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韓婉萍
行政總裁

Ruby Hon Yuen-ping
Chief Executive Officer



過去25年為我們建立了一個良好的基石，好讓我們在局方與業界的共同努力下，繼續維持地產代理業界的正面發展。

The past 25 years have given us a good foundation to sustain the positive development of the estate agency trade, through the concerted effort of the EAA and the industry.



監管局25周年紀念

25th Anniversary of the EAA



2022年是《地產代理條例》頒布及地產代理監管局（「監管局」）成立的25周年紀念。

經過25年來與地產代理業界的共同努力，監管局提升了從業員的水平和專業，業界的整體服務水平亦進步了不少。這從監管局於2020年聘請獨立專家進行的公眾民意調查所得的正面結果得以證實。

在該民調中，有47%的受訪者對地產代理有良好印象，高於我們在2010年進行的舊調查（35%）。此外，使用過地產代理服務的受訪者中，有69%總體上對他們的服務感到滿意，高於2010年調查的結果（60%）。

過去25年為我們建立了一個良好的基石，好讓我們在局方與業界的共同努力下，繼續維持地產代理業界的正面發展。

正因如此，監管局的25周年紀念主題就是「成就專業 服務香港」（“Together we Establish, Advocate and Achieve”）。為慶祝周年紀念，監管局會舉辦一連串活動，本人誠邀大家參與其中一些活動。尤其是，我們會舉辦另一個企業社會責任活動，希望業界積極參與。事實上，監管局在過去數年，一直鼓勵業界為企業社會責任多出分力，而監管局今次25周年紀念的標誌正是由香港展能藝術會旗下社企「藝全人」的一位展能藝術家所設計。

藉此機會，讓我們攜手服務和貢獻香港。要了解更多資訊，請瀏覽監管局網頁。

The year 2022 marks the 25th anniversary of the enactment of the Estate Agents Ordinance and the establishment of the Estate Agents Authority (“EAA”).

After 25 years of hard work in hand with the estate agency trade, the EAA has raised the standards and professionalism of practitioners and the overall service level of the trade has also enhanced over the years. This is proven by the positive findings from the public survey conducted in 2020 by an independent expert engaged by the EAA.

In that survey, some 47% of all respondents had a good impression of estate agents, which is higher than the 35% in the previous survey we conducted in 2010. In addition, 69% of the respondents who had ever used estate agents' services were overall satisfied with their services, a proportion higher than the findings of the 2010 Survey (60%).

The past 25 years have given us a good foundation to sustain the positive development of the estate agency trade, through the concerted effort of the EAA and the industry.

Therefore, the theme of the EAA's 25th Anniversary is “Together we Establish, Advocate and Achieve”.

To celebrate the anniversary, the EAA will organise a series of events and I sincerely invite you all to participate in some of them. Particularly, we will arrange another Corporate Social Responsibility (“CSR”) programme that will solicit the trade's proactive participation. In fact, the EAA has encouraged the trade to engage in more CSR events in the past few years and the logo of the EAA's 25th Anniversary was also designed by a disabled artist from ADAM, a social enterprise established by The Arts with the Disabled Association Hong Kong.

Hence, let us join hands this year again to contribute more to our Hong Kong society. For more information, please visit the EAA website.