重要里程碑。

「成就專業 服務香港」—— 這個 25 周年主題不僅見證了過去四分之一世紀以來監管局的成果和進展，也反映了我們與業界和公眾共同進步，以及我們面對未來新機遇的服務承諾。

監管局成立初期，首先處理了業界一些基本問題，將行業納入正軌；繼而經過二十多年來的發展，監管局已成功帶領地產代理業界成為一個有規範的行業。多年來，面對着充滿變化的環境和挑戰，監管局在靈活應對的同時仍然一直堅守專業精神。

縱然受到 2019 冠狀病毒疫情的衝擊，香港地產代理業界仍然維持穩健成長，而監管局亦繼續致力提升業界專業水平，加強對消費者的保障。

在本局與 45,000 多名個人及公司持牌人一同慶祝的這個喜慶時刻，本人深信，業界的公眾形象及聲譽將繼續提升，同時，隨着業界更加專業，他們會向公眾提供更有規範的服務。

監管局在過去 25 年所取得的成果，有賴歷任主席、各位歷任及現任董事局成員、業界及各界朋友的投入和貢獻。本人也藉此機會，向監管局全體同事多年來努力不懈所作出的貢獻，致以衷心的謝意。在此我也特別鳴謝香港特區政府對本局堅定不移的支持和信任。

監管局 25 周年紀念既是我們進一步提升地產代理業界水平的新起點，也是我們永誌不忘的重要里程碑。放眼未來，我們將繼續為香港社會作出更多、更重要的貢獻。

地產代理監管局主席

蕭澤宇先生 BBS, JP

This year marks the 25th Anniversary of the promulgation of the Estate Agents Ordinance and the establishment of the Estate Agents Authority ("EAA"). It is my honour to be appointed the Chairman of the EAA at its silver jubilee, witnessing this remarkable milestone of the EAA.

The 25th Anniversary theme, "Together we Establish, Advocate and Achieve", not only reflects the achievements and advances of the EAA over the last quarter of a century, but also refers to our continued development with the trade and the public, and our commitment to serve in the new era of opportunities.

In the early years of its establishment, the EAA tackled some primary issues of the trade and guided it to the right path. After over two decades of development, the EAA has successfully led the trade to become a regulated industry. All along, the EAA upholds professionalism and at the same time acts responsively to the ever-changing and challenging environment.

Despite the impact of the COVID pandemic, the industry still maintained steady growth, with the EAA strengthening the standards of the trade while enhancing consumer protection.

At this joyful moment while we celebrate with over 45,000 individual and company licensees, I firmly believe that the public image and reputation of the industry will continue to grow, and as their professionalism further develops, they will provide well-regulated services to the public.

The achievements of the EAA in the past 25 years could not have been accomplished without the dedication and commitment of all the past Chairmen, the fellow members of the past and present Board, the trade and our friends from different sectors. I would like to take this opportunity to express my appreciation to the colleagues of the EAA for their contribution over the years. I am particularly grateful to the government of the HKSAR for her unwavering support and trust in the EAA.

The 25th Anniversary celebration represents both a new beginning on the EAA's journey to enhance estate agency standards, as well as a significant milestone we shall never forget. We will continue to make important contributions to the society of Hong Kong in the years to come.

