



The EAA launched new consumer education animation videos on “5A agent”

(29 June 2023) To promote the important qualities that a professional estate agent should possess and enhance the professional image of estate agents, the Estate Agents Authority (“EAA”) has rolled out a publicity campaign to advocate the concept of the “5A agent” to the public. A series of animation videos have recently been produced and launched on YouTube to provide consumers with a better understanding of the “5A” qualities that attention should be paid to when appointing an estate agent.

Themed “Be a wise consumer, choose a 5A estate agent”, this new series of animation videos consists of five episodes covering each of the “5A” qualities that estate agents should possess to provide professional services to their clients. The “5A” qualities include “Adherence”, “Ability”, “Accountability”, “Advancement” and “Affinity”.

These short animation videos feature clear and concise explanations of the “5A qualities”. An animated “5A agent” guides the audience through the essential traits of each quality with the aid of simple yet vivid graphics and headlines. Each video is about one-minute long and bilingual in content so that consumers can understand the “5A” qualities in no time.

All five animation videos have been uploaded to the EAA’s Consumer Education website (smart.eaa.org.hk) and YouTube channel (www.youtube.com/EstateAgentsAuthority).



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新聞稿
Press Release



“Be a wise consumer, choose a 5A estate agent” animation video series introduces the important “5A” qualities that professional estate agents should possess.

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