主席的話
Chairman's Message





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本人很榮幸呈上監管局2025/26年度年報。年內，監管局秉持使命，恪守不渝，致力提升地產代理行業的專業、誠信及保障消費者權益，同時為香港物業市場的健康及持續發展作出貢獻。本人欣然向大家匯報我們在推動上述目標方面所取得的進展。

2025/26年度回顧

面對市場環境及消費者期望的轉變，監管局繼續勤勉不懈、公正不阿地履行其法定職能。我們一直致力維持公眾對地產代理專業的信心。

根據土地註冊處公布的統計數字，2025年住宅及非住宅物業買賣合約的宗數及總金額均較2024年有所增加。相應地，監管局於2025/26年度錄得的查詢及投訴數字亦有上升，而持牌人總數則大致保持穩定。

立法會於2025年9月通過《簡樸房條例》，標誌着政府在取締劣質「劏房」(分間單位)方面邁出重要一步。我們密切留意相關發展，一直與業界保持緊密溝通，例如派代表出席多場房屋局與業界舉辦的相關講座，協助向業界講解及幫助業界遵從《簡樸房條例》下的新規管制度(「簡樸房制度」)及新執業通告的要求。我們樂見市場願意積極配合簡樸房制度以作合規經營。局方會繼續教育業界在處理有關租賃時須注意的事項，並對處理分間單位及簡樸房的違規行為採取行動。

Chairman's Message

It is my privilege to present the *Annual Report* 2025/26 of the EAA. During the year, the EAA remained steadfast in its mission to uphold professionalism, integrity and consumer protection in the estate agency sector, while contributing to the healthy and sustainable development of Hong Kong's property market. I am pleased to report on the progress we have made in furthering these objectives.

2025/26 in review

Against a backdrop of evolving market conditions and changing consumer expectations, the EAA continued to discharge its statutory functions with diligence and impartiality. We remained committed to maintaining public confidence in the estate agency profession.

According to statistics published by the Land Registry, both the number of transactions and the aggregate consideration for the sale and purchase of residential and non-residential properties increased in 2025 as compared with 2024. Correspondingly, the EAA recorded an increase in the number of enquiries and complaints during 2025/26, while the number of licensees remained generally stable.

The enactment of the Basic Housing Units ("BHU") Ordinance by the Legislative Council in September 2025 marked a significant milestone in the Government's efforts to eradicate substandard subdivided units ("SDUs"). We closely monitored relevant developments and has maintained close communication with the trade. For instance, EAA sent representatives to attend multiple relevant seminars organised by the Housing Bureau ("HB") and the trade, assisting in explaining the new regulatory regime under the BHU Ordinance (i.e. "the BHU regime") and the requirements of the new Practice Circular. We are pleased to see that the market is willing to comply with the BHU regime for legal operation. The EAA will continue to educate the trade on key matters to note when handling relevant tenancies, and take action against non-compliances in handling SDUs and BHUs.



監管局繼續擁抱科技創新，以提升監管效能及營運效率。在既有措施的基礎上，我們進一步加強人工智能及數碼解決方案的應用，以支援合規監察、風險識別及服務提供。尤其是我們優化了旨在識別潛在違規網上廣告以作進一步調查的人工智能輔助工具，並制定策略，以在營運的不同層面上更廣泛地應用人工智能技術。

The EAA continued to embrace technological innovation as a means of enhancing regulatory effectiveness and operational efficiency. Building upon earlier initiatives, we further strengthened the deployment of artificial intelligence ("AI") and digital solutions to support compliance monitoring, risk identification and service delivery. In particular, we refined AI-assisted tools designed to identify potentially non-compliant online advertisements for further investigation and formulated a strategy for the broader adoption of AI technologies across different aspects of our operations.

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同時，我們繼續推進數碼轉型措施。我們開展項目把更多服務遷移至電子平台，讓牌照申請人及持牌人能更便捷地使用服務，並同時提升營運效率。我們亦引入了新的付款渠道、更換了部分服務供應商以提升用戶體驗，並根據政府的要求完成了全面的網絡安全風險評估。

At the same time, we continued to advance our digital transformation initiatives. Projects were undertaken to migrate additional services onto electronic platforms, enabling applicants and licensees to access services more conveniently while improving operational efficiency. New payment channels were introduced, certain service providers were replaced to enhance the user experience, and comprehensive cybersecurity risk assessments were completed in accordance with the Government requirements.

年內，我們繼續以嚴謹、公平及具透明度的方式履行法定職能。我們舉辦了四次地產代理資格考試及八次營業員資格考試。整體合格率與往年大致相若，地產代理資格考試為33.0%，營業員資格考試則為34.8%。

Throughout the year, we continued to perform our statutory functions in a robust, fair and transparent manner. We organised four qualifying examinations for estate agents and eight qualifying examinations for salespersons. The overall passing rates remained broadly consistent with those of previous years, standing at 33.0% for estate agents and 34.8% for salespersons.

