

提升把關

Advances in Gatekeeping





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資格考試

作為確保投身地產代理業界的人士具備所需的知識以提供地產代理服務的把關者，獲取在地產代理行業執業牌照的其中一個先決條件就是通過相關的資格考試。監管局目前提供兩類資格考試，分別為：(i)地產代理資格考試及(ii)營業員資格考試。

通過地產代理資格考試的考生可申請地產代理(個人)牌照或營業員牌照；而通過營業員資格考試的考生則僅可申請營業員牌照。

2023/24年度的資格考試由職業訓練局高峰進修學院代表監管局舉辦。

Qualifying Examinations

As a gatekeeper to ensure persons entering the trade possess the required knowledge to provide estate agency services, one of the prerequisites for obtaining a licence to practise in the estate agency industry is to pass the relevant qualifying examination. Currently, the EAA offers two types of qualifying examinations, namely: (i) the Estate Agents Qualifying Examination ("EAQE") and (ii) the Salespersons Qualifying Examination ("SQE").

A candidate who passes the EAQE may apply for either an estate agent's licence (individual) or a salesperson's licence. A candidate who passes the SQE may apply for a salesperson's licence only.

The qualifying examinations were administered by the Institute of Professional Education And Knowledge ("PEAK") of the Vocational Training Council ("VTC") on behalf of the EAA in 2023/24.

2023/24年度地產代理資格考試與營業員資格考試的比較如下：

A comparison of the EAQE and SQE held in 2023/24 is set out as follows:

	地產代理資格考試 EAQE	營業員資格考試 SQE
考試場數 Number of sessions	4場 4 sessions	筆試應考模式：4場 Paper-based: 4 sessions 電腦應考模式：12場 Computer-based: 12 sessions
考試時間 Examination time	3小時 3 hours	2小時30分鐘 2 hours and 30 minutes
試題數目 Number of questions	第一部分：30條獨立試題 Part 1: 30 stand-alone questions 第二部分：20條試題(依據個案分析) Part 2: 20 questions based on case studies	第一部分：40條獨立試題 Part 1: 40 stand-alone questions 第二部分：10條試題(依據個案分析) Part 2: 10 questions based on case studies
形式 Format	多項選擇題 Multiple-choice questions	
合格分數 Pass mark	每部分需最少答對60% At least 60% of correct answers in each part	



資格考試包括兩個部分，其中一部分為獨立試題，另一部分為依據個案分析的試題。考生必須在兩個部分均取得合格成績，方能通過考試。

考試的第一部分測試考生對地產代理資格考試及營業員資格考試內容綱要中各個範疇的認識，包括適用於地產代理業務的法律和常規；第二部分則測試考生將知識應用於實際情景的能力。

The qualifying examinations comprise of two parts – one consisting of stand-alone questions and the other consisting of questions based on case studies. Candidates must pass both parts in order to pass the examination.

Part 1 of the examination is intended to test candidates' knowledge of various parts of the syllabi of the EAQE and SQE, including the laws and practices applicable to the estate agency practice, while Part 2 is intended to test candidates' ability to apply the knowledge to practical scenarios.



監管局舉辦資格考試以確保投身地產代理行業的人士具備所需的知識。
Qualifying examinations are organised to ensure that persons entering the trade possess the required knowledge to provide estate agency services.

資格考試的報考及應考人數

在2023/24年度，報考地產代理資格考試的人數為3,085人；報考營業員資格考試的人數則為4,011人，兩者較去年分別減少約40.5%及約45.5%。

與2022/23年度相比，實際應考地產代理資格考試的人數減少約41.2%至2,703人，而實際應考營業員資格考試的人數則減少約45.9%至3,373人。

Number of registrants and candidates for qualifying examinations

A total of 3,085 persons registered for the EAQEs and a total of 4,011 persons registered for the SQEs held in 2023/24, which represented a decrease of about 40.5% and about 45.5% respectively over those of the previous year.

Compared to that in 2022/23, the number of examination candidates that actually took the EAQE decreased by about 41.2% to 2,703 and in the case of the SQE, it decreased by about 45.9% to 3,373.