Mr Simon SIU Chak-yu, BBS, JP
Chairman, Estate Agents Authority



地產代理監管局成立二十五周年誌慶

規管績著
進業功宏

行政長官李家超





地產代理監管局成立二十五周年誌慶

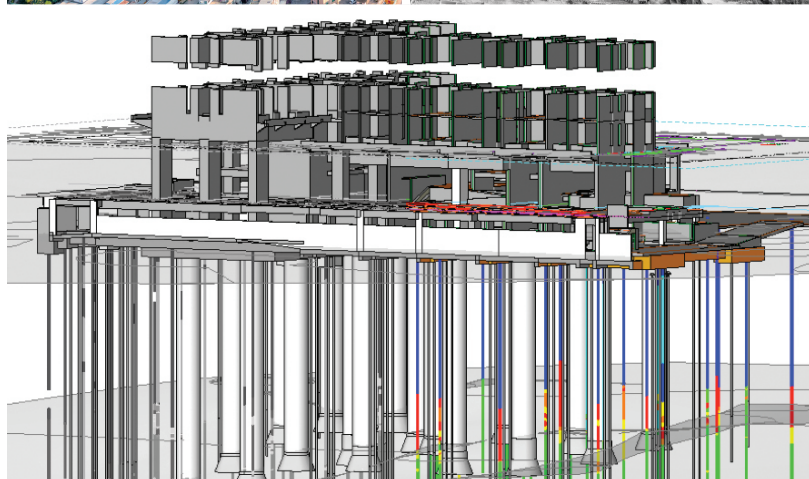
守規秉直
進業益羣

財政司司長陳茂波



地產代理監管局成立二十五周年誌慶

專業持正 建社區羣



房屋局局長
何永賢



香港特別行政區政府
房屋局

The Government of the Hong Kong
Special Administrative Region
Housing Bureau

監管局董事局及常設委員會

The EAA Board and Standing Committees

監管局董事局之下設有五個常設委員會，負責處理不同範疇的工作。委員會每位成員皆由監管局董事局委任，而每個委員會須有最少三名成員。監管局常設委員會包括：

There are five standing committees under the EAA Board to oversee the various aspects of the EAA's work. Each of the members of a committee is appointed by the EAA Board and shall consist of at least three members. The standing committees of the EAA include:



監管局董事局及
常設委員會
The EAA Board
and Standing
Committees

策略發展及管理委員會
Strategic Development and
Management Committee

紀律委員會
Disciplinary Committee

牌照委員會
Licensing Committee

執業及考試委員會
Practice and Examination Committee

專業發展委員會
Professional Development Committee

5月
May

《地產代理條例》頒布
Enactment of Estate Agents Ordinance

11月
Nov

地產代理監管局成立
Establishment of the Estate Agents Authority

已故張建東博士 GBS, OBE 太平紳士
擔任首屆主席

The late Dr Hon Marvin CHEUNG Kin-tung, GBS, OBE, JP was appointed the founding Chairman of the EAA



1月
Jan

牌照費用下調20%
Reduction of licence fees by 20%

12月
Dec

發牌制度的三年過渡期結束 – 為地產代理業界邁向專業的重要里程碑，因往後所有新入行人士必須符合全部發牌條件而不再獲任何豁免

End of the three-year transition period of the licensing system – an important landmark in the trade's progress towards professionalism as all new entrants must fulfill all licensing requirements without exemption from then

1997

2000

2001

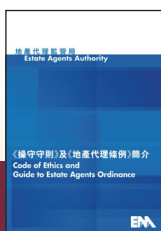
1999

1月
Jan

第一批地產代理牌照批予獲豁免部分發牌條件的人士

First batch of licences was granted to persons exempted from certain licensing requirements

發出《操守守則》
Issuance of *Code of Ethics*



3月
Mar

舉辦首次地產代理及營業員資格考試
Held the first qualifying examinations for estate agents and salespersons

11月
Nov

《地產代理常規（一般責任及香港住宅物業）規例》生效
Estate Agents Practice (General Duties and Hong Kong Residential Properties) Regulation came into effect

2002

1月
Jan

《2001 年地產代理（發牌）（修訂）規例》生效，牌照費用調低30%，並容許已符合資格的持牌人在牌照屆滿後24個月內再申領牌照
Estate Agents (Licensing) (Amendment) Regulation 2001 came into effect. Licence fees were reduced by 30% and qualified licensees were allowed to renew their licences within 24 months from the lapse of their last held licences

3月
Mar

推出嘉許證書及嘉許獎章計劃，鼓勵地產代理參與持續專業進修計劃

Introduction of Certificate of Attainment and Attainment symbol to encourage estate agents' participation in CPD scheme



11月
Nov

潘國濂博士 BBS 太平紳士
繼任監管局主席

Dr Steven
POON Kwok-lim, BBS, JP
was appointed the
Chairman of the EAA



3月
Mar

成立第28條調查委員會

Establishment of Section 28
Investigation Committee

11月
Nov

監管局成立10周年紀念

10th Anniversary of the EAA



2003

2006

2007

2005

5月
May

推出持續專業進修計劃

Launch of the Continuing
Professional Development
("CPD") Scheme



2008

6月
Jun

推出「地產代理商舖專業進修嘉許獎章」

Introduction of "CPD Mark" for Estate Agencies

8月
Aug

與廣州市房地產中介服務管理所簽署協議，安排香港從業員
考取在廣州執業的資格證書

Signing of agreement with the Guangzhou Real Estate
Agent Service Administration Centre on Hong Kong
practitioners obtaining a qualification to practise estate
agency work in Guangzhou