我們共處理了4,774宗查詢，並就245宗投訴個案展開調查。所有投訴個案均按法律及既定程序處理，包括深入調查，並在表面證據成立時展開紀律研訊程序。我們審視了過往紀律研訊裁決所處的罰款金額，並因應通脹調整了相關基準，以期罰款能發揮應有的阻嚇作用。我們在研究其他審裁機構和本港及其他地方司法制度所採用的類似機制後，亦推出了罰款制裁寬減機制，以鼓勵早日承認違規行為並提高程序效率。

We handled a total of 4,774 enquiries and opened 245 complaint cases. All complaint cases were dealt with in accordance with the law and established procedures, including thorough investigation and the commencement of disciplinary proceedings where prima facie evidence was established. We reviewed monetary sanctions imposed in previous inquiry decisions and adjusted the relevant benchmarks to reflect inflation, with a view to preserving the deterrent effect of sanctions over time. We also introduced a monetary sanction reduction mechanism to encourage early admission of breaches and promote procedural efficiency upon a study of similar mechanisms adopted by other regulators' tribunals as well as the judiciary systems of Hong Kong and abroad.

維持公眾對地產代理專業的信心依然是我們工作的核心。我們透過平衡和結合教育、合規監察以及在必要時採取紀律行動的模式，以期促進整個行業專業、能幹及具備職業道德的文化。

Maintaining public confidence in the estate agency profession remains central to our work. Through a balanced approach that combines education, compliance monitoring and disciplinary action where necessary, we seek to foster a culture of professionalism, competence and ethical conduct throughout the industry.

因應物業市場的發展及新法例的實施，我們發出了執業通告、致持牌人函件及新聞稿，讓從業員及消費者掌握與地產代理執業相關的最新要求及發展。我們亦舉辦了相關的持續專業進修活動，以促進業界深入理解規管方面的發展。

In response to developments in the property market and the enactment of new legislation, we issued practice circulars, Letters to Licensees and press releases to keep practitioners and consumers informed of the latest requirements and developments relevant to estate agency practice. Related Continuing Professional Development ("CPD") activities were also organised to promote a deeper understanding of the regulatory developments.

聚焦於新持牌人的第一階段強制性持續專業進修計劃於2025年1月1日推出，自實施以來運作暢順。我們將繼續監察合規情況，並在適當時候考慮是否將計劃擴展至其他持牌人。實施強制性持續專業進修計劃，是我們致力提升全行業專業水平的重要里程碑。在日益複雜及瞬息萬變的營運環境中，終身學習及持續專業進修不可或缺。同時，我們已檢視及優化自願性持續專業進修計劃及其相關的嘉許計劃，以鼓勵業界持續追求專業卓越。

The Mandatory CPD Scheme Phase 1, with a focus on new licensees, came into place on 1 January 2025 and has operated smoothly since its implementation. We will continue to monitor compliance and consider, in due course, whether the Scheme should be extended to other licensees. The implementation of the Mandatory CPD Scheme represents an important milestone in our efforts to raise professional standards across the industry. In an increasingly complex and dynamic operating environment, lifelong learning and continuous professional development are indispensable. Meanwhile, the Voluntary CPD Scheme and its associated Award Scheme have also been reviewed and refined to encourage sustained commitment to professional excellence.

在2025年立法會選舉的前數月，監管局鼓勵業界成員投票，履行公民責任。我們亦感謝地產代理業界向宏福苑居民提供自發協助，此舉彰顯了業界服務社區的精神。

In the months leading up to the 2025 Legislative Council election, the EAA encouraged members of the trade to exercise their civic responsibility by casting their votes. We also expressed our appreciation for the voluntary assistance rendered by members of the estate agency trade to the residents of Wang Fuk Court, exemplifying the industry's commitment to serving the community.

展望未來

展望未來，我們將繼續擔當具前瞻性的監管機構，及時回應市場發展、法例變更及新興的消費者需求，並與政府、業界及其他持份者緊密合作。

Looking ahead

Looking ahead, we will continue to position ourselves as a forward-looking regulator, which is responsive to market developments, legislative changes and emerging consumer needs, and to work closely with the Government, the trade and other stakeholders.

我們會繼續就新政策及立法建議的制定與實施，擔當業界與相關政府部門之間的橋樑角色。尤其，我們將繼續就政府擬根據《土地業權條例》引入附屬法例的計劃(現目標於2027年年初實施)提供意見。我們亦會繼續留意與《建築物條例》擬議修訂相關的進度，並在適當時提供意見。為支持政府推行簡樸房制度，我們亦會繼續進行相關教育和執法工作。

We will continue to serve as a bridge between the trade and the relevant authorities in relation to the formulation and implementation of new policies and legislative proposals. In particular, we will continue to provide input regarding the Government's plan to introduce subsidiary legislation under the Land Titles Ordinance, currently targeted for implementation in early 2027; and will also continue to monitor developments relating to proposed legislative amendments to the Buildings Ordinance and provide input where appropriate. We will also continue with our educational and enforcement efforts in support of the Government's implementation of the BHU regime.