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2023/24年度報考及應考資格考試的考生人數大幅減少，反映該段期間樓市相對較為淡靜，導致對資格考試的需求下降。

鑑於政府由2024年2月28日起撤銷了所有住宅物業市場的降溫措施(辣招)，同時監管局亦即將於2025年首季實施第一階段強制性持續專業進修計劃(適用於在該計劃實施日期後通過資格考試並取得相關牌照的新持牌人)，因此隨着香港物業市場氣氛改善及臨近該計劃實施期，自2024年3月起，資格考試的需求已逐漸增加。

在2023/24年度，地產代理資格考試及營業員資格考試的平均合格率分別為27.8%及33.6%，而2022/23年度兩個考試的合格率則分別為31.2%及29.1%。

The significant decrease in the number of candidates who have registered for and took the qualifying examinations in 2023/24 reflected a relatively quieter property market during the period, which resulted in a drop in the demand for qualifying examinations.

In view of the Government's cancellation of all residential property market cooling measures from 28 February 2024 and the EAA's upcoming launch of the first phase of the mandatory Continuing Professional Development ("CPD") Scheme in the first quarter of 2025, which is applicable to new licensees who pass a qualification examination and obtain the relevant licence thereafter, the demand for qualifying examinations gradually increased since March 2024 with the improved property market sentiment in Hong Kong and the implementation of Phase I mandatory CPD Scheme approaching.

In 2023/24, the average pass rates for the EAQE and SQE were 27.8% and 33.6% respectively, as against 31.2% and 29.1% respectively in 2022/23.

	2021/22		2022/23		2023/24	
	應考考生人數 Number of Examination Candidates	合格率 Pass Rate	應考考生人數 Number of Examination Candidates	合格率 Pass Rate	應考考生人數 Number of Examination Candidates	合格率 Pass Rate
地產代理 資格考試 EAQE	5,236	30.7%	4,594	31.2%	2,703	27.8%
營業員 資格考試 SQE	6,556	30.2%	6,240	29.1%	3,373	33.6%

應考考生學歷

在2023/24年度，應考營業員資格考試的考生中，具備大專或以上學歷的比率約有42.4%，至於地產代理資格考試，具備大專或以上學歷的考生比率則約為51.7%，相對2022/23年度的比率則分別為35.6%和47.8%。一般來說，學歷較高的考生所取得的積分比學歷較低的考生為高。

Educational background of candidates

In 2023/24, the percentage of candidates who took the SQE and who have attained tertiary or above educational level was about 42.4%, and that for the EAQE was about 51.7%, as compared to 35.6% and 47.8% respectively in 2022/23. Generally, candidates with higher educational qualifications scored higher marks than those candidates with lower educational qualifications.



	學歷 Education Level	2021/22		2022/23		2023/24	
		應考考生 比率 % of Candidates	合格率 Pass Rate	應考考生 比率 % of Candidates	合格率 Pass Rate	應考考生 比率 % of Candidates	合格率 Pass Rate
地產代理 資格考試 EAQE	中五 F.5	30%	25.4%	29.6%	28%	24.9%	21.8%
	中六或中七 F.6 or F.7	8.8%	25%	9.4%	29.2%	8.5%	20.1%
	大專或以上 Tertiary or above	41.8%	35.6%	47.8%	33.4%	51.7%	32.9%
	資料不詳 Unknown	19.4%	31.1%	13.2%	31.6%	14.9%	24.5%
營業員 資格考試 SQE	中五 F.5	34.5%	27.3%	35.4%	24.9%	29.6%	29.9%
	中六或中七 F.6 or F.7	16.4%	26.7%	17%	25.2%	13.2%	26.9%
	大專或以上 Tertiary or above	33.8%	33.5%	35.6%	34.7%	42.4%	38.2%
	資料不詳 Unknown	15.3%	33%	12%	30.3%	14.8%	34.1%

報考人士的職業背景

報考資格考試的人士當中不乏學生及來自各行各業的人士，包括零售及批發、銀行、會計、投資及保險。首次參加地產代理資格考試和營業員資格考試的考生則分別約有45%和43%。

