

行政總裁匯報

Report of the Chief Executive Officer





韓婉萍女士
行政總裁

Ms Ruby HON Yuen-ping
Chief Executive Officer



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對於能夠在監管局行政總裁這個職位服務10年，本人深感榮幸。由於本人即將離任，這份2023/24年報將會是本人向大家匯報的最後一份年報。縱使面對充滿挑戰的市場環境，監管局仍竭盡所能，履行規管和監督地產代理業界的職責。

把關及規管地產代理業界

在年內樓市相對淡靜的情況下，我們留意到報名參加監管局資格考試的考生人數大幅減少逾四成。由於個人牌照數目亦是反映樓市表現的寒暑表，持牌人數較上年下跌了4.8%。同樣，新領牌人士數目比上一年減少了28%。

慶幸的是，政府於2024年初撤銷了樓市「辣招」，因而樓市開始復甦，我們希望有助帶動考生人數和持牌人總數逐步回升。

年內，我們共接獲201宗投訴，較上年度減少21%。整體來說，常見投訴類別包括發出違規廣告、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，由於本年度推售的一手住宅發展項目較少，故監管局合共巡查一手樓盤銷售點725次，較去年減少37%。另外，有關網上廣告的抽查則有1,223次。

於2023/24年度，監管局合共撤銷了37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。此外，局方亦裁決了319宗違規個案，合共有336名持牌人被紀律處分。

Report of the Chief Executive Officer

As the Chief Executive Officer of the Estate Agents Authority (“EAA”) for the past decade, it has been my esteemed privilege to serve this organisation. As I prepare to step down from this position soon, I present to you my final Annual Report for the fiscal year 2023/24. Despite facing a challenging market environment, the EAA has diligently fulfilled its role in regulating and overseeing the estate agency trade.

Efforts in gatekeeping and regulating the estate agency trade

Under the relatively subdued condition of the property market throughout the year, we observed a significant decrease of over 40% in the overall number of candidates registering for the EAA’s qualifying examinations. As the number of individual licensees is also a thermometer reflecting the performance of the property market, there was a 4.8% decline in the number of licensees compared to the previous year. Similarly, the number of new individual licensees decreased by 28% compared to the preceding year.

Fortunately, the cancellation of the “harsh measures” for the property market by the Government in early 2024 has started reviving the property market and we hope that it will lead to a gradual increase in the number of examination candidates and licensee population.

During the year, we received a total of 201 complaints, representing a decrease of 21% compared to the previous year. Common categories of complaints included issuing non-compliant advertisements, mishandling provisional agreements for sale and purchase (or provisional tenancy agreements), and providing inaccurate property information. Furthermore, the EAA conducted 725 compliance inspections for first-sale sites, indicating a 37% decrease relative to the previous year, due to fewer first-hand residential developments launched for sale in 2023/24. The number of spot checks related to online advertisements was 1,223.

In 2023/24, the EAA revoked a total of 37 licences due to licensees being no longer eligible to hold a licence. Additionally, the EAA adjudicated 319 non-compliant cases, resulting in disciplinary actions against 336 licensees.



為提升地產代理的道德操守水平，監管局於2023年9月為業界推出了《地產代理良好處理劏房租賃約章》（「《約章》」），旨在保障租戶和業主雙方的權益。令人欣喜的是，截至2024年3月31日，共有105間地產代理商舖自願簽署加入約章，承諾在處理劏房租約時，謹守兩個「不會」及六個「必會」原則的負責任做法。

To promote ethical practices among estate agents, the EAA introduced the Charter on Good Practice of Estate Agents in Handling Subdivided Unit Tenancy (“the Charter”) for the estate agency trade in September 2023. Aligned with the professional ethics and standards of estate agents, the Charter aims to safeguard the interests of both tenants and landlords. It is gratifying to note that as of 31 March 2024, a total of 105 estate agency shops have voluntarily signed the Charter. These participating estate agency shops are dedicated to adhering to two “wont’s” and six “wills” regarding the handling of subdivided unit (“SDU”) tenancies, promoting responsible practices.



