



# 地產代理業務的疫下「新常態」

## The “new normal” of estate agency business under the pandemic

全球受2019冠狀病毒病疫情影響已超過一年，抗疫多時，大部份人都已調整出一種疫下的營運新模式。各行各業受疫情打擊下積極建立嶄新的營運模式以克服困難和挑戰，地產代理業也不例外。今期《專業天地》會為持牌人提點一下，地產代理業務在這種「新常態」下要注意的事項。

### 保持社交距離

良好的個人衛生是減少新型冠狀病毒病傳播的其中一種有效措施。除了妥善配戴口罩，持牌人應該時刻保持地產代理商舖清潔，並要定期為商舖進行消毒及保持良好的通風系統，好讓客戶有一個安全舒適的環境。

As we have been fighting against the COVID-19 pandemic for more than one year, most of us have gradually got used to a new mode of operation under the pandemic. While different industries were hit hard by the pandemic, most of them have proactively developed new forms of operation to tackle the challenges and difficulties, the estate agency trade was not an exception. In this issue of *Horizons*, we would like to give a few reminders to licensees about this “new normal” in the estate agency business.

### Maintaining social distance

Good personal hygiene is one of the crucial measures to reduce the spread of COVID-19. Apart from wearing a mask properly, licensees should always keep their estate agency shops clean in order to provide a safe environment for clients. It is important to conduct regular sterilisation and ensure good ventilation in estate agency shops.

此外，持牌人與同事間或其工作座位應儘量保持安全距離，避免握手等身體接觸，同時應時刻留意政府公布有關社交距離的最新措施，在從事地產代理工作時遵從相關指引。

不論在參與一手或二手住宅物業的推廣時（包括陪同客人視察物業或示範單位時），持牌人應遵守《預防及控制疾病（禁止羣組聚集）規例》下不時發出的要求。持牌人尤其要留意在一手住宅物業銷售處時保持社交距離，並遵從發展商的指引保持良好的秩序。

### 善用網上資源

地產代理業在「新常態」下，許多持牌人採用了網上宣傳甚至網上瀏覽樓盤。現在常見有持牌人透過短片介紹物業、並上載至不同的社交媒體平台，例如YouTube、Facebook及Instagram等，向一些不欲親身視察物業的潛在客戶作出推銷。部分短片甚至會加入虛擬實境（Virtual Reality）技術，試圖讓不在現場的客戶體驗模擬現場視察物業的感覺。

監管局亦留意到這個趨勢，亦希望向業界提供支援，提升持牌人利用智能電話拍攝短片的技能。在政府「防疫抗疫基金：技能提升配對資助計劃」的資助下，監管局將於2021年7月聯同香港大學專業進修學院舉辦一個名為「以智能電話製作樓盤影片」的全新持續專業進修計劃課程。有關報名詳情，請參閱監管局網頁（[www.eaa.org.hk](http://www.eaa.org.hk)）。

在這個宣傳新趨勢下，持牌人應留意在發出物業廣告時，不論以何種形式或透過任何平台發出，均須遵守監管局相關規例及指引。例如，持牌人於發出住宅物業廣告前，必須取得業主的書面同意及確保所提供的物業資料是正確無誤的。

另外，廣告上清楚及可閱地述明物業編號及廣告發出或更新的日期。而在有關的物業不再可供出售或租賃後；或有關的地產代理協議終止後（兩者之中以較早者為準），地產代理公司須在切實可行的範圍內盡快把廣告移去。

In addition, licensees should always keep a safe distance from colleagues or work stations wherever possible and avoid physical greetings such as handshaking. Licensees should also stay alert to the latest government policy on social distancing measures and comply with the relevant measures when carrying out estate agency work.

No matter when promoting first or second-hand properties (including accompanying clients to inspect a property or show flats), licensees should comply with the requirements imposed under the Prevention and Control of Disease (Prohibition on Group Gathering) Regulation from time to time. Licensees are strongly reminded to maintain social distance in particular at first-sale sites and follow the instructions of developers, in order to maintain good order.

