

主席的話

Chairman's Message





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這是本人自2022年7月接任地產代理監管局(「監管局」)主席一職後，為監管局發表的首篇主席的話，本人深感榮幸。

過去的2022/23年度，適逢監管局慶祝成立25周年，是別具意義和滿載活動的一年。經過四分一世紀的耕耘，監管局發展成一個公平公正及有效率的規管機構，不斷推動地產代理業達至更高的道德標準和操守，同時維護公眾的權益。透過未來繼續與政府及地產代理業界攜手協作，我們展望前景定必更加光明。

Chairman's Message

It is my honour to present my first Chairman's Message for the Estate Agents Authority ("EAA") since taking up Chairmanship in July 2022.

The past year of 2022/23 has been an especially meaningful and eventful one as we celebrated the 25th anniversary. Over the past quarter century, the EAA has established itself as an impartial and effective regulator promoting high ethical standards of the estate agency industry while safeguarding the interests of the public. We look forward to a brighter future in collaboration with the government and the estate agency industry.

疫情過後

在2022/23年度，香港的物業市場受到第五波新冠疫情及環球經濟不明朗因素所影響，因而面對着巨大的挑戰。根據政府統計數字，年度物業成交總數為64,888宗，較上一年度減少25%，總成交金額為5,740億元，比2021/22年度減少31%，地產代理業自然大受影響。

幸好，自2022年底開始，我們逐漸走出新冠疫情的陰霾，物業市場慢慢穩步復甦。成交量要恢復至疫情前水平尚待時日。

對所有人來說，包括地產代理行業，這時應趁機好好裝備自己、固本培元，迎接更好將來。監管局會繼續向業界提供指引，同時也不忘提升消費者教育。

成就專業 服務香港

不論前路是晴是雨，我們仍會繼續前行排除萬難。監管局一直堅守有效的規管重任，致力提升業界執業水平，並維護公眾權益。這正就是我們25周年紀念的主題：「成就專業 服務香港」。

作為一個貫徹始終的規管機構，監管局透過為地產代理業入行把關、發布執業指引、調查投訴及實施不偏不倚的紀律研訊制度，為業界訂立執業的最佳標準。同時，監管局透過持續專業進修計劃教育業界，並以各項鼓勵措施推動從業員持續學習，以提升業界的專業水平。此外，我們也主動透過各種媒介，向公眾教育有關境外物業及劏房租賃的知識。

Post-pandemic days

In 2022/23, the property market in Hong Kong faced significant challenges due to the fifth wave of the COVID-19 pandemic and global economic uncertainty. According to government statistics, the overall number of property transactions recorded a year-on-year decrease of 25%, totalling 64,888, with a consideration of \$574 billion, which is 31% lower than that in 2021/22. The estate agency industry was significantly impacted.

Fortunately, from late 2022 we emerged from the shadow of the COVID-19 pandemic, with the property market showing signs of a gradual and steady recovery. It may take time for transaction volumes to return to pre-pandemic levels.

This is an opportune time for the society as well as the estate agency trade to strengthen their foundations and equip themselves for a better future. The EAA will continue to provide guidance to the practitioners while enhancing consumer education.

Together we Establish, Advocate and Achieve

Notwithstanding the weather on the road ahead as we navigate ongoing challenges, the EAA remains committed to effective regulation, high standards of trade practice and protecting public interests. Our 25th anniversary theme, "Together we Establish, Advocate and Achieve", says it all.

As a consistent regulator, the EAA establishes best practices for the estate agency industry through gatekeeping the entrance to the industry, issuing practice guidelines, investigating complaints, and implementing a fair and impartial inquiry hearing system. At the same time, the EAA advocates for higher professional standards of the industry by educating practitioners through the Continuing Professional Development Scheme with various incentives to encourage their participation in the Scheme. In addition, we also educate the public through various media tools on subjects concerning non-local properties and subdivided flats tenancies.