Occupational background of registrants

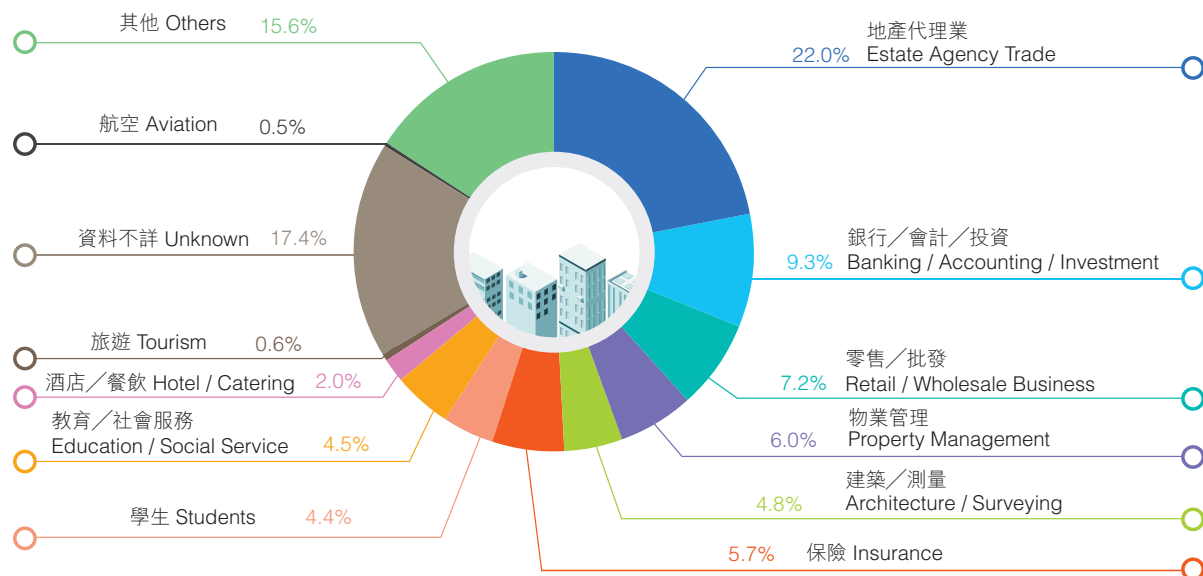
Persons registered for the qualifying examinations included students and people from a wide range of occupational backgrounds, including the retail and wholesale business, banking, accounting, investment and insurance. About 45% of the candidates took the EAQE and about 43% of the candidates took the SQE for the first time.

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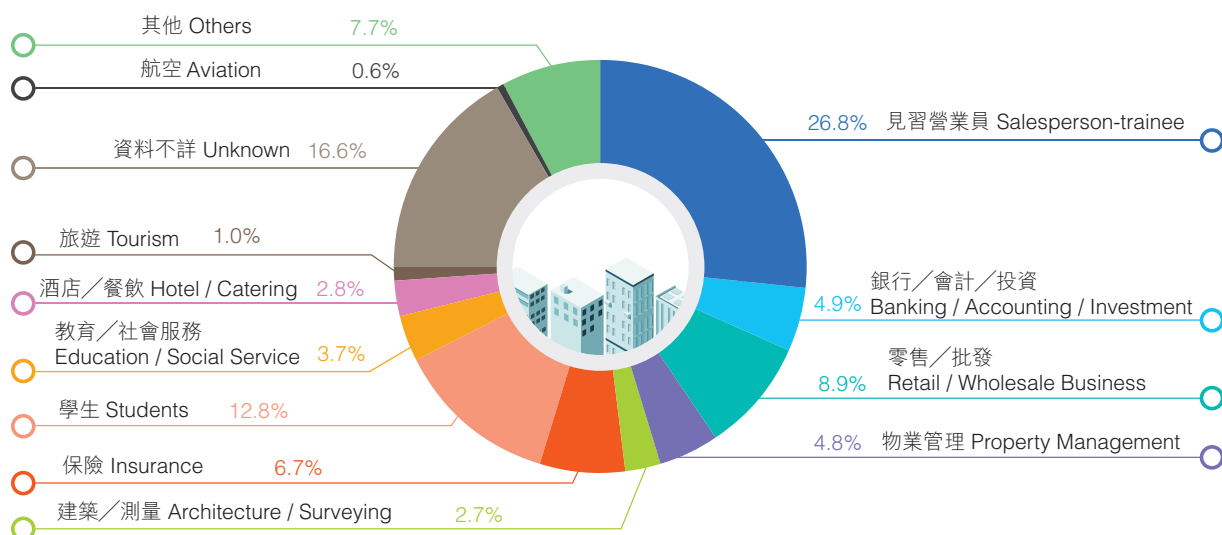
地產代理資格考試

