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韓婉萍
行政總裁

Ruby Hon Yuen-ping
Chief Executive Officer

“

整個地產代理行業必須確保自己能做到「5A代理」的標準，只有這樣，我們才能重建消費者的信任，提高行業整體的聲譽。

The entire trade must ensure that they can live up to the “5A agent” standards and only by doing so can we rebuild the trust of consumers and enhance the overall reputation of the industry.

”

建立良好的業界形象需要共同努力

A good trade reputation requires concerted effort

近期，因為一些備受廣泛報道、涉及地產代理違法的負面新聞，令地產代理行業的專業形象面對挑戰。雖然這些只是個別事件，但行業形象無可避免地已在一定程度上受損。

其中一宗個案中，一名地產代理因違反《一手住宅物業銷售條例》，在銷售一手住宅物業過程中發布虛假或具有誤導性物業資料而被判入獄。另一宗個案中，則有一名地產代理因違反《防止賄賂條例》而被判入獄。此外，還有傳媒報道指一名地產代理涉及一宗住宅物業的嚴重重建工程。

在這些負面新聞下，地產代理監管局要提升地產代理的形象實在不容易，但我們仍然會竭盡所能，繼續致力推廣。例如，我們在YouTube上推出了五段動畫短片，以推廣「5A代理」的概念。然而，要改善和維繫地產代理的專業形象，需要整個行業通力合作。對於地產代理所提供的服務水平，現今消費者有愈來愈高的期望，僱主和公司責無旁貸，有責任教導員工时刻保持專業，並應實施嚴格的監察制度，使可以及早發現任何不當行為。

已發生的既成事實，涉及地產代理的負面新聞報道，無疑損害了整個行業的形象。我們既不應讓一小撮害群之馬進一步損害行業聲譽，持牌人也應著眼產生問題的根源並加強自律。整個地產代理行業必須確保自己能做到「5A代理」的標準，只有這樣，我們才能重建消費者的信任，提高行業整體的聲譽。

The professional image of estate agents has recently faced challenges due to some widely reported negative news concerning estate agents breaching the law. Though these were isolated incidents, the trade's image was inevitably damaged to certain extent.

In one of these cases, an estate agent was sentenced to imprisonment for contravening the Residential Properties (First-hand Sales) Ordinance by disseminating false or misleading property information during the sale of a first-hand residential property. In another case, an estate agent was sentenced to imprisonment for contravening the Prevention of Bribery Ordinance. In addition, there were media reports suggesting that an estate agent was involved in serious unauthorised building works of a residential property.

Amid such negative publicity, it is definitely difficult for the Estate Agents Authority to improve the image of estate agents, but we shall still try our best and continue with our efforts to promote the trade's image. For example, we have produced five animated videos to promote the concept of the "5A agent" on YouTube. That said, improving and maintaining the professional image of estate agents requires the concerted effort of the entire industry. Consumers nowadays have ever-rising expectations of the service standards of estate agents. Employers and companies are obliged to educate their staff to act professionally at all times and to implement a robust monitoring system to detect any malpractice early.

What has happened is a fait accompli, the negative news reports concerning estate agents have undoubtedly harmed the image of the entire trade. Rather than allowing a few black sheeps to further tarnish the reputation of the industry, licensees should address the root causes that led to such failings and strengthen their self-discipline. The entire trade must ensure that they can live up to the "5A agent" standards and only by doing so can we rebuild the trust of consumers and enhance the overall reputation of the industry.