

韓婉萍女士
行政總裁

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Chief Executive Officer



行政總裁匯報
Report of the
Chief Executive
Officer



行政總裁匯報

本年度是充滿挑戰和變化的一年，亦是本人作為監管局行政總裁提呈的第十份年報。在這年度，儘管新冠疫情反覆，社會和經濟環境瞬息萬變，監管局仍然一如既往秉持使命，規管地產代理業的執業，堅守業界專業精神及不斷加強消費者教育。

疫情後監管局的工作回復正常

於2022/23年度的大部分日子裏，2019冠狀病毒疫情繼續為香港各行各業帶來不少挑戰，監管局亦不例外。為應對疫情的「新常態」，我們不得不暫時關閉辦事處，並採取特別措施，以維持向地產代理業及公眾提供的服務。幸好，隨着疫情的高峰期已告一段落，社會和經濟逐漸回復正常，監管局可以回復正常運作及重開辦事處。

為地產代理行業把關

在疫情的陰霾下，作為物業市場的寒暑表，參加資格考試的考生人數以及持牌人數均錄得跌幅。於2022/23年度，報考地產代理及營業員資格考試的人數共有12,537人，較前一年減少5%。

截至2023年3月31日，個人牌照的數目為41,074個，較2022年4月30日41,867個減少1.9%。

Report of the Chief Executive Officer

This year has been one of significant challenges and changes as I present my tenth report as the Chief Executive Officer of the Estate Agents Authority (“EAA”). Despite the shifting pandemic situation and the economic and social changes, the EAA remains, as always, dedicated to regulating the estate agency trade, upholding the trade professionalism and enhancing consumer education.

EAA's work resuming to normal after the pandemic

The COVID-19 pandemic presented unprecedented challenges to Hong Kong throughout most of 2022/23, and the EAA was no exception. We were forced to temporarily close our offices and implemented special measures in response to the “new normal” amid the pandemic to sustain our services to the estate agency trade and the public. Fortunately, with the peak of the pandemic seeming to be thankfully behind us, and with society and the economy gradually returning to normal, the EAA was able to resume normal operations and reopen its offices.

Gatekeeping and regulating the estate agency trade

Under the shadow of the pandemic and as a thermometer of the property market, there was a decrease in both the number of qualifying examination candidates and licensee population. In 2022/23, the overall number of examination candidates registered for the qualifying examinations recorded a decrease of 5% when compared with the previous year, totalling 12,537.

The number of individual licences also dropped from 41,867 on 30 April 2022 to 41,074 as of 31 March 2023, representing a decrease of 1.9% compared to the previous year.



於2022/23年度，監管局共接獲254宗投訴，較上年度減少11%。儘管疫情於2023年第一季度開始緩和，及一手住宅物業市場變得更為活躍，但與銷售一手住宅物業相關的投訴仍錄得跌幅。整體投訴的常見類別包括：不妥善地處理臨時買賣合約（或臨時租約），以及提供不準確或具誤導性的物業資料。

此外，監管局共進行了4,875次巡查，比前一年增加9%，以確保業界守法從規。其中1,155次巡查是在一手樓盤銷售點進行，916次於地產代理商舖進行。此外，由於網上物業廣告普及，監管局亦增加相關的合規巡查次數，由前一年的1,101次，增至本年度的1,499次，增幅約36%。

The EAA received fewer complaints in 2022/23, with a total of 254 complaints, a decrease of 11% compared to the previous year. Despite the pandemic easing in the first quarter of 2023 and the first-hand residential property market becoming more active, the complaints concerning the sale of first-hand residential properties also recorded a decrease. The common categories of complaints included mishandling of provisional agreements for sale and purchase (or provisional tenancy agreements), and providing inaccurate or misleading property information.

Furthermore, the EAA conducted a total of 4,875 compliance inspections, representing a 9% increase compared to the previous year, to ensure the trade's compliance. Among these inspections, 1,155 checks were conducted at first-sale sites and 916 visits were paid to estate agency shops. In addition, due to the popularity of online advertisements, the EAA increased its effort on the relevant compliance checking by approximately 36% from 1,101 to 1,499 in this year.