Estate Agents Qualifying Examination



營業員資格考試

Salespersons Qualifying Examination

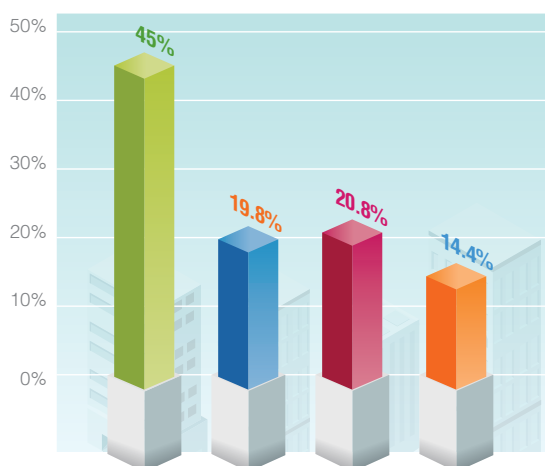




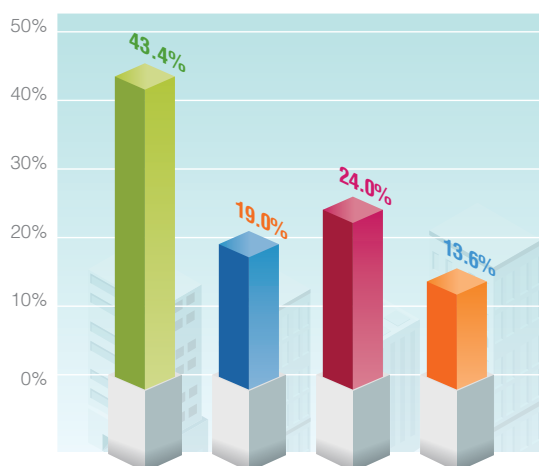
考生參加考試的次數

Number of attempts by candidates at examinations

地產代理資格考試 EAGE



營業員資格考試 SQE



首次應考
First attempt



第二次應考
Second attempt



第三次或以上應考
Third attempt or above



資料不詳
Unknown

發牌

發牌制度

除《地產代理條例》及其附屬法例規定的某些例外情況外，任何在香港從事地產代理工作的人士，必須持有有效的牌照，否則會觸犯法例。

在發牌制度下，牌照分為兩種，分別為營業員牌照及地產代理牌照。營業員牌照僅會批予個人；而地產代理牌照則可批予個人或公司。

持有營業員牌照的個人只可為持牌地產代理從事地產代理工作，而持有地產代理牌照的個人則可為持牌地產代理從事地產代理工作或以獨資經營者、合夥經營的合夥人或持有地產代理牌照的公司董事身份從事地產代理工作。他亦可被委任為地產代理轄下某一營業地點的經理，負責有效及獨立控制其業務¹。

Licensing

Licensing regime

Subject to certain exceptions as stipulated in the Estate Agents Ordinance (“EAO”) and its subsidiary legislation, any person who carries out estate agency work in Hong Kong must hold a valid licence. Failure to do so is an offence.

Under the licensing regime, there are two types of licences, namely, salesperson’s licence and estate agent’s licence. A salesperson’s licence may only be granted to an individual while an estate agent’s licence may be granted either to an individual or a company.

An individual holding a salesperson’s licence may only perform estate agency work for a licensed estate agent, whereas a holder of an estate agent’s licence may perform estate agency work either for a licensed estate agent or in his/her capacity as a sole proprietor, a partner of a partnership, or a director of a company holding an estate agent’s licence. He may also be appointed as a manager of an office of an estate agency business responsible for its effective and separate control¹.

¹ 《地產代理條例》第38條規定，地產代理轄下的每個營業地點，須由一名經理有效和獨立的控制，而該名經理必須為地產代理(個人)牌照的持有人。

¹ Section 38 of the EAO requires each office of an estate agency business to be under the effective and separate control of a manager who must be a holder of an estate agent’s licence (individual).

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地產代理在某個地點以特定營業名稱經營地產代理業務前，必須向監管局申請批予營業詳情說明書。

任何個人必須符合以下要求，方可獲發地產代理牌照或營業員牌照：

- 年滿18歲；
- 完成中學五年級或同等程度的教育；
- 在相關的資格考試中考獲合格成績¹；及
- 被監管局認為是持牌的「適當人選」。

牌照數字

在2023/24年度，個人持牌人數目減少，而公司持牌人數目則略有增加。截至2024年3月31日，個人牌照的總數跌至39,116個，較上年度減少4.8%。在這些持牌人士中，20,974人持有營業員牌照，18,142人持有地產代理（個人）牌照。然而相比上年度，公司牌照數目增加1.2%至4,012個。

營業詳情說明書的總數亦錄得跌幅，由2022/23年度的7,092個減少至2023/24年度的6,831個（即減幅為3.7%）。

在2023/24年度，監管局共批出1,691個新申領的個人牌照，較上年度減少28%。

Before operating an estate agency business at a particular place of business using a particular business name, an estate agent is required to apply for a statement of particulars of business (“SPOB”).

