

# 主席的話 Chairman's Message





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今年為本人在地產代理監管局(「監管局」)董事局服務的第十個年頭。

本人欣然呈上監管局2023/24的年報。監管局作為一個負責任的規管者和教育者，本人對其作出的貢獻感到滿意。

2023/24年度對監管局和地產代理業界而言，充滿挑戰和回報。面對淡靜的樓市，業界難免面對困難。我們樂見政府於2024年初適時地撤銷樓市「辣招」(包括額外印花稅、買家印花稅及首置印花稅)，營造較有活力的市場環境。儘管營商環境挑戰重重，但業界與監管局依然致力參與企業社會責任活動，以展現對社會的承諾。

### 淡市中保持監管水平

儘管面對樓市淡靜、新入行人數以及總持牌人數減少，監管局仍然一貫地堅守崗位及保持監管水平。對此，我們並沒有絲毫鬆懈，而是一直優化監管措施，確保行業公平透明。

為提高業界專業水平，監管局於2023/24年度發布了兩份新執業通告。這些新執業通告為遵守反洗錢及反恐怖分子資金籌集規定、以及銷售香港境外的未建成物業(「境外未建成物業」)等事項提供了明確的重要指引。透過加強巡查和教育，確保業界充分知悉及合規。

購買香港境外未建成物業一直是社會關注的議題。隨著疫情期間旅遊限制的解除，我們看到有關在香港銷售境外未建成物業的銷售活動有所增加。有見及此，監管局推出一系列的消費者教育，例如利用策略性地點的廣告板及網上宣傳等，藉以提醒大眾注意購買境外未建成物業的風險。

### Chairman's Message

This is the 10<sup>th</sup> year of my service on the Board of the Estate Agents Authority ("EAA").

I am pleased to present the Annual Report of the EAA for the past year (2023/24). As reflected therein, I am satisfied with EAA's dedication as a responsible regulator and educator.

The year 2023/24 presented challenges and rewards for both the EAA and the estate agency trade. In the face of a stagnant property market in which the trade faced inevitable difficulties, we were pleased with the Government's timely decision to uplift the "harsh measures" (Special Stamp Duty, Buyer's Stamp Duty and New Residential Stamp Duty) for the property market in early 2024, fostering a more favorable and dynamic market environment. Despite the challenging business conditions, the trade together with the EAA demonstrated their commitment to the community through various corporate social responsibility ("CSR") initiatives.

### Maintaining regulatory standard in a stagnant market

Despite the challenges posed by the stagnant property market, a decrease in the number of newcomers to the trade and a fall in the total licensee population, the EAA remained steadfast in its commitment to maintaining regulatory standards. Rather than relaxing our approach, we continued to strengthen our regulation and supervision measures, ensuring fairness and transparency within the trade.

To reinforce professional standards, two new Practice Circulars were issued during 2023/24. These new Practice Circulars provide clear and essential guidelines on Anti-Money Laundering and Counter-Terrorist Financing and the sale of uncompleted properties situated outside Hong Kong ("UPOH"). Through intensified inspection and education initiatives, we ensured that the trade stayed well-informed and compliant.

UPOH has always been an issue of concern. With the removal of travel restrictions imposed during the COVID-19 pandemic, we see an increasing number of UPOH activities in Hong Kong. In the face of this, the EAA launched a number of consumer education initiatives, such as placing billboard advertisements at strategic locations and launching online promotion, to enhance the public awareness of the pitfalls associated with purchasing UPOH.



有鑑於政府和公眾對劏房租戶權益的關切，監管局與業界合作，於2023年9月推出了《地產代理良好處理劏房租賃約章》（「《約章》」），以提高業界對處理劏房租賃的處理準則，為劏房租戶提供最佳的保障，同時培育業界的道德及專業操守。自推出以來，我們很高興已有超過一百間地產代理商舖簽署了《約章》。

Recognising the concerns of the Government and the public regarding the wellbeing of the tenants of subdivided units ("SDU"), the EAA collaborated with the trade to launch the "Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy" in September 2023. This Charter aims to enhance the trade's practice in the handling of tenancies of SDU, provide better protection for SDU tenants, and foster ethical and responsible conduct within the trade. We are pleased to report that over one hundred estate agency shops have already signed the Charter since its inception.

