

主要措施及活動

Key Initiatives and Events

2023/4

為提升地產代理形象及推廣專業地產代理之「三言兩與(5A)」特質而製作的新動畫系列之第一集—「言出必行」，上載至監管局的YouTube頻道。

The first episode of a new animation series on promoting the image of estate agents through emphasising one of the "5A qualities of professional estate agents" - "Adherence", was uploaded to the EAA's YouTube channel.



教育消費者及推廣專業地產代理之「三言兩與(5A)」特質的動畫系列餘下四集，包括「言之有物」、「言之有信」、「與時並進」及「與客同行」，上載至監管局的YouTube頻道。

The remaining four episodes of the "5A qualities of professional estate agents" consumer education animation video series to highlight the qualities of a good estate agent, namely "Ability", "Accountability", "Advancement" and "Affinity", were uploaded to the EAA's YouTube channel.

2023/5

**消費者應注重代理
有否具備「三言兩與」的特質**

Consumers should focus on the important
"5A" qualities that a professional licensed
estate agent should possess



言之有物
Ability

**地產代理應掌握一切相關的
法律及規例**

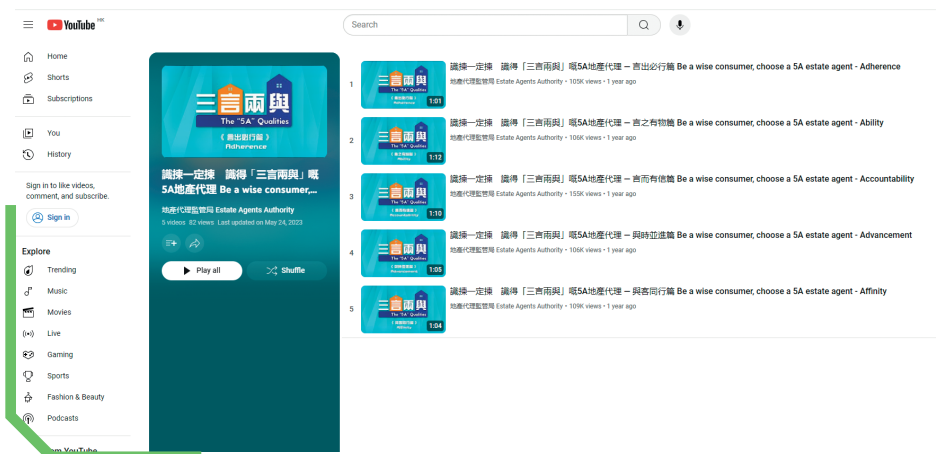
Estate agents should possess
a good understanding of all related
legislation and requirements



與時並進
Advancement

**地產代理應參與
持續專業進修計劃**

Estate agents should participate in
Continuing Professional Development Scheme



2023/6

《2022年打擊洗錢及恐怖分子資金籌集(修訂)條例》(《修訂條例》)於2023年6月1日生效。為協助持牌人遵守修訂條例中與地產代理行業相關的各項修訂，並為持牌人提供最新的指引，監管局發布了新的執業通告(編號23-01(CR))，並於同日生效。

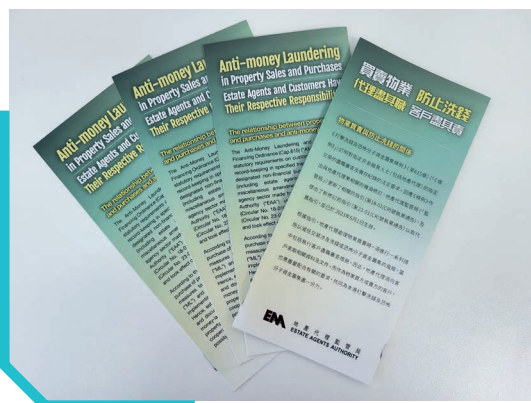
The Anti-Money Laundering and Counter-Terrorist Financing (Amendment) Ordinance 2022 ("Amended AMLO") has taken effect on 1 June 2023. To assist licensees to comply with the miscellaneous amendments relevant to the estate agency sector under the Amended AMLO and provide up-to-date guidelines for licensees to follow, the EAA issued a new Practice Circular (No. 23-01(CR)) which took effect on the same date.



與業界舉行季度聯絡會議，並討論雙方關心的議題。
The quarterly trade liaison meeting was held in which topics of mutual concern were discussed.

在《修訂條例》於2023年6月生效後，監管局更新了《買賣物業防止洗錢》小冊子，以取代舊有版本。

An updated version of the leaflet on "Anti-money Laundering in Property Sales and Purchases" was produced to replace the obsolete one after the Amended AMLO came into effect in June 2023.



2023/7

2023/8

與業界舉行特別聯絡會議，以諮詢業界對制定《地產代理良好處理劏房租賃約章》的意見，並討論地產代理在相關條例下處理此類租賃時的法律責任。

A special trade liaison meeting was held to seek the trade's feedback on the initiative of forming the Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy and discuss the legal liabilities of estate agents when handling such tenancy under the relevant ordinance.