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致力教育業界及消費者

監管局非常重視對業界和消費者的教育。年內，包括監管局在內的不同主辦單位合共舉辦了826場持續專業發展計劃活動，共有30,930人次參加。當中，由監管局舉辦的活動有250場(即佔總數的30%)，吸引12,808人次參與，佔總人次約41%。

為培養從業員的持續學習文化，監管局於2005年設立了自願性持續專業發展計劃，並準備於2025年年初推出新的強制性持續專業發展計劃，以提升業界的專業水平、形象及聲譽。於新計劃實施日期後，通過監管局資格考試並取得相關牌照的人士，須在牌照屆滿前符合強制進修條件，否則將會影響其牌照續期的申請資格。

此外，監管局繼續向公眾推廣專業地產代理應具備的三「言」兩「與」[5A]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)。為此，年內監管局推出了一系列相關宣傳計劃，以提高大眾對此議題的認知。

為了讓大眾更深入了解購買香港境外未建成物業的風險和注意事項，監管局透過各種渠道致力宣傳，務求提高公眾相關意識，並提醒消費者透過無牌中介購買境外未建成物業所涉及的潛在風險。

同時，監管局繼續向業界宣傳地產代理處理劏房租約的良好做法，並確保遵守相關執業通告，以保障租戶和業主的利益。

Consistent efforts in trade and consumer education

The EAA attaches great importance in trade and consumer education. Throughout the year, a total of 826 CPD activities were held by various organisers, including the EAA, with a collective enrolment of 30,930 participants. Among these activities, 250 (30% of the total) were organised by the EAA, attracting approximately 41% of the total enrollees, amounting to 12,808.

To foster a culture of continuous learning among the practitioners, the EAA established the Voluntary Continuing Professional Development ("CPD") Scheme in 2005. In pursuit of elevating the professional standards, image, and reputation of the trade, the EAA will launch a new Mandatory CPD Scheme in early 2025. Individuals who pass the EAA's qualifying examinations and obtain relevant licences after the implementation date will be required to fulfil the mandatory CPD condition prior to the expiration of their licences, failing which their eligibility to apply for licence renewal would be affected.

Furthermore, the EAA continued its efforts to promote the "5A" qualities of professional estate agents: "Adherence", "Ability", "Accountability", "Advancement" and "Affinity" to the public. A series of related publicity measures were launched in the year to enhance public awareness on the subject.

To educate the public about the risks and considerations associated with purchasing uncompleted properties situated outside Hong Kong ("UPOH"), the EAA spared no effort in publicising through various promotional channels throughout the year. The goal was to raise public awareness and remind consumers of the inherent risks involved in purchasing UPOH through unlicensed estate agents.

Simultaneously, the EAA continued to educate the trade about the good practices of estate agents in handling SDU tenancies and ensure compliance with our circular on this matter, aiming to safeguard the interests of both tenants and landlords.



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

滿懷感激

最後，本人衷心感謝監管局主席、副主席、委員會主席、前任和現任主席及董事局成員的寶貴指導，這對推動監管局成功發揮重要作用。我也藉此由衷感謝政府、業界成員和所有持份者的支持和協作，令我們得以實現共同目標。本人很榮幸能夠在監管局服務19年，亦為各位總監的出眾領導能力及監管局各員工堅定不移的服務精神而感到自豪，他們的全情投入和上下一心，讓監管局得以順利和有效地運作。

臨別在即，本人衷心祝福下一任行政總裁能夠帶領監管局更上層樓。本人深信監管局在未來將會繼續力求卓越，並熱切期待見證其繼續取得成功。

韓婉萍
行政總裁

Expression of gratitude

Finally, I would like to express my heartfelt gratitude to the EAA Chairman, Vice-chairman, Committee Chairpersons, and past and present chairpersons and Board members for their invaluable guidance, which has been instrumental in driving the EAA's success. My deep and sincere appreciation also goes to the Government, our trade members and stakeholders for their support and collaboration in achieving our shared goals. It has been a privilege for me to have served the EAA for 19 years, and I take pride in the capable leadership of the respective Directors who are fully dedicated to their work and in the staff of the EAA for their unwavering commitment to ensure the smooth and effective operation of the organisation.

As I prepare to step down from my position, I extend my best wishes to the next CEO in leading the EAA to greater heights. I am confident that the EAA will continue its pursuit of excellence in the years ahead, and I eagerly await witnessing its continued success.

Ruby HON Yuen-ping
Chief Executive Officer