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行政總裁

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*Chief Executive Officer*

奧運精神教曉我們不斷努力克服困難的重要性。筆者希望鼓勵所有地產代理，要保持同樣的精神，不要輕言放棄。付出過的毅力最終會得到回報。在奧運會上我們看到不少例子，運動員經過長年累月的堅毅努力後，最終獲得成功。

The Olympic spirit teaches us the importance of making continuous effort in spite of difficulties. I would like to encourage all estate agents to keep up with the same spirit and not give up easily. Your continuous effort will pay off eventually. In the Olympics, we saw many examples of athletes who have persevered over the years and finally achieved success.

# 地產代理業的奧運精神

## The Olympic spirit in estate agency business

東京奧運會和殘疾人奧運會早前結束，大家為香港運動員奪得獎牌的出色表現而慶祝的同時，也不要忘記其他稍欠運氣而未能帶回獎牌的運動員所付出過的極大努力。

奧運精神教曉我們不斷努力克服困難的重要性。筆者希望鼓勵所有地產代理，要保持同樣的精神，不要輕言放棄。付出過的毅力最終會得到回報。在奧運會上我們看到不少例子，運動員經過長年累月的堅毅努力後，最終獲得成功。

另一個筆者希望和持牌人分享的奧運精神是公平競賽。尊重對手不僅適用於體育運動，也應該在我們的日常生活和商業活動中實踐。

地產代理之間的競爭固然應該是公平進行，而在交易過程中與客戶的商議過程，也應該以誠實和透明的方式進行。相信大家記得，根據監管局發布的《操守守則》，地產代理必須秉持誠實、忠誠和嚴正的態度向客戶提供服務，保障和促進客戶的利益，對交易各方公平公正。

在奧運會上，運動員公平地比賽和裁判公正地評分至為重要。同樣，地產代理也必須緊記誠實行事，而監管局則時刻以公正不阿的方式行事。就像那些被取消資格的運動員，違規的地產代理會受到紀律處分。

截至2021年8月31日，個人持牌人總數達到創紀錄新高的41,208人。雖然地產代理行業競爭激烈，但持牌人應時刻牢記筆者上面提及的兩個價值觀。你的表現不僅受到局方所監管，也會被公眾目睹和評價。和比賽場上的運動員一樣，不懈的努力會得到讚許，任何不光彩的行為卻會備受鄙視。

While the whole community celebrated the excellent winning performances of Hong Kong athletes in the Tokyo Olympic and Paralympic Games, we must not forget the great efforts made by other athletes who were not fortunate enough to bring a medal home.

The Olympic spirit teaches us the importance of making continuous effort in spite of difficulties. I would like to encourage all estate agents to keep up with the same spirit and not give up easily. Your continuous effort will pay off eventually. In the Olympics, we saw many examples of athletes who have persevered over the years and finally achieved success.

Another Olympic value that I would like to share with licensees is "fair play". Respecting your opponents is not only applicable to sports but should also be practised in our everyday lives and businesses.

Competition between estate agents should always be fair, and negotiations with clients undertaken in an honest and transparent manner. I trust you will recall that according to the *Code of Ethics* issued by the EAA, estate agents must serve their clients with honesty, fidelity and integrity, protect and promote the interests of their clients, and act in a fair and impartial manner to all parties involved in the transaction.

In the Olympic Games, it is essential that athletes perform fairly and judges score justly. Likewise, estate agents must remember to act honestly while the EAA acts impartially at all times. As with those disqualified athletes, estate agents who do not abide by the rules will be disciplined.

The number of total individual licensees reached a record high of 41,208 as of 31 August 2021. Though competition in the estate agency industry is intense, licensees should always remember the two values I mentioned above. Your performance is not only monitored by the EAA but will also be watched and judged by the public. Similar to the athletes in training, your relentless effort will be recognised but any dishonourable behaviour will be despised.

