

目錄

Contents

01

總裁寄語
CEO's Message

02

專題報道
Cover Story

05

新聞速遞
News Express

10

持續進修
CPD

11

三「言」兩「與」
5“A” agent

12

誠信與你
Integrity in Focus

15

反洗錢專區
AML Corner

16

常見問答
Frequently-Asked-Questions

17

好•活動
Mark Your Diary

18

照片回顧
Photos recollection

20

統計數字
Statistics



韓婉萍
行政總裁

Ruby Hon Yuen-ping
Chief Executive Officer



此時此刻，地產代理必須保持積極和勤奮，才能取得成功。

At this moment, estate agents must remain positive and diligent in order to be successful.



在復常生活中保持積極和勤奮

Be positive and diligent in getting back to normal life

新冠疫情對香港所有人來說，都是一個艱難的時期，地產代理行業也不例外。終於，在旅遊限制和社交距離措施被取消後，經濟和我們的日常生活正在慢慢復常。

隨着經濟活動逐漸復甦，物業租賃需求將可能反彈回升。那些因經濟不確定而猶豫是否搬屋或買樓的人，現在可能已準備好出動；而新的需求也會隨着就業情況逐漸穩定而回歸。

此時此刻，地產代理必須保持積極和勤奮，才能取得成功。在這方面，我希望向持牌人分享一些建議。

首先，持牌人應不時掌握資訊。讓自己了解與經濟和地產業相關的最新消息和發展非常重要。這有助地產代理為可能出現的任何變化或機會作出更佳準備。

其次，持牌人應適應在「新常態」時期發展出來的新科技。然而，請緊記在使用時要份外小心不要違規。

第三，持牌人必須專注於優質的客戶服務。這是成功的關鍵。作為一個專業的地產代理，應致力為客戶提供最好的服務，並確保所有交易都是妥善和公平地進行。

疫情過後的香港，地產代理同時面對挑戰與機遇。請放心，香港的長遠前景依然光明。不要忘記我們擁有健全的法制、良好的營商環境及其他良好素質等支撐這個世界級城市。對這個城市及其未來保持信心，將有助於激勵團隊並贏得更多客戶。堅持不懈的人，前景定是光明的。

The COVID pandemic has been a difficult time for everyone in Hong Kong, and the estate agency trade is no exception. Finally, after the travel restrictions and distancing measures have been removed, the economy and our daily lives are slowly returning to normal.

With economic activity resuming, demand for property purchases and rentals may likely rebound. Those who were hesitant to make a move or property purchase due to the economic uncertainty may now be ready to resume such activities; and the new demand will, as well, return as the employment situation stabilises.

At this moment, estate agents must remain positive and diligent in order to be successful. In this regard, I would like to share some suggestions with the licensees.

First, licensees should stay informed at all times. It is important to keep up-to-date with the latest news and developments relating to the economy and the property industry. This will help estate agents to be better prepared for any changes or opportunities that may arise.

Secondly, licensees should adapt to the new technologies developed during the "new normal" period. That said, please remember to pay extra care not to violate any regulations when doing so.

Thirdly, licensees must focus on quality customer service. This is the key to success. As a professional estate agent, one should strive to provide the best service to clients and ensure that all transactions are handled properly and fairly.

There will be both challenges and opportunities for estate agents in the post-pandemic era in Hong Kong. Please rest assured that the long-term prospects of Hong Kong remain strong and be mindful that we have a sound legal system, a favourable business environment and other fair attributes that underpin this world-class city. Having faith in the city and its future will help motivate teams and win more clients. The future is bright for those who persevere.