



**The EAA reviews its work in 2025 and  
introduces its initiatives for 2026**

(22 January 2026) The Estate Agents Authority (“EAA”) held a press conference today at which its Chairman, Professor Simon SIU Chak-yu, BBS, JP, and Chief Executive Officer, Mr Gordon LEUNG Chung-tai, reviewed the EAA’s work in 2025 and introduced its initiatives for 2026.

As of 31 December 2025, there were 37,744 individual licensees, 3,948 estate agency companies and 6,591 estate agency shops, which as compared to 31 December 2024, recorded a decrease of 1.9%, 0.5% and 1.9% respectively.

On the other hand, during the year, 6,503 candidates sat for the qualifying examinations, an increase of 3.8% compared to 2024, and 1,576 (1,506 in 2024) persons were newly licensed.

The EAA observes that the players in the trade continue to make adjustments in their operating strategy in the light of changing market conditions, and that there remains a steady stream of new blood joining the trade.

In 2025, the EAA opened a total of 253 complaint cases, an increase of 56% compared to year 2024. Among these cases, 40 were about first-hand residential properties, an increase of 13 cases compared to year 2024. The most common category of complaint was “issuing non-compliant advertisements”, for which there were 81 cases. The increase in cases in this category (from 30 in 2024 to 81 in 2025) is also a major factor accounting for the increase in the total number of complaint cases.



Amongst the complaints concerning “issuing non-compliant advertisements”, many were related to providing inaccurate property photos or issuing advertisements without obtaining the owner’s prior written consent.

In addition, 77 of the 81 non-compliant advertisement cases were about online advertisements, an increase of 50 cases compared to 27 online advertisement complaints in 2024.

On the other hand, the EAA conducted 668 inspections at first-sale sites, 932 inspections at estate agency shops, 1,120 checks on Anti-Money Laundering and Counter-Terrorist Financing requirements; and 1,691 spot checks of online property advertisements. During all these inspections and spot checks, 113 non-compliant cases were opened, with most involving non-compliant advertisements.

During 2025, no complaint involving properties situated outside Hong Kong was opened, compared to one case in 2024.

In 2025, the EAA took actions or imposed sanctions against 319 licensees or former licensees, including suspending nine licences and revoking 83 licences. In addition, the total amount of fines imposed in 2025 was around \$4.7 million, all of which went to the Government Treasury.

Furthermore, to enhance the professionalism of the estate agency trade, the EAA launched the “Phase I of the Mandatory Continuing Professional Development (“CPD”) Scheme” on 1 January 2025, under which new licensees need to meet a mandatory CPD requirement. As of 31 December 2025, a total of 1,234 licensees have been included in the Mandatory CPD



Scheme. The EAA will continue to promote voluntary CPD for the other licensees and will in due course consider extending the compulsory CPD requirement to them.

In 2026, the EAA will continue to update or issue guidelines to the estate agency trade on matters arising from changes in law or other market situations, where necessary. As the Basic Housing Units Ordinance will come into effect on 1 March this year (except certain provisions which will come into effect on 1 March 2027), the EAA will maintain close communication with the Government and the estate agency trade and will issue a new Practice Circular in February to provide guidelines for the trade to follow. Related promotion and education work will also be launched accordingly.

Meanwhile, the EAA will continue to monitor the progress of Phase I of the Mandatory CPD Scheme and promote the Voluntary CPD Scheme, and provide different learning opportunities to facilitate licensees in enhancing their competitiveness and improve the overall standard of the trade.

The EAA will also continue to conduct consumer education on various topics, including to provide more detailed information for people who are not familiar with local property transactions, especially enhancing their understanding in the points-to-note before renting or buying property in Hong Kong.

The EAA once again expressed gratitude to the estate agency trade for proactively rendering assistance to the residents and landlords after the Wang Fuk Court fire, and to residents of subdivided units in need of relocation information. The EAA encourages the trade to continue to



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actively contribute to public causes.



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