我們已選定了可優化處理投訴的人工智能工具，並投資所需的軟件及硬件，以便不久的將來落實使用有關工具。

We have identified AI tools to streamline complaint handling and will invest in the required software and hardware to implement them in the near future.

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隨着《地產代理條例》實施邁向第30年，我們已根據多年來累積的運作經驗，展開對其條文的全面檢討。我們將會與政府及相關持份者進行交流，以期找出合適的法例改善方案，確保監管框架能繼續符合現今的需要與期望。

As the EAO approaches its 30th year of operation, we have commenced a comprehensive review of its provisions in light of operational experience accumulated over the years. We intend to engage with the Government and relevant stakeholders with a view to identifying appropriate legislative enhancements that will ensure the regulatory framework continues to meet contemporary needs and expectations.

在繼續推進強制性持續專業進修計劃的同時，我們亦正探討與大專院校合作，為地產代理行業的新入行人士開發專門的培訓課程。與此同時，我們正在評估為業界建立資歷架構的可行性。

While continuing to advance the Mandatory CPD Scheme, we are also exploring collaboration with tertiary institutions to develop specialised training programmes for newcomers to the estate agency profession. In parallel, we are assessing the feasibility of establishing a Qualifications Framework for the trade.

隨着越來越多來自中國內地的買家、租客及學生在香港購置或租用物業，我們將進一步加強消費者教育工作，協助他們在本地市場安全地進行物業交易。

Recognising the growing number of home buyers, tenants and students from the Chinese Mainland who are purchasing or renting properties in Hong Kong, we will further enhance our consumer education efforts to help them navigate the local market safely.

《中華人民共和國國民經濟和社會發展第十五個五年規劃綱要》於2026年3月公布，政府隨之展開編製《香港特別行政區經濟和社會發展第一個五年規劃》的工作。我們一直積極參與政府舉辦的諮詢會，就香港未來房屋發展的各個層面及其他的議題提供意見。

The Outline of the 15th Five-Year Plan for the National Economic and Social Development was published in March 2026, and the Government has since embarked on the preparation of the First Five-Year Plan for Economic and Social Development of the Hong Kong Special Administrative Region. We have been actively participating in the consultation sessions organised by the Government, contributing views on, inter alia, the various aspects of the future housing developments for Hong Kong.

行政長官於2026年9月16日政府公布的首個《香港特別行政區經濟和社會發展第一個五年計劃》訂立了一項路線圖，旨在將北部都會區打造成香港的新經濟引擎，涵蓋教育、科技、產業、人才引入與培育、創造就業、保育以及城市棲息地等多維度發展，對包括地產代理業在內各行各業的潛力巨大。監管局將繼續提升業界的專業水平，確保他們的知識與技能隨時緊貼發展步伐，並積極參與這些令人振奮的發展。

The First Five-Year Plan for Economic and Social Development of the Hong Kong Special Administrative Region announced by the Chief Executive of the Hong Kong Special Administrative Region on 16 September 2026 sets out a roadmap to transform the Northern Metropolis into the new economic engine for Hong Kong, embracing multi-dimensional developments in education, technology, industry, talent attraction and grooming, job creation, conservation, and urban habitat. The potentials for all sectors, including the estate agency trade, are enormous. The EAA will continue to enhance the professionalism of the trade to keep their knowledge and skills abreast of developments at all times while participating in these exciting developments.

致謝與承諾

今個年度取得的進展，全賴各位監管局成員、政府、我們勤勉盡責的員工，以及地產代理業界和其他持份者的共同努力。本人謹向所有人士致以由衷謝意，感謝他們對監管局工作一如既往的支持、付出與貢獻。

於2027年，監管局將迎來成立30周年誌慶。這一重要里程碑不僅提供了一個回顧過去30年成就的契機，更讓我們得以展望行業所面臨的挑戰與機遇。

在我們踏入監管局發展的這一重要新篇章之際，我們將繼續致力培育一個具透明度、注重職業道德及高度專業的地產代理行業，以造福消費者、從業員及廣大社會。

蕭澤宇，BBS，JP
主席

Gratitude and commitment

The progress achieved during the year is the result of the collective efforts of my fellow Board members, the Government, our dedicated staff, the estate agency trade and other stakeholders. I would like to express my sincere gratitude to all of them for their unwavering support, dedication and contribution to the work of the EAA.

In 2027, the EAA will commemorate the 30th anniversary of its establishment. This significant milestone provides an opportunity not only to reflect on the achievements of the past three decades, but also to look ahead to the evolving challenges and opportunities facing the profession.

As we approach this important chapter in the EAA's development, we remain committed to fostering a transparent, ethical and highly professional estate agency industry for the benefit of consumers, practitioners and the wider community.

Simon SIU Chak-yu, BBS, JP
CHAIRMAN