為期兩個月的「識揀一定揀 識得『三言兩與』嘅5A地產代理」消費者教育動畫短片系列的網上宣傳活動於8月結束，監管局消費者教育網站分別錄得超過679,000次瀏覽及10,000次點擊。

The two-month online promotional campaign for promoting the "5A qualities of professional estate agents" consumer education animation video series ended in August which generated a total of over 679,000 impressions and 10,000 clicks to the EAA's consumer education website.



主要措施及活動

Key Initiatives and Events

2023/9

《地產代理良好處理劏房租賃約章》簽署儀式由房屋局副局長戴尚誠太平紳士擔任主禮嘉賓。

The Signing Ceremony of the “Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy” was held with Mr Victor TAI Sheung-shing, JP, Under Secretary for Housing, as the officiating guest.



監管局的2021/2022年報榮獲兩項國際獎項，分別是美國傳媒專業聯盟主辦的「2022 Vision Awards」政府類別金獎，以及「2023 ARC Awards」政府機構及辦公室封面照片／設計類別金獎。

The EAA's annual report 2021/2022 won two international awards, namely the Gold Award in the Government Category of “2022 Vision Awards” organised by the League of American Communications Professionals LLC and the Gold Award in the “2023 ARC Awards” in the category of Cover Photo/Design of Government Agencies & Offices.



2023/10

監管局行政總裁接受多個媒體訪問，談及監管局就兩間地產代理公司於2023年施政報告發表前發出有關物業買賣內部備忘錄事件的回應。

The EAA's CEO attended a number of media interviews in the month and talked about the EAA's response to the incident in which two estate agency companies issued an internal memorandum in respect of the sale and purchase of properties before the 2023 Policy Address.



為推廣《地產代理良好處理劏房租賃約章》，為期一個月的網上宣傳活動於10月結束，監管局網站共錄得超過196,000次瀏覽及5,000次點擊。

The one-month online promotional campaign for promoting the "Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy" ended in October and recorded a total of over 196,000 impressions and 5,000 clicks to the EAA's corporate website.



2023/11

監管局主席及行政總裁出席由地產代理人員協會、九龍城獅子會及尖沙咀區街坊福利會聯合舉辦的企業社會責任活動。

The EAA's Chairman and CEO attended a CSR event jointly organised by Property Agents Association, Lions Club of Kowloon City and The Tsim Sha Tsui District Kai Fong Welfare Association.



監管局與前線持牌人於旺角舉行聚焦小組會議，雙方就共同關心的議題交換意見。

The EAA held a focus group meeting with frontline licensees in Mong Kok. Issues of mutual concern were discussed.



主要措施及活動

Key Initiatives and Events

2023/12

監管局舉辦「童樂有『理』」活動，推動業界參與企業社會責任活動。

The EAA organised “Estate Agents’ Children Service Day” facilitating the estate agency trade to engage in corporate social responsibility activities.



監管局發布有關「銷售香港境外未建成物業」的新執業通告，該通告將於2024年7月1日生效。

The EAA issued a New Practice Circular on the Sale of Uncompleted Properties Situated Outside Hong Kong (“UPOH”) which will be effective from 1 July 2024.

監管局於西區海底隧道九龍入口處設置了兩幅戶外廣告宣傳板，提醒市民購買香港境外未建成物業的風險。

Two outdoor billboard advertisements to remind the public of the risks in purchasing UPOH were launched at the Kowloon side entrance of the Western Crossing Harbour Tunnel.



2024/1

監管局主席及行政總裁會見傳媒，回顧2023年的工作，並簡介2024年的工作重點。

The EAA's Chairman and CEO met the press to review its work in 2023 and introduce its initiatives for 2024.



監管局代表團到訪深圳市房地產中介協會，就兩地地產代理的實務及監管措施進行交流並分享經驗。

An EAA delegation visited Shenzhen Real Estate Intermediary Association to exchange the practices and regulatory aspects of estate agency in the two regions and shared the experience of each other.



2024/2

監管局舉辦農曆新年傳媒午宴，獲媒體廣泛報道。
The EAA hosted a Chinese New Year media lunch which received wide coverage in the media.



監管局連續第九年獲香港社會服務聯會評為「商界展關懷」機構。

The EAA was awarded as a Caring Organisation for the ninth consecutive year by the Hong Kong Council of Social Service.



2024/3

監管局主席接受多間媒體訪問，談及規管劏房、樓市、銷售香港境外未建成物業及促進業界良好競爭等議題。
The EAA's Chairman was interviewed by various media and talked about the regulation of subdivided units, the property market, the sale of UPOH and the promotion of good competition among the trade.



監管局於紅磡海底隧道九龍入口處設置的兩幅戶外廣告宣傳板，提醒市民購買香港境外未建成物業的風險。

Another two outdoor billboard advertisements to remind the public of the risks in purchasing UPOH were placed at the Kowloon entrance of the Hung Hom Cross Harbour Tunnel.



於160架專營巴士的座位椅背上貼上廣告貼紙，宣傳購買香港境外未建成物業的風險。

Seatback stickers advertising about the risks of purchasing UPOH were launched on 160 franchised buses.

