



服務社區 為社區注入關懷與愛

Serving the community with care and love

不少從業員選擇投身地產代理業，正正為其「以人為本」的特質所吸引。由於工作關係，地產代理從業員不時要與不同人士建立關係，除要掌握客戶的要求外，也要協調各方的期望達致多贏，極富挑戰性，殊不簡單。透過協助客戶覓得心頭好的物業，其所獲得的滿足感便是不少從業員堅持這份工作的動力來源，更視地產代理為其終身事業。

無疑，經驗和人脈是地產代理行業的重要資產，兩者皆靠時間一點一滴累積而來。因此，地產代理憑藉其人際網絡和其對社區的熟悉度，在一個有利位置可以為香港社會作出貢獻。其實，現時已有不少地產代理積極從事社區服務，並從中獲得助人的滿足感。今期《專業天地》會為大家分享一下，各位持牌人可以如何做到關心社區的一份子。

Many practitioners choose a career in the estate agency sector because of the “people-oriented” nature of the industry. Estate agents have to build up relationships with different parties, understand the expectations of their clients, while coordinating with all parties to achieve “win-win” situations. Gaining satisfaction by assisting their clients to get their dream home is what motivates many estate agents to stay in this sector and treat it as their life-long career.

Experience and building up network are the essential assets of the estate agency trade and both take time. That said, with their people network and familiarity with the community, practitioners are in a perfect position to contribute to Hong Kong society. In fact, a number of estate agents already participate proactively in serving the community and enjoy the satisfaction that comes with helping others. In this issue of *Horizons*, we would like to share with you the ways estate agents show their care to the community.

從心出發 協助年邁街坊 Start by helping the elderly

不少地產代理一直熱心參與公益事務，由從事義工服務開始，如探訪老人院、參與慈善義賣活動、為長者理髮等，當中，地產代理人協會主席何潔芝女士 (Rosanna) 也不例外。

由於許多探訪及慈善義賣活動均為單一次性，Rosanna 有感一些獨居老人或許更需要持續的協助，於是便積極聯絡社區內的地產朋友，尋找這些長期面對生活不便的獨居老人，為他們出一分力。

「開始做義工時，多是參與一些簡單的探訪活動，但隨着探訪次數增多，便想做得更多。透過朋友認識了『家居維修義工協會』，由於其服務對象主要是獨居長者、傷殘人士及低收入家庭等，不用多想便決定加入，並介紹更多同道中人參與其中。」Rosanna 表示，每次「維修工程」的規模有大有細，簡單如更換門鎖、維修電器、水喉水箱，複雜如進行全屋翻新油漆工程、修補石屎剝落等等也有。由於義工們始終是門外漢，即使事前已完成維修課程，仍不是一件易事。然而，汗流浹背的背後，看到長者們流露出滿意的笑容，大家都覺得十分值得。

另外，「家居維修義工協會」的會員有不少是地產代理，與區內街坊稔熟，有助他們找尋更多有需要協助的獨居長者。而加入義工行列的成員，也可以在提供服務時實踐所學，作為免費實習，助人又助己，一舉兩得。



Some estate agents volunteer for charitable activities, such as visiting residential care homes for the elderly, taking part in charity bazaars and offering free hair-dressing to the elderly. Ms Rosanna Ho, Chairman of the Property Agents Association, is not an exception.

As visits and fund-raising for charities are usually “one-offs”, Rosanna believes the elderly need more consistent assistance. Thus,

she proactively contacts her estate agency friends who may know of elderly people who are struggling in their daily lives, and offers them a helping hand.

“When I started volunteering, I usually joined visits to care and attention homes for the Elderly. After several visits, I decided that I wanted to do more. I then learnt about the volunteer group ‘Repair Fairy’ from my friends and decided to join. The targets of the ‘Repair Fairy’ are the solitary elderly, disabled persons and low-income families. I encouraged my colleagues to join as well.” Rosanna said that each repair job is different in nature, from simple renovation like replacing door locks, fixing home appliances and repairing water pipes, to complicated projects such as painting walls and replastering. Despite taking trainings on how to carry out repairs, it is not an easy task for our volunteers as they are not professionals in this aspect. After all, the hard work and sweating will pay off when seeing the smiling faces of the elderly.