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### 共同努力造福社區

作為一個公營機構，監管局深信回饋社會十分重要。我們致力服務社會的決心堅定不移，並繼續與業界攜手，為社會帶來積極貢獻。

過去一年，監管局積極舉辦企業社會責任活動，當中最值得關注的是「童樂有『理』」。在聖誕節來臨之前，來自業界的義工及基層家庭的兒童，包括居住在分間單位的兒童，一同度過了一個愉快的下午。展望未來，監管局將一貫地致力推動業界參與各項社區活動，繼續探索不同的方式回饋社會，改善有需要人士的生活。

### 展望與鳴謝

監管局深知靈活應變和保持領先的重要性。就此，監管局一直力求進步，擁抱科技，引入更多資訊科技元素，以進一步提升各方面的運作效率與成效。

在推出自願性持續專業發展計劃近20年後，本局正準備於2025年首季推出強制性持續專業發展計劃，以彰顯監管局對持牌人持續進修的承諾，並確保業界專才能夠掌握行業的最新發展和最佳做法。有關此計劃更多的詳情將於稍後公布。

此外，本人藉此向所有董事局成員和其他持份者，包括政府和業界，就他們一直對監管局使命和理念的支持和認同，致以衷心謝意。本人謹此感謝由監管局行政總裁韓婉萍女士及三位總監（梁德麗女士、陳汝傲先生及王頌恩先生）所領導的行政團隊，以至監管局全體員工過去一年的無私奉獻和出色的團隊精神，為我們取得進展及達成了目標。本人期待繼續與該出色的合作夥伴應對未來挑戰和機遇。另外，本人亦藉此機會特別向將會退任的韓婉萍女士致以最深切的謝意，她的努力付出、領導和貢獻，讓監管局跨越無數挑戰。在此衷心祝福她生活美滿，一切順利。

### Collaborative efforts for the benefit of the community

As a public organisation, the EAA firmly believes in the importance of giving back to the community we serve. Our commitment to the community remains unwavering, as we continued to join hands with the trade to make a positive impact to the community.

Throughout the past year, the EAA has actively promoted CSR initiatives. One notable event was the "Estate Agents' Children Service Day". Volunteers from the trade came together to engage with children from underprivileged families, including those residing in subdivided units (SDU), and spent an enjoyable afternoon with them before Christmas. Looking ahead, the EAA remains committed to engaging the trade in various community initiatives. We will continue to explore different avenues for giving back and making a difference in the lives of those in need.

### Looking forward and gratitude

The EAA understands the importance of adapting to the evolving landscape and staying ahead of the curve. In this regard, the EAA will not rest on its laurels, and is committed to embracing technology and implementing more information technology measures that will further enhance our operational efficiency and effectiveness in different aspects.

After almost 20 years since the launch of the voluntary Continuing Professional Development ("CPD") Scheme, the EAA is preparing to introduce a Mandatory CPD Scheme in the first quarter of 2025. This initiative underscores our commitment to fostering continuous improvement of licensees and ensuring that industry professionals stay updated with the latest developments and best practices. More details of the Mandatory CPD Scheme will be announced soon.

I would also like to extend my heartfelt gratitude to all our fellow Board members and other stakeholders, including the Government and the trade, for their continued support and acknowledgement to the EAA's mission and vision. I would like to acknowledge the exceptional work of the EAA's administration team led by the Chief Executive Officer Ms Ruby HON and the three Directors namely Ms Juliet LEUNG, Mr CHAN U-Keng and Mr Ivan WONG, as well as the entire EAA staff, who have demonstrated immense dedication and a strong team spirit. Together, we have made progress and achieved our goals. I look forward to continuing our fruitful partnership as we navigate the opportunities and challenges that lie ahead. I would like to specifically express my deepest appreciation to Ms Hon, who will be retiring from her role. Her dedication, leadership, and invaluable contributions have guided the EAA through numerous challenges over the years. I sincerely wish her all the best in her future endeavours.



我們一直深信，確保市場公平及具透明度，對所有持份者極之重要。監管局將會繼續恪守職責，推動香港的地產代理行業邁向更專業和更高道德標準的道路，並以服務社會的最佳利益為依歸。

We constantly recognise the paramount importance of ensuring a fair and transparent marketplace for all stakeholders. The EAA will remain diligent in upholding its responsibilities, striving for a more professional and ethical estate agency industry in Hong Kong, and serving the best interests of our community.

**蕭澤宇，BBS，JP**  
主席

**Simon SIU Chak-yu, BBS, JP**  
Chairman

