



The EAA launches new consumer education website

(20 July 2026) The Estate Agents Authority (“EAA”) launched a revamped consumer education website (<https://smart.eaa.org.hk>) today to provide clear and practical tips relating to the sale, purchase, renting and leasing of properties in Hong Kong.

Professor Simon SIU Chak-yu, BBS, JP, Chairman of the EAA, said: “Property transactions usually involve large sums of money and any mishap may bring about serious financial consequences. These transactions are also complicated as different properties may involve issues of different complexities.”

“The EAA has been encouraging consumers to engage licensed estate agents in property transactions as they are subject to EAA oversight. In addition, the EAA has been providing tips for consumers, so that they have a better understanding of their rights and responsibilities, and they can better appreciate their estate agents’ duties and work with them more smoothly.”

“The EAA’s revamped consumer education website adopts a user-centric approach, organised along four themes, namely “I want to rent a residential property”, “I want to purchase a residential property”, “I want to lease out a residential property”, and “I want to sell a residential property”, which are the most common types of property transactions attracting enquiries and complaints over the years,” Prof SIU said.

“Under each theme, the common steps and practical tips for completing the concerned property transaction are clearly set out. We believe this revamped presentation will give the public a clear framework



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of the steps, so that they can familiarise themselves well before they start their property journey.” Prof SIU added. “Obviously, we cannot cover all scenarios, nor are the tips legal advice in nature. However, the four themes should have covered the most common features in their respective type of property transactions.”

Apart from the four themes, the revamped website provides articles, publications and videos on selected topics which are often asked or faced by consumers in property transactions for the public’s reference.

The EAA encourages members of the public to verify an estate agent’s licence at the EAA corporate website, to verify whether persons who claim capable of providing estate agency service are genuinely licensed by the EAA. The EAA also reminds the public that performing estate agency service without a licence in Hong Kong, and employing unlicensed persons to perform estate agency service in Hong Kong are criminal offences.

The EAA’s revamped consumer website is intended to serve not only Hong Kong residents, but also any person who may be engaged in residential property transactions in Hong Kong. Notably, students and professionals from the Chinese Mainland coming to Hong Kong for study or work may be unfamiliar with the Hong Kong property transaction procedures and may easily fall prey to scams. Therefore, the EAA will promote this website to the public in the Chinese Mainland as well.

The revamped website supports desktop and mobile devices with a concise interface for easy navigation, and is available in Traditional Chinese, Simplified Chinese and English versions.

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