To be granted an estate agent’s licence or a salesperson’s licence, an individual must fulfill the following requirements:

- having attained the age of 18 years;
- having completed an educational level of Form Five of secondary education or its equivalent;
- having passed the relevant qualifying examination¹; and
- having been considered by the EAA a “fit and proper” person.

Licensing figures

In the year of 2023/24, the population of individual licensees declined while the number of company licensees increased slightly. As at 31 March 2024, the total number of individual licences fell to 39,116, representing a decrease of 4.8% over that of the previous year. Among these individual licences, 20,974 were salesperson’s licences and 18,142 were estate agent’s licences (individual). However, compared with the previous year, the number of company licences increased by 1.2% to 4,012.

The total number of SPOBs also recorded a drop, from 7,092 in 2022/23 to 6,831 in 2023/24 (i.e. 3.7%).

In 2023/24, 1,691 new individual licences were granted, a decrease of 28% compared to that of the previous year.



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In 2023/24, 1,691 new individual licences were granted, a decrease of 28% compared to that of the previous year.

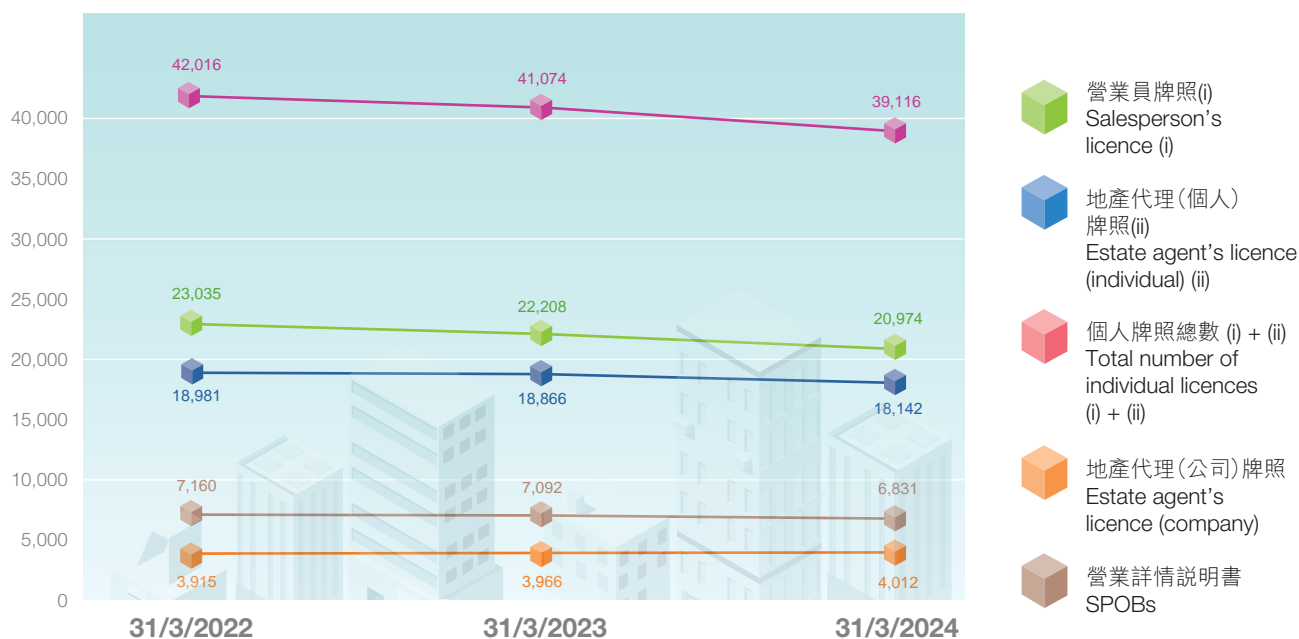
¹ 申請人必須於提交牌照申請當日起計的前12個月內在資格考試中考獲合格成績

¹ The qualifying examination must have been passed within 12 months immediately before the date of an application for the grant of a licence.