(左起) 監管局執行總監陳汝儼先生、規管及法律總監梁德麗女士、行政總裁韓婉萍女士以及服務及專業發展總監王頌恩先生
(From left) EAA Director of Operations Mr Chan U Keng, Director of Regulatory Affairs and General Counsel Ms Juliet Leung, Chief Executive Officer Ms Ruby Hon and Director of Services and Professional Development Mr Ivan Wong

於2022/23年度，監管局合共撤銷了41個牌照，這些個案是由於有關持牌人不再符合相關發牌條件。局方亦裁決了299宗違規個案，合共有311名持牌人被紀律處分。

繼續致力推動業界及消費者教育

監管局致力提升地產代理業的專業水平，並向公眾推廣行業的正面形象。局方繼續推廣持續專業進修計劃，鼓勵持牌人透過積極參與持續專業進修計劃，提升自己的專業知識。持牌人若連續三個及五個進修時段達到持續專業進修計劃的學分要求，便可分別獲頒持續專業進修計劃優越嘉許獎章「銀章」和「金章」。年內，共有393名持牌人獲頒銀章，53名持牌人獲頒金章。

In 2022/23, the EAA revoked a total of 41 licences because those licensees were no longer eligible to hold a licence. The EAA also adjudicated 299 non-compliant cases and a total of 311 licensees were disciplined.

Consistent efforts in trade and consumer education

The EAA is committed to enhancing the professionalism of the estate agency trade and promoting a positive image to the public through consistent efforts in trade and consumer education. The EAA continued to promote the Continuing Professional Development (“CPD”) Scheme to recognise licensees’ continuous efforts in enhancing their knowledge through participation in the CPD Scheme. The “Gold” and “Silver” Premium CPD Attainment Symbol were awarded to licensees who achieved their CPD attainment targets for three and five consecutive CPD periods respectively. During the year, 393 licensees were awarded the Silver Symbol, while 53 licensees were awarded the Gold Symbol.

同時，監管局亦推出「地產代理商舖專業進修優越嘉許獎章」（銀章及金章），以鼓勵地產代理商舖的從業員持續進修。如地產代理商舖有80%以上的持牌員工（包括其經理）參與持續專業進修計劃，即可獲頒「商舖嘉許獎章」，而連續在三個及五個持續專業進修時段取得「商舖嘉許獎章」的地產代理商舖，將分別獲頒發「銀章」或「金章」。首批地產代理商舖「銀章」或「金章」將於2023年9月頒發。

此外，監管局為持牌人提供最新資訊及指引，協助他們配合政府相關法規及緊貼市場最新發展。因應《業主與租客（綜合）條例》第IVA部有關分間單位（俗稱「劏房」）租賃的規管，監管局特別製作了宣傳單張，讓持牌人更清楚地了解他們在處理劏房租賃的角色和責任。監管局亦與個人資料私隱專員公署合辦網上講座，讓持牌人了解《2021年個人資料（私隱）（修訂）條例》中有關「起底」罪行的重點，以及地產代理業的個人資料管理良好行事方式。

年內，監管局亦不遺餘力地推廣消費者教育，提高公眾對物業交易的認識，讓消費者保障自己的權益。隨着社會越來越關注購買香港境外未建成物業（簡稱「境外樓花」），監管局透過不同的方式提醒準買家在購買境外樓花時要留意所涉及的風險，包括製作附有醒目的標語「境外樓花買唔買？計過風險先好買！」的動畫短片、推動網上宣傳計劃以及舉辦公開講座予公眾參與。

At the same time, the EAA also introduced the Silver and Gold Premium CPD Marks for estate agencies to encourage their participation in the scheme. Estate agencies would be awarded a CPD Mark if over 80% of their licensed employees (including the manager) participated in the CPD Scheme, and those estate agencies with CPD Marks for three and five consecutive CPD periods would be awarded a Silver CPD Mark and Gold CPD Mark respectively. The first batch of awardees for the Premium CPD Marks will be awarded in September 2023.

Furthermore, the EAA provided updated information and guidelines for licensees to keep them informed of relevant government regulations and new market developments. In response to the commencement of Part IVA of the Landlord and Tenant (Consolidation) Ordinance which regulate the tenancy of subdivided units, the EAA produced a promotional leaflet to further enhance the understanding of estate agents on their roles and responsibilities. The EAA also co-organised a webinar with the Office of the Privacy Commissioner for Personal Data for licensees to understand doxxing offences and the good practices of personal data management under the Personal Data (Privacy) (Amendment) Ordinance 2021.

