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韓婉萍
行政總裁

Ruby Hon Yuen-ping
Chief Executive Officer

持牌人應經常保持「言之有物」及「與時並進」。筆者特別鼓勵那些在行內沒有太多經驗的新力軍參加多些培訓，除了涉及實務和技能的範疇之外，最重要是加深對監管局規例的認識。

Licensees should always keep up their "Ability" and "Advancement". Newcomers who do not have much experience in the industry are particularly encouraged to take more training not only about the practice and the skills but most importantly the regulations of the EAA.

致新入行人士的提點：持續進修及謹慎行事

A note for the newcomers: take CPD and be prudent

截至2021年5月31日，個人牌照總數為40,934人。雖然數字比起4月底有輕微回落，但其實個人牌照總數已在2021年上半年連續數月創新高。原因可能有兩個：更多的前持牌人再次入行，又或者有更多的新人加入了這個競爭激烈的行業。作為地產代理監管局（「監管局」）的行政總裁，筆者謹歡迎大家並在這裏提供一些建議。

地產代理行業的競爭是十分激烈的。對於專業和敬業的一群來說，前景不俗。但對於新入行或不符合專業標準的人士，則必須付出額外的努力。在此，筆者不得不提監管局近年一直推廣專業地產代理應具備的「三言兩與」“5A”特質，包括：「言出必行」（Adherence）、「言之有物」（Ability）、「言而有信」（Accountability）、「與時並進」（Advancement）及「與客同行」（Affinity）。

其中，持牌人應經常保持「言之有物」及「與時並進」。筆者特別鼓勵那些在行內沒有太多經驗的新力軍參加多些培訓，除了涉及實務和技能的範疇之外，最重要是加深對監管局規例的認識。新入行的業界在致力完成第一宗生意的同時，也應努力參加第一堂課程。由監管局提供的《持續專業進修計劃》活動為新入行人士提供不少選擇，最近還將「網絡研討會／網上培訓課程」納入為《持續專業進修計劃》的活動模式，為持牌人提供了更大的靈活性。

另一個給新入行人士的重要建議是：在為你的客戶提供地產代理服務時，請時刻保持審慎，切勿違反相關規例。尤其是，不要匆忙將任何未經核實的物業資料提供給準買家或租客。誤導陳述不僅可能會導致客戶蒙受經濟損失，還可能招致投訴和可能被監管局紀律處分。

最後，筆者希望各位業界人士保持樂觀，對自己的職途目光放長遠一點。要達成成就必須努力，不能依靠捷徑。機會只會留給那些具備專業和敬業樂業的人。

The number of total individual licensees as of 31 May 2021 is 40,934. Though the figure has slightly decreased compared with 30 April 2021, the number of total individual licensees has been breaking the record for months in the first half of 2021. There may be two reasons: more former licensees returning to the profession, or more newcomers joining this competitive industry. As the CEO of the Estate Agents Authority (“EAA”), I would like to welcome you all and give you a bit of advice.

The competition in the estate agency industry is intense. For those who are professional and dedicated, the prospects do look bright. But for the newcomers and those who fail to meet the professional standard, extra effort must be made. I would like to remind you of the “5A qualities” of a professional estate agent that the EAA has been promoting in recent years, namely, “Adherence”, “Ability”, “Accountability”, “Advancement” and “Affinity”.

Among which, licensees should always keep up their “Ability” and “Advancement”. Newcomers who do not have much experience in the industry are particularly encouraged to take more training not only about the practice and the skills but most importantly the regulations of the EAA. Hence, while newcomers are striving to get their first deal done, they should also get their first class attended. The Continuing Professional Development (“CPD”) activities conducted by the EAA offer a lot of choices for newcomers. More recently, the EAA has also included “Webinar/ Online Training Class” as a new learning mode under the CPD Scheme, providing more flexibility for licensees.

Another important advice to the newcomers is: always stay prudent when providing estate agency services to your clients and do not infringe the relevant laws and regulations. In particular, please do not hastily provide any unchecked property information to potential purchasers or tenants. Misrepresentation might not only result in financial losses for customers but also attracts complaints and possible disciplinary actions by the EAA.

Stay optimistic and have a vision about your career future. There is no shortcut or quick win and only efforts will bear fruits. Opportunities are for those equipped with professionalism and dedication.