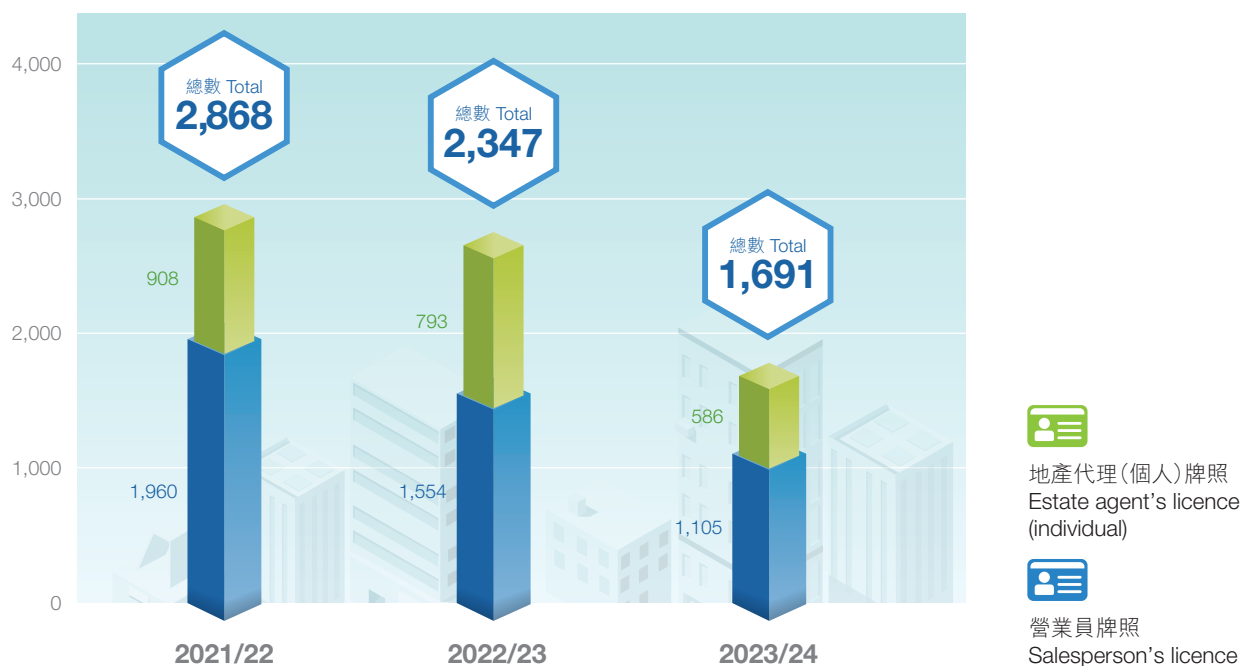
過往三年牌照及營業詳情說明書數目

Number of Licences and SPOBs in the Past Three Years



過往三年新批出的個人牌照數目

New Licences (Individual) Granted in the Past Three Years



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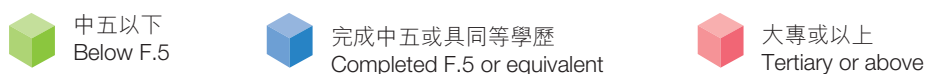
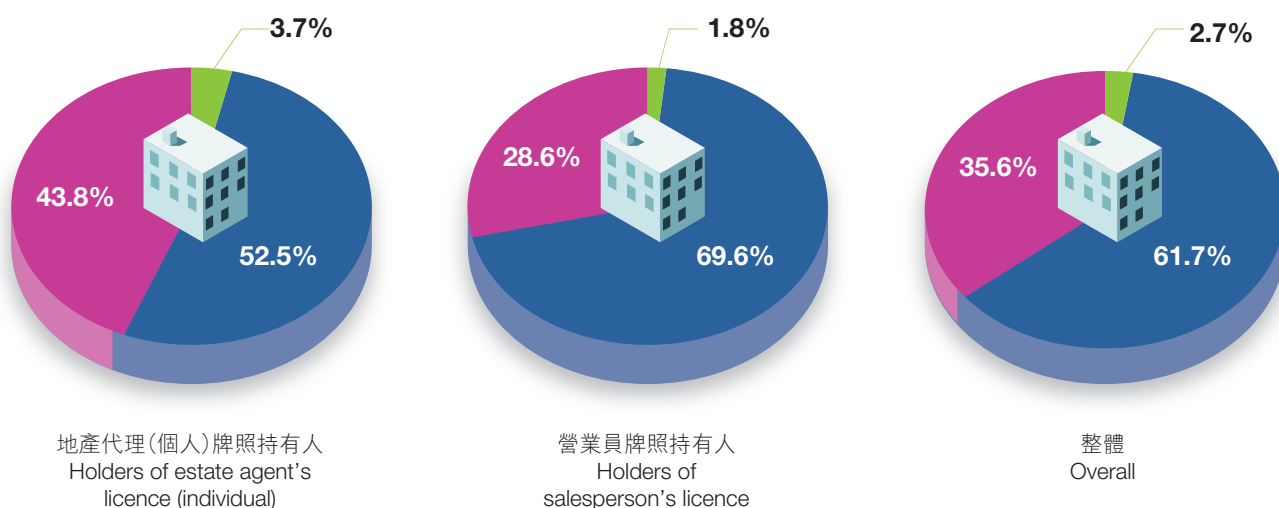
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個人持牌人的背景