11月
Nov

陳韻雲 SBS 太平紳士
繼任監管局主席

Ms Vivien CHAN, SBS, JP
was appointed the
Chairman of the EAA



5月
May

推行一次性措施，寬免六個月牌費

Launch of a one-off, six-month licence fee concession scheme

2009

7月
Jul

內地與香港地產代理專業資格互認計劃的第一期培訓課程及考試順利完成

Completion of the first training course and examination for the scheme of mutual recognition of professional qualifications for estate agents in the Mainland and Hong Kong



2011

5月
May

發出三份有關規管地產代理從事一手住宅物業銷售的執業通告

Issuance of three new practice circulars regulating estate agents' sales practices of first-hand residential properties

11月
Nov

與中國房地產估價師與房地產經紀人學會（「中房學」）簽署協議書，落實有關內地房地產經紀人與香港地產代理專業資格互認的安排

Signing of agreement with the China Institute of Real Estate Appraisers and Agents ("CIREA") on mutual recognition of professional qualifications between Mainland and Hong Kong estate agents



11月
Nov

梁永祥教授 GBS 太平紳士
繼任監管局主席

Prof William LEUNG Wing-cheung, GBS, JP
was appointed the Chairman of the EAA



11月
Nov

監管局成立15周年紀念
15th Anniversary of the EAA



2012

2014

2013

1月
Jan

有關地產代理須就二手住宅物業提供「實用面積」的執業通告生效

The practice circular requiring estate agents to provide "saleable area" for second-hand residential properties took effect



3月
Mar

首次獲香港社會服務聯會頒發「同心展關懷」標誌

Awarded the first "Caring Organisation" logo from the Hong Kong Council of Social Service



9月
Sep

推出全新消費者教育活動，以公開講座形式增加消費者對物業交易的知識

Launch of new consumer education initiative in the form of public seminars to enhance consumers' knowledge relating to property transactions



2015

1月
Jan

監管局公開紀律研訊結果以及裁決理由以增加透明度
Publication of disciplinary decisions with the reasons for the decisions for achieving greater transparency

2月
Feb

推出全新消費者教育網站
「精明委託地產代理」
Launch of a new consumer education website, "Be Smart in Appointing Estate Agents"



6月
Jun

與中房學簽署內地房地產經紀人與香港地產代理專業資格互認續約協議
Signing of agreement with the CIREA to renew the mutual recognition of professional qualifications scheme for estate agents in the Mainland and Hong Kong

11月
Nov

監管局成立20周年紀念
20th Anniversary of the EAA



2017

2016

5月
May

推出網上個人牌照續期申請電子服務
Launch of e-Services for online licence renewal application by individual licensees

10月
Oct

推出監管局實務證書課程
Launch of the EAA's Certificate Programme in Practice

11月
Nov

頒發首批持續專業進修計劃優越嘉許獎章「銀章」予合資格持牌人
Awarded the first batch of "Silver" Premium Symbol to eligible licensees under the CPD scheme



12月
Dec

內地與香港地產代理專業資格互認計劃第二期培訓及考試圓滿結束
Second training course and examination for the scheme of mutual recognition of professional qualifications for estate agents in the Mainland and Hong Kong completed

發出有關銷售香港境外未建成物業的執業通告
Issuance of new practice circular on the sale of uncompleted properties situated outside Hong Kong





7月
Jul

與物業發展商簽訂一手住宅物業銷售約章以維持銷售處的良好秩序

Signing of the Charter on the Sales of First-hand Residential Properties with developers for maintaining good order at sale sites

8月
Aug

監管局首個自置辦事處啟用

The EAA's first purchased office in use

2018

6月
Jun

監管局舉辦首個與業界一同參與的企業社會責任活動 – 清潔香港海岸

The first CSR activity organised by the EAA with the estate agency trade to clean up the Hong Kong shorelines