The EAA also continued its efforts in consumer education to raise public awareness and knowledge of property transactions and enable consumers to protect their own interests. To address the growing concerns over purchasing uncompleted properties outside of Hong Kong ("UPOH"), the EAA took various initiatives to remind consumers of the inherent risks of purchasing UPOH, including promoting animated videos about the risks of purchasing UPOH with the catchy slogan "To buy or not to buy non-local off-plan properties? Assess the risks before you buy!", driving online promotional campaigns, and organising public seminars.

監管局25周年紀念

2022年是《地產代理條例》頒布及監管局成立25周年。監管局於2022年10月7日舉行成立25周年慶祝典禮。是次典禮共有逾200名來自不同界別的賓客出席，包括現任及前任監管局董事局成員及委任成員、立法會議員、來自不同政府部門、業界商會、公營機構、專上教育及培訓機構等多位代表，共證盛事。

監管局成立25周年主題為「成就專業 服務香港」，這不僅見證了監管局在過去四分之一世紀以來的成果，也反映了監管局帶領業界與時並進所擔當的重要角色。適逢銀禧之年，監管局亦舉辦了一系列慶祝活動，當中包括三場「關懷有『理』—地產代理服務長者日」，向地產代理行業推廣企業社會責任，與業界一起回饋社會。監管局亦在2022年7月舉辦「香港物業市場回顧與前瞻」公開講座，邀請了六位業界先驅與領袖與公眾分享其真知灼見。

鳴謝

本年度亦為新一屆監管局董事局上任的一年，我們衷心感謝前任主席廖玉玲女士，BBS，JP對監管局全心全意的領導和寶貴的建議；同時歡迎新任主席蕭澤宇先生，BBS，JP，以及新任董事局成員繼續帶領監管局向前邁進。

25th Anniversary of the EAA

The year 2022 marked the 25th anniversary of the enactment of the Estate Agent Ordinance and the establishment of the EAA. The 25th anniversary ceremony was held on 7 October 2022. Over 200 guests from various sectors, including current and former EAA Board members and Board-appointed members, Legislative Council members, representatives from government bureaux and departments, estate agency trade associations, public bodies, and tertiary and training institutions gathered to witness this remarkable milestone of the EAA.

The 25th anniversary theme, “Together we Establish, Advocate and Achieve”, not only reflected the work of the EAA over the last quarter of a century but also our role in leading the trade to advance with the times. To mark this silver jubilee anniversary, the EAA also held a series of initiatives, including engaging the estate agency trade and giving back to the community. Three sessions of “Estate Agents Elderly Service Day” were held to promote corporate social responsibility among the estate agency trade. A public seminar titled “Retrospect and Prospects of the Hong Kong Property Market” was also held in July 2022 in which six industry pioneers and leaders were invited to share their valuable insights with the public.

Expression of gratitude

This year marked a new composition of the EAA Board membership. We are deeply grateful for the contribution of our former Chairman, Ms Elaine LIU, BBS, JP, to her dedicated leadership and advice to the EAA. We are also excited to welcome our new Chairman, Mr Simon SIU Chak-yu, BBS, JP and our new Board members to lead us forward.

本人再次衷心感謝主席以及現任和前任董事局成員一直以來的領導、指導和支持。本人同時對政府、其他公營機構及地產代理業界等所有持份者在疫情困難時期所給予的無間斷支持致以謝意。

最後，本人必須感謝監管局行政部門各位同事們的全情投入工作。我們將繼續與所有持份者通力合作、把握機遇，應對未來的新挑戰。

韓婉萍
行政總裁

I would like to sincerely thank our Chairman as well as the current and previous Board members for their leadership, invaluable guidance and unfailing support. I also appreciate the continuous support given by our stakeholders during the difficult times amid the pandemic, including the Government, other public bodies and the estate agency trade members.

Last but not least, I must also thank my fellow workmates in the EAA administration for their selfless dedication. We will continue to collaborate with all our stakeholders to capitalise on opportunities and meet challenges that arise in the years to come.

Ruby HON Yuen-ping
Chief Executive Officer