Background of individual licensees

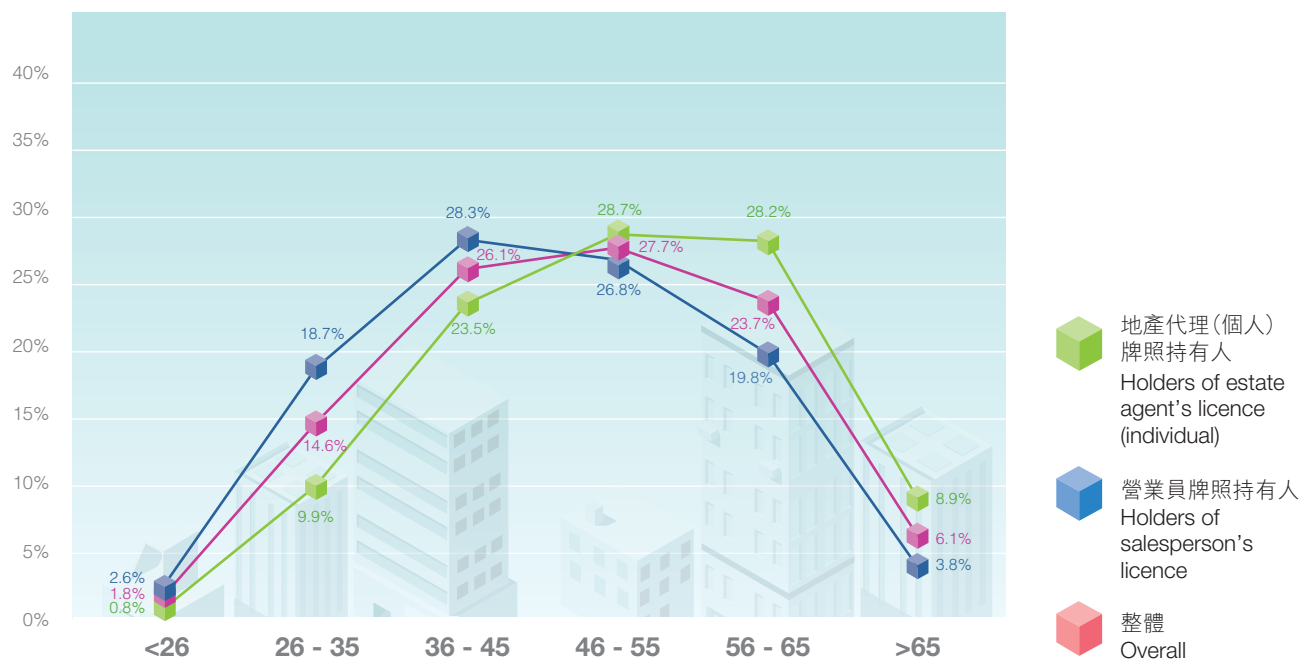
持牌人的學歷水平(截至2024年3月31日)

Educational Level of Licensees (as at 31/3/2024)



持牌人的年齡(截至2024年3月31日)

Age of Licensees (as at 31/3/2024)





持牌人所選擇的通訊語言 (截至2024年3月31日)

Licensees' Choice of Language in Communication (as at 31/3/2024)

	中文 Chinese	英語 English
地產代理(個人)牌照持有人 Holders of estate agent's licence (individual)	88.3%	11.7%
營業員牌照持有人 Holders of salesperson's licence	95.1%	4.9%
整體 Overall	91.9%	8.1%

地產代理業務的經營概況

一如既往，2023/24年度大多數地產代理屬於小規模的經營者。截至2024年3月31日，95.9%的地產代理業務經營者只開設一間店舖，而同時經營五間店舖或以上的只佔少於1%。

Operations of estate agency business

As usual, most of the estate agencies operated in 2023/24 were small scale operators. As at 31 March 2024, 95.9% of estate agency operators operated as a single shop and less than 1% had five or more shops.