7月
Jul

為營業員資格考試推出電腦化考試

Launch of computer-based examination for the Salespersons Qualifying Examination

8月
Aug

監管局推廣專業地產代理具備「三言兩與」特質的「5A代理」宣傳計劃榮獲國際獎項，獲房地產牌照司法人員協會 (ARELLO) 頒發「教育獎 (消費者教育)」

The EAA's "5A Agent" publicity campaign promoting the "5A" qualities of professional estate agents was awarded the "Education Award (Consumer Education)" by the Association of Real Estate License Law Officials ("ARELLO"), an international recognition



2019

11月
Nov

監管局與地產代理業界代表出席由財務行動特別組織就香港打擊洗錢及恐怖分子資金籌集活動的成效進行的相互評估

The EAA and trade representatives attended the Mutual Evaluation by the Financial Action Task Force on the compliance and effectiveness of Hong Kong's anti-money laundering and counter-terrorist financing regime

12月
Dec



向合資格的持牌人頒發首批持續專業進修計劃優越嘉許「金章」

Awarded the first batch of "Gold" Premium Symbol to eligible licensees under the CPD scheme

1月
Jan

監管局宣布向合資格的個人牌照持有人提供一筆過專業資助

The EAA announced to offer a one-off professional development subsidy to eligible individual licensees

5月
May

政府在第二輪「防疫抗疫基金」下透過監管局向合資格的個人牌照持有人發放一筆過相等於兩年牌照費的現金津貼

Under the second round of Anti-epidemic Fund, the Government provided a one-off cash subsidy equivalent to two years' licence fees to eligible individual licensees through the EAA

11月
Nov

廖玉玲太平紳士
繼任監管局主席

Ms Elaine LIU, JP was appointed the Chairman of the EAA



2020

6月
Jun

「區區有『理』」社區服務建議比賽成功舉行並得到業界積極參與
"Estate Agents Community Service Proposal Competition" successfully held, with positive participation from the trade



2021

6月
Jun

成立兩支外展教育隊伍以協助地產代理業界遵從有關反洗錢及廣告的規定

Two educational outreach teams set up to assist the estate agency trade in complying with AML and advertisement-related requirements

10月
Oct

監管局於同座大廈購入的第二個自置辦事處啟用
The EAA's second purchased office in the same building in use

12月
Dec

188間地產代理商舖獲得「地產代理商舖專業進修嘉許獎章」，獲獎數目是過去十年之冠
188 estate agency shops awarded the "CPD Mark", the highest number recorded in the last ten years

2022

7月
Jul

蕭澤宇 BBS 太平紳士
繼任監管局主席

Mr Simon SIU Chak-yu, BBS, JP
was appointed the Chairman of the
EAA



10月
Oct

監管局成立25周年紀念
25th Anniversary of
the EAA



3月
Mar

監管局舉行「節能有『理』嘉許計劃」網上頒獎禮，
387間地產代理商舖獲獎

The EAA held an online
ceremony for the "Estate
Agents Energy Saving
Award Scheme" and
awarded 387 estate agency
shops



推出新的宣傳教育計劃及新口號
「境外樓花買唔買？計過風險先好買！」

Launched new educational campaign with
a new slogan "To Buy or not to buy
off-plan properties outside Hong Kong,
assess the risks before you buy!"

4月
Apr

監管局榮獲僱員再培訓局頒發「企業大獎」(2020-22)
The EAA received the "Grand Prize Award" (2020-22)
from Employees Retraining Board



慶祝香港特區及監管局成立 25 周年公開講座

「香港物業市場回顧與前瞻」

為慶祝香港特區及監管局成立 25 周年，監管局於 2022 年 7 月 30 日舉辦一個名為「香港物業市場回顧與前瞻」的公開講座，請來六位知名講者，回顧過去香港樓市的發展、剖析物業市場現況及前景，同時探討地產代理行業多年來的變化。

是次講座於觀塘基督教家庭服務中心禮堂舉行，公眾反應熱烈。六位知名講者包括（排名不分先後）：城市大學特約教授曾淵滄博士、會德豐地產常務董事黃光耀先生、中原地產代理有限公司亞太區主席兼行政總裁黃偉雄先生、美聯物業住宅部行政總裁（港澳）布少明先生、香港地產代理商總會榮譽主席謝順禮博士，以及世紀 21 奇豐物業顧問行主席及行政總裁李峻銘先生。