### Utilising online resources in practice

Under the “new normal” of estate agency, many licensees have adopted online promotions or even online browsing of properties. It is not uncommon to find licensees using videos to show the properties and post them online via different social media platforms, such as YouTube, Facebook and Instagram etc., in order to promote them to prospective clients who do not wish to visit the properties in person. Some videos are even embedded with the technology of virtual reality (VR) which try to stimulate real-life experience of viewing properties offsite.

In fact, the EAA notes this trend and is pleased to support the trade by enhancing licensees’ skills in video production using their smartphones. Under the Government’s Matching Grant Scheme for Skills Upgrading of the Anti-epidemic Fund, the EAA and HKUSPACE will launch a brand new CPD course titled “Common tools and mobile apps for video shooting and editing” in July 2021. For enrollment details, please refer to the EAA website ([www.eaa.org.hk](http://www.eaa.org.hk)).





另一方面，受疫情所影響，持牌人與其客戶之間的不少實體會面已被網上即時通訊軟件或會議工具所取代。就此，持牌人要留意，必須與客戶妥善地訂立地產代理協議，並確保其提供予客戶的資料是有效及正確的。持牌人亦要留意在使用社交媒體及即時通訊軟件時有關客戶個人私隱的潛在風險，並採取必須的預防措施，例如設定密碼及啟用「點對點加密功能」以保障客戶的個人資料。

持牌人以電子形式向客戶傳送敏感資料前，應採取資訊保安措施（如設定密碼及加密功能）以減低客戶資料被竄改或外洩的風險。他們亦要留意，載有個人資料的文件/紀錄於使用後必須妥善處理。在這方面，局方建議持牌人閱覽個人資料私隱專員公署網頁以獲取更多有關保障個人資料的資訊及建議。

### 總結

科技日新月異，無疑改變了大家的生活方式，即使沒有受到疫情所影響，經營生意的模式都必然會有所進化。一個專業「5A」代理中的應具備的其中一個「三言兩與」特質，就是「與時並進」(Advancement)，這也正是地產代理在「新常態」下保持自己的競爭力的必要元素。然而，持牌人應保持警覺，縱使在新模式下的代理工作會變得更方便快捷，也要謹記遵從監管局的相關規定，時刻做個「5A」代理。

Under this new trend of promotion, licensees should note that when issuing advertisements, of whatever format or through whatever platform, they must comply with the regulations and guidelines of the EAA. For instance, licensees must obtain the vendor's written consent prior to the issuance of advertisements for residential properties and ensure that the property information provided in the advertisements is accurate.

Likewise, the Property Number as well as the Advertisement Date must be stated clearly and legibly on the advertisements. Moreover, advertisements must be removed as soon as practicable after the residential property concerned is no longer available for sale or leasing, or upon the termination of the estate agency agreement concerned (whichever is earlier).

On the other hand, due to the pandemic, many face-to-face meetings between licensees and their clients were replaced by online communications with instant messaging or conferencing tools. On this, licensees are reminded to enter into the estate agency agreement with their clients properly and ensure that all information they provide to clients is valid and accurate. In addition, licensees should note the potential risks to users' privacy when using social media and instant messaging apps and take necessary precautionary measures, for example, to set up passwords and enable the "end-to-end encryption" function to protect clients' personal data.

Licensees are advised to take information security measures (e.g. password protection or encryption) on sensitive information before transmitting it to clients through electronic means to reduce the risk of data tampering or data breach. Also, they should dispose of documents/records containing personal data properly after use. In this respect, licensees are advised to visit the website of The Office of the Privacy Commissioner for Personal Data for more information and practical advice on the protection of personal data.

### Conclusion

As technology advances and people's lifestyle changes, modes of business operation will inevitably evolve, even without the impact of the pandemic. The attribute of "Advancement" that a "5A agent" should possess is exactly what it takes to keep an estate agent competitive under the "new normal". However, while the new modes of operations might be more convenient and effective for business, licensees should be prudent and cautious to comply with the relevant rules of the EAA and always be a "5A" agent.