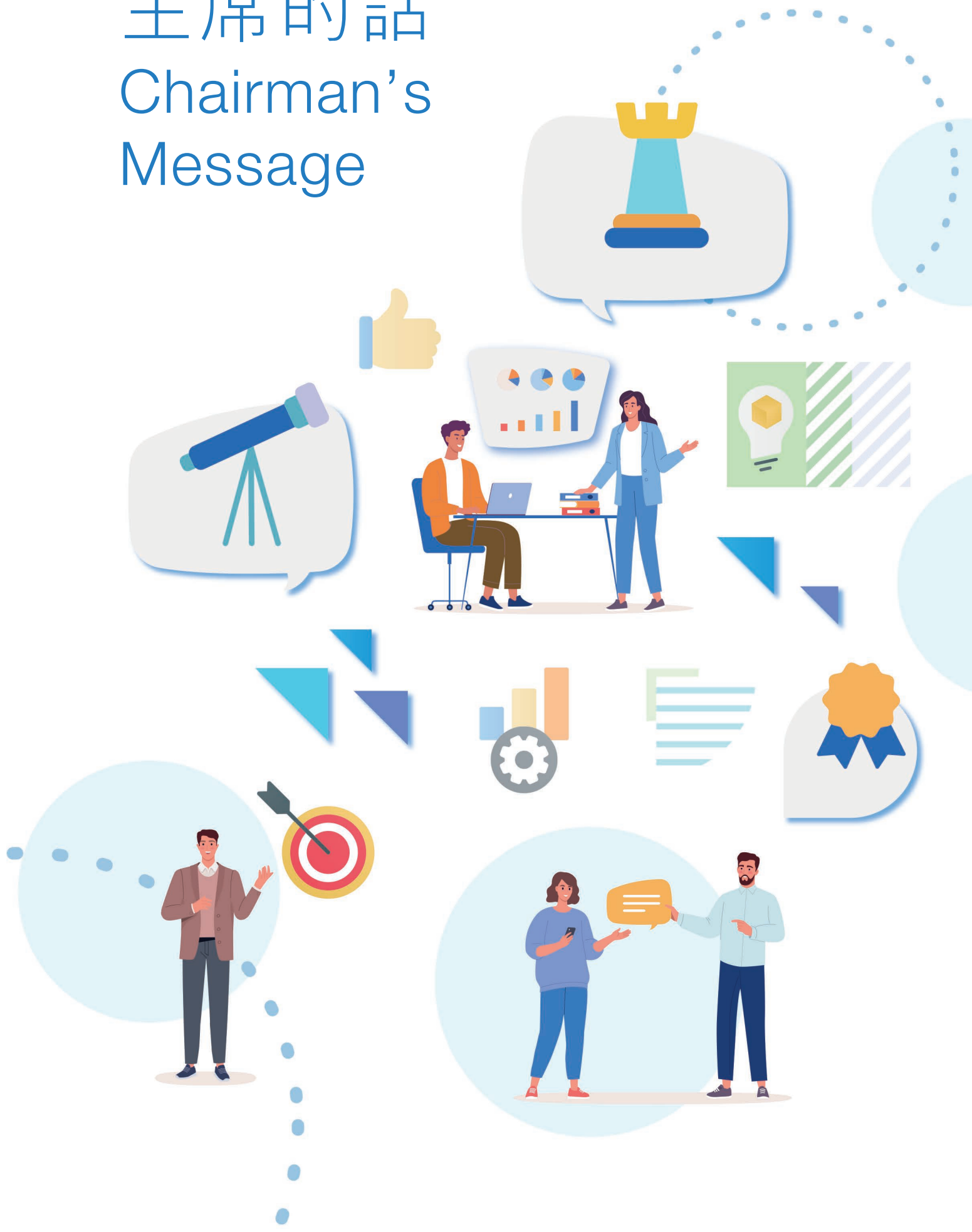


主席的話

Chairman's Message





蕭澤宇先生
BBS, JP
主席

Mr Simon SIU Chak-yu
BBS, JP
Chairman



主席的話

自2022年7月擔任監管局主席後，本人很榮幸向各位呈上任內的第三份《年報》。

2024/25年度地產市場概況

根據土地註冊處的統計數據，與2023/24年度比較，2024/25年度所有樓宇買賣合約宗數及成交總額分別按年上升38%（由約51,000宗增至約71,000宗）及29%（由約4,260億元增至約5,510億元），扭轉了2022/23至2023/24年度持續下跌的趨勢。業界普遍認為，政府推出的一系列樓市支援措施為市場注入新動力，包括2024年10月上調住宅物業按揭貸款上限，及2025年2月將徵收100元印花稅的物業價值上限由300萬元提高至400萬元。

然而，國際地緣政治的不確定性，以及全球與本地經濟形勢的變化，仍然對地產市場及地產代理行業構成挑戰。

即使面對種種挑戰，監管局仍堅守使命，致力與業界緊密合作，通過嚴格的入行標準、處理違規行為，以及推動持續專業發展，持續維持並提升業界的專業水平。

堅守標準 推動專業發展

我們繼續透過高水平的入行資格考試來維持入行標準，確保新入行從業員具備不同範疇的知識。於2024/25年度，分別有2,432名及3,482名考生參加營業員及地產代理資格考試，合格率分別為35.8%及29.2%。

就持牌人違反法規及操守守則的投訴和指控，我們亦毫不鬆懈，嚴肅處理，並對表面證據成立的個案召開紀律研訊。於2024/25年度，監管局共接獲180宗投訴，並展開100宗調查，合共裁決178宗紀律研訊個案。紀律委員會及牌照委員會合共對314名持牌人作出處分，罰款總額達6,008,120元。

Chairman's Message

It is my honour to present the third *Annual Report* since taking up the Chairmanship of the EAA in July 2022.

The property market in 2024/25

According to the statistics from the Land Registry, the total number of agreements for sale and purchase of all building units in 2024/25 increased by 38% (from about 51,000 units to 71,000 units) and the total consideration increased by 29% (from about \$426 billion to \$551 billion), compared to 2023/24, reversing the downward trend from 2022/23 to 2023/24. It is widely believed that the Government's supportive measures have injected fresh impetus into the property market, including raising the mortgage cap for residential properties in October 2024 and raising the transaction value threshold for properties from \$3 million to \$4 million in February 2025 to enjoy a flat rate of stamp duty at \$100.

The property market and the estate agency trade however continued to be affected by the uncertainties surrounding the international geopolitical situation, as well as the global and local economic developments.