Public Seminar in Celebration for the 25th Anniversary of the Establishment of the HKSAR and EAA

"Retrospect and Prospects of Hong Kong Property Market"

To celebrate the 25th Anniversary of the establishment of the HKSAR and EAA, the EAA organised a public seminar titled "Retrospect and Prospects of Hong Kong Property Market" on 30 July 2022. Six renowned speakers were invited to share their valuable insights on the development, current situation and prospects of the Hong Kong property market, and the transformation of the estate agency industry over the years.

The public seminar was held in the lecture hall of Christian Family Service Centre and have received positive feedback from the public. Six renowned speakers include (in no particular order): Dr Chan Yan-chong, Adjunct Professor, City University of Hong Kong, Mr Ricky Wong Kwong-yiu, Managing Director, Wheelock Properties (HK) Limited, Mr Addy Wong Wai-hung, CEO – Asia Pacific, Centaline Property Agency Limited, Mr Sammy Po Siu-ming, CEO (Residential-Hong Kong & Macau), Midland Realty, Dr Calvin Tse Shun-lai, Honorary Chairman, Hong Kong Real Estate Agencies General Association and Mr Eric Lee Chun-ming, Group Chairman & CEO, Century 21 Goodwin Property Consultants.





慶祝監管局成立 25 周年

「關懷有『理』」地產代理服務長者日

為鼓勵地產代理業界攜手同心回饋社會、服務社群和履行企業社會責任。監管局在 2022 年 9 月舉行了三場「地產代理服務長者日」，共有超過 50 位地產代理業界義工參與。

是次活動是監管局 25 周年誌慶活動之一，監管局和地產業界義工一同為香港、九龍及新界區的長者服務。除了探訪服務中心及上門接觸長者外，義工亦細心與長者傾談了解他們的生活日常，並向長者們派發了 900 份禮物包，給予他們一份關懷，盡顯「關懷有『理』」之心。

Elderly Service Day

Celebration for the 25th Anniversary of the Establishment of the EAA

With an aim to encourage estate agents to contribute and serve their communities, three sessions of the "Estate Agents Elderly Service Day" were organised by the EAA in September 2022. Over 50 volunteers from the estate agency trade have participated in the volunteering activities.

As part of the initiative to celebrate the EAA's 25th Anniversary, volunteers from the EAA and the estate agency trade joined hands and served the elderly in Hong Kong Island, Kowloon and the New Territories. In addition to visiting elderly centres and homes, volunteers also chatted with the elderly and delivered 900 gift packs to them to show the trade cares for the elderly.

前任及現任監管局成員

Former and current EAA members

* 按姓氏的英文字母順序排列
In alphabetical order of surname

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Representative of Permanent Secretary for Housing

前任及現任監管局行政總裁

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中国房地产估价师
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CHINA INSTITUTE OF
REAL ESTATE APPRAISERS AND AGENTS

中国房地产估价师与房地产经纪人学会

香港地产代理监管局：

值此贵局成立 25 周年之际，我谨代表中国房地产估价师与房地产经纪人学会，向贵局以及香港地产代理业界人士表示热烈的祝贺！

贵局自成立以来，一直致力于提升香港地产代理业的专业能力、服务素质和社会声誉，并努力保障消费者的权益，积极应对充满变化和挑战的环境，为推动香港地产代理业规范健康发展发挥了重要作用。

长期以来，我会与贵局密切联系，友好往来，开展了卓有成效的交流合作，已完成两批内地房地产经纪人 与香港地产代理专业资格互认。

希望贵局与我会今后继续加强联系、深化合作，为增进香港地产代理与内地房地产经纪业界交流、促进行业规范健康发展作出新的更大的贡献。

敬祝贵局 25 周年庆祝典礼圆满成功！

 (柴强)

中国房地产估价师与房地产经纪人学会会长

2022 年 9 月 6 日



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香港新界地產代理商聯會
莊寶端 敬賀



慶祝地產代理監管局二十五週年

卓越領導廿五載
團結業界齊頌讚

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慶祝香港地產代理監管局成立二十五週年

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攜手同行廿五載
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