代理業務的經營模式 (截至2024年3月31日)

Mode of Operation of Estate Agency Businesses (as at 31/3/2024)

經營模式 Mode	營業詳情 說明書數目 No. of SPOBs
有限公司經營* Limited companies*	5,238
合夥經營 Partnerships	159
獨資經營 Sole proprietorships	1,434
營業詳情說明書總數 Total SPOBs	6,831

* 由4,012個公司持牌人經營

* Operated by 4,012 company licensees

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代理業務的規模 (截至2024年3月31日)

Size of Operation of Estate Agency Businesses (as at 31/3/2024)

店舖數目* Number of shops*	1	2	3	4	5-10	11-20	21-30	>30
經營者 Operator								
有限公司經營 Limited companies	3,815	124	40	10	16	2	1	4
合夥經營 Partnerships	145	5	0	1	0	0	0	0
獨資經營 Sole proprietorships	1,376	23	1	1	1	0	0	0
小計 Sub-total	5,336	152	41	12	17	2	1	4

* 即營業詳情說明書

* i.e. SPOBs

不符合發牌條件

牌照申請人必須符合若干發牌條件方可獲發牌照。倘若牌照申請人未能符合任何一項發牌條件，監管局將會拒絕其牌照申請。在2023/24年度，監管局共拒絕了53宗牌照申請，原因包括：申請人未能符合有關的學歷要求，或不被視為獲批牌照的「適當人選」(例如破產或因刑事罪行被定罪)。

即使已獲發牌照，倘若持牌人不再符合繼續持有牌照的資格，其牌照亦可能被撤銷。年內，監管局牌照委員會共撤銷了37個牌照，原因是有關持牌人不再符合發牌條件。

Failure to meet the licensing requirements

A licence applicant must have fulfilled certain requirements in order to be granted a licence. If a licence applicant fails to meet any of the licensing requirements, his/her licence application will be refused. In 2023/24, a total of 53 applications were refused for different reasons, such as applicants were considered not having the required educational qualifications or not being considered “fit and proper” persons to be granted a licence (e.g. bankruptcy or conviction of a criminal offence).

Even if a licence has been granted, a licensee’s licence may be revoked if he/she is no longer eligible to continue to hold a licence. During the year, a total of 37 licences were revoked by the Licensing Committee as the relevant licensees no longer met the licensing requirements.

牌照委員會向持牌人採取的行動

Actions Taken Against Licensees by the Licensing Committee

行動類別 Types of Actions	2021/22	2022/23	2023/24
在牌照上附加條件 Attachment of conditions to licence	87	84	54
暫時吊銷牌照 Suspension of licence	0	1	0
撤銷牌照 Revocation of licence	32	41	37



網上申請牌照

已於監管局網站註冊電子服務賬戶的個人持牌人，或牌照失效不多於24個月的前個人牌照持有人，可於網上遞交牌照申請。年內，監管局收到共26,868份個人持牌人或前持牌人的牌照申請，其中有65.5%（即17,594份牌照申請）經網上遞交。

監管局於2024年3月下旬推出公司牌照網上續期或重新申請的先導計劃，容許現時及前公司牌照的持有人經其持牌代表透過監管局網站的電子服務賬戶為相關公司提出牌照申請。

Online application for licences

Individual licensees and former licensees whose individual licences have ceased to be valid for not more than 24 months may submit their licence applications online if they have registered an e-Service account at the EAA's website. During the year, among the 26,868 licence applications received from current and former holders of individual licences, 65.5% (i.e. 17,594 licence applications) were submitted online.

The EAA launched a pilot programme in late March 2024 to enable online submission of application for renewal and re-application of company licences. Licensed representatives of current and former company licensees may make an application on the relevant company's behalf through their e-Service accounts at the EAA's website.