These challenges notwithstanding, the EAA has remained dedicated to working closely with the estate agency trade, to uphold professionalism among practitioners through gatekeeping of entry standards, addressing misconducts, and promoting continuous professional development.

Upholding standards and promoting continuous professional development

We continued to uphold the entry standard through administering the qualification examinations at a high standard to ensure the trade's new entrants' knowledge in a wide range of topics. In 2024/25, 2,432 and 3,482 candidates sat for the qualification examinations for salespersons and the qualification examinations for estate agents respectively, with overall pass rates of 35.8% and 29.2% respectively.

We spared no effort in conducting investigations into complaints and allegations of breaches of the regulations and codes of ethics that govern estate agents' practices, and initiating disciplinary proceedings in cases where prima facie evidence has been established. In 2024/25, the EAA received 180 complaints, initiated 100 cases of investigation, and adjudicated 178 cases of disciplinary proceedings, and the Disciplinary Committee and Licensing Committee disciplined 314 licensees, imposing fines totalling \$6,008,120.



持續專業發展是維持及提升業界專業水平的關鍵。我們欣見業界對此普遍表示支持。在自願性持續專業進修計劃推行十年之後，我們於2025年1月1日順利推出第一階段強制性持續專業進修計劃。我們亦樂見2024/25年度的自願性進修活動報名人數錄得約5%的按年增長。我們期望在第一階段計劃穩步實施後，推行第二階段，以推動行業邁向更高水平，培養具備高技能和專業知識的專業人才。

Continuous professional development is an indispensable element to uphold and update professionalism among the licensees. We are pleased to see that this vision is widely shared by the trade as well. We successfully launched Phase 1 of the Mandatory Continuing Professional Development ("MCPD") Scheme on 1 January 2025 after the Voluntary Scheme has been in place for 10 years. We are also encouraged to see that the number of enrolments for voluntary CPD activities has increased year-on-year by approximately 5% in 2024/25. We look forward to implementing Phase 2 of the MCPD scheme after Phase 1 has run in, to bring the trade to the next level in fostering a highly skilled and knowledgeable profession.