As some members of ‘Repair Fairy’ are estate agents, they can use their networks to identify more solitary elderly who need help. Being a volunteer one can share what have learnt by practising the skills on various renovation projects. Hence, both volunteers and the elderly benefit.



專題報道

Cover Story

身體力行

Take concrete action

這裏就為大家分享 Rosanna 其中一次「任務」。正式任務前，義工隊會先到受助的劏房戶進行視察及評估情況。評估後，便會開始一系列的準備工作。到了執行任務當天，由於單位所在的大廈沒有升降機，義工隊首先就要戰勝長長的樓梯。打開門一看，由於單位的牆身已殘破不堪，甚至出現石屎剝落的現象，傢俱雜物亦隨處都是。一行約 20 人的義工隊花了一整天時間為單位進行大變身。義工們除了為劏房戶事先設計及即場安裝新的傢俱外，亦為牆身重新油漆及維修石屎剝落的地方。雖然長時間的體力勞動令身體有點吃不消，但想到能為長者換來舒適安全的居住環境，便毫無怨言。

義工隊既要富心思，也要細膩。夾板、鏢絲、油漆掃、封邊等等，每種工具、每個工序也不可少。對於偶爾進行這些工程的義工們來說，實在是一大考驗。有時候，忘記帶齊足夠物料、忘記封好傢俱便開始油漆等烏龍事情實在難免，幸好大家仍會齊心合力完成任務，更從中領悟出「人多好辦事」、「齊心便事成」的真理。



Following is one of the “missions” that Rosanna has participated in. Before the mission the volunteer team conducted an inspection of the partitioned flat and evaluated the condition of the unit in need. After the evaluation they started the preparatory work. On arrival, the volunteer team had to firstly overcome the long stairway as there was no elevator in the building. Upon entering the flat they found serious damages to the walls with plaster peeling off from the ceiling and the flat was full of clutter. Around 20 volunteers spent the whole day carrying out renovation work. They assembled new furniture and decorated the flat according to the new design of the flat. They also painted the walls and repaired the area with crumbling plaster. Though exhausted after the heavy physical work, the volunteers got a sense of satisfaction as they had established a comfortable and safe living environment for the elderly.

The volunteer team members needed to be meticulous and thoughtful when using every tool and correctly follow every procedure to enable the repair work to run smoothly. It was a challenge for the volunteers as their experience was limited. Sometimes, they failed to bring the required materials or forgot to wrap the furniture before painting the flat. Luckily, the mission would be accomplished with perfect team work, which showcased the proverb “many hands make light work”.

尋求合作伙伴

Seeking partnerships in the community



談及未來，Rosanna 有意為更多不良於行或獨居長者提供更多支援，計劃尋求更多合作伙伴，亦會與設計師合作，研究如何在獨居長者家中加裝更多便利長者的生活設施，如扶手、防滑墊等，長遠而言，希望每區都有類似的義工計劃以幫助有需要的人。

正所謂「施比受更有福」，地產代理透過服務社區，擴闊其人際網絡之餘，也可建立口碑，體驗幫助他人的那種投入感與滿足感，感受一下助人自助的快樂！適逢監管局正舉辦「區區有『理』－社區服務建議比賽」，鼓勵大家組隊參加，發揮服務社區的精神。詳情請瀏覽：CSR2019.eaa.org.hk

As regards the future, Rosanna would like to provide more support to those with mobility difficulties and the solitary elderly by creating new partnerships. She is working with interior designers to study the possibility of installing elderly-friendly facilities in flats, such as handrails and skid-proof mats. In the long term, she hopes there will be similar volunteer schemes to help the elderly in every district.

As you may know “it is more blessed to give than to receive”. Estate agents are in a perfect position through their social networks and word of mouth contacts to help serve the community. Why not experience the satisfaction of helping those in need? In the meantime, the EAA is now organising “The Estate Agents Community Service Proposal Competition” and is now accepting entries. Licensees are encouraged to form teams to participate. Please visit CSR2019.eaa.org.hk for details.