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Chairman's Message

我們的目標是帶領地產代理業界成為值得市民信賴和尊重的專業，為消費者及公眾提供比過往更優質的服務。這也是監管局推廣「5A代理」的原因－專業地產代理應具備「三言兩與」亦即「5A」的專業特質，包括「言出必行」(Adherence)、「言之有物」(Ability)、「言而有信」(Accountability)、「與時並進」(Advancement)及「與客同行」(Affinity)。這些都是消費者在委託一名地產代理時應注意的專業特質。這不僅是一句口號，更是我們的目標，我們將繼續不遺餘力地提升地產代理的服務水平，以符合越來越高的公眾期望。

藉着與地產代理業界攜手努力實現「成就專業 服務香港」，本人深信監管局與業界定能克服未來的任何挑戰。

與業界一同服務社區

多年來，監管局透過不同的方式，積極推動地產代理業界參與企業社會責任活動，去年亦不例外。監管局於2022年9月舉辦了三場「關懷有『理』－地產代理服務長者日」活動，邀請地產代理業界義工參與，為港九新界多區的長者服務。另一項企業社會責任活動「童樂有『理』－地產代理兒童服務日」則於2023年3月舉行，盡顯業界對基層家庭兒童的關懷與支持。本人樂見業界踴躍參加，令這些活動能圓滿舉行。未來我們將繼續與業界攜手，凝聚業界和社會各界，一起建立更和諧共融的社會。

鳴謝及歡迎

我們的工作得以推展，實有賴董事局各成員的貢獻和合作精神。本人在此衷心感謝各前任主席，特別是上任主席廖玉玲女士，BBS，JP，以及所有現任及前任成員多年來給予監管局的寶貴意見和支持。

同時，本人衷心歡迎各位董事局新成員、副主席及各委員會主席。最後，本人藉此感謝監管局行政部門在行政總裁韓婉萍女士的賢能帶領下所作出的貢獻，以及各位持份者包括地產代理業界和政府的支持。

Our goal is to achieve a trustworthy and respected professional estate agency sector that serves consumers and the public better than in the past. That is why the EAA promoted the concept of the “5A agent” – meaning a professional estate agent should have the “5A” qualities, namely Adherence, Ability, Accountability, Advancement and Affinity. These are the professional qualities that consumers should look for when appointing an estate agent. It is not merely a slogan but our goal and we will continue to spare no effort in enhancing the service level of estate agents to meet the ever-rising public expectations.

By coming together to establish, advocate for and achieve a shared vision of professional excellence and social responsibility with the estate agency trade, I have confidence that the EAA can overcome any future challenges with the industry.

Serving the community with the industry

Over the years, the EAA has been actively promoting the corporate social responsibility (“CSR”) of the estate agency industry through various initiatives. Last year was no exception. Three sessions of the “Estate Agents Elderly Service Day” were held in September 2022 which engaged trade members to serve the elderly in Kowloon, the New Territories and Hong Kong Island respectively. Another CSR activity, namely “Estate Agents’ Children Service Day”, was held in March 2023 to show the industry’s care and support to children from underprivileged families. I am glad to see that the industry’s participation was overwhelmingly positive making these activities a success. In the future, we will continue to work closely with the industry to contribute to the community. By bringing the industry and community together, we can build a more harmonious society.

Gratitude and welcome

Our work would not have been possible without the dedication and collaborative spirit of the members of the Board. I would like to express my heartfelt gratitude to all former Chairs, in particular Ms Elaine LIU, BBS, JP, the immediate past Chairman, as well as all present and former members for their invaluable counsel and support to the EAA over the years.

At the same time, I sincerely welcome our new Board members as well as our Vice-chairman and committee Chairs. Last but not least, my special thanks go to the dedication of the administration under the able leadership of the Chief Executive Officer Ms Ruby HON, as well as the support of many stakeholders including the estate agency industry and the Government.



本人熱切期待與所有董事局成員、行政部門及各持份者攜手合作，在過去25年奠定的堅實基礎上，帶領監管局及地產代理業再上層樓。

蕭澤宇，BBS，JP
主席

I look forward to joining hands with all my fellow members, the administration and the stakeholders to lead the EAA and the estate agency profession to new heights on the foundation laid over the past 25 years.

Simon SIU Chak-yu, BBS, JP
Chairman