主席的話

Chairman's Message



其他公共使命

作為地產代理行業的監管機構，監管局除了履行監察職責外，亦積極推動消費者教育，並協助政府制定及落實涉及地產代理行業的重要政策。

我們持續更新專為消費者而設的教育網站，提供各類與物業有關的實用提示。同時，我們主動策劃針對特定目標群組的外展活動，例如為新來港人士及學生舉辦網上講座，講解如何避免在作出租賃或購買物業決策過程中出現失誤。約4,000名網民在線上參與了該網上講座。

此外，監管局亦致力擔當業界與政府不同政策局和部門之間的橋樑角色，協助推動相關政策的落實。每當政府推出新政策時，監管局均會展開宣傳工作提升業界關注，並視乎需要制定相關的持續專業進修課程以及發布指引及執業通告。例如，配合政府於2022年實施分間單位的新租賃規管，監管局隨即發出執業通告，並開展宣傳及教育工作。在2025年，我們協助政府就簡樸房的新監管制度及《建築物條例》的建議修訂向業界進行諮詢。

Other public missions

In addition to being the regulator of the estate agency trade, we also play an active role in enhancing consumer education as well as facilitating the Government's policy-making and implementation where the estate agency trade plays a pertinent part.

The EAA constantly updates its dedicated consumer education website, which provides practical tips on various property-related topics. We also proactively launch outreach campaigns for specific target audiences, such as a webinar targeting newly arriving immigrants and students on how to avoid mishaps in their leasing or purchasing decisions. Some 4,000 netizens participated live in that webinar session.

We are also committed to playing a facilitating role between the estate agency trade and various government bureaux and departments in the latter's policy formulation. When new government policies are implemented, the EAA launches publicity to raise the trade's awareness and, if necessary, devises new continuing professional education modules and issues new guidelines and practice circulars. For instance, the EAA issued a Practice Circular, as well as launched publicity and education in tandem with the Government's implementation of new tenancy regulations on subdivided units in 2022. In 2025, we facilitated Government's consultation with the trade on a proposed new regulatory regime for Basic Housing Units, and on proposed amendments to the Buildings Ordinance.



展望與感謝

展望未來，香港地產市場及地產代理行業預期仍會有一段時間在全球經濟波動下面對一些挑戰。

監管局將一如既往，肩負起監察職責，致力維護業界和消費者的利益。

本人謹向已卸任的董事局成員及前行政總裁韓婉萍女士致以衷心謝意，感謝他們多年來的貢獻與努力。同時，歡迎新任董事局成員及新任行政總裁梁松泰先生加入團隊。

最後，本人誠摯感謝所有董事局成員、政府、監管局行政團隊、地產代理業界、各持份者及廣大市民的鼎力支持，監管局方能穩步一一實現目標。

蕭澤宇，BBS，JP
主席

Looking forward and gratitude

It is likely that the property market and the estate agency trade in Hong Kong will face some challenges amid a volatile global economic scene for some more time.

The EAA will continue to fulfil its role as a committed regulator to safeguard the interests of both the industry and the public.

I would like to extend my deepest gratitude to the Board Members who have retired as well as Ms Ruby Hon, the former Chief Executive Officer ("CEO") of the EAA, for their contributions. I also welcome the new Board Members and Mr Gordon Leung, the new CEO, taking up their new roles.

Lastly, I sincerely thank all fellow Board Members, the Government, the EAA administration, the estate agency trade, other stakeholders as well as the public at large, whose unfailing support is vital for the EAA to reach the desired goals.

Simon SIU Chak-yu, BBS, JP
CHAIRMAN

