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韓婉萍  
行政總裁

**Ruby HON Yuen-ping**  
Chief Executive Officer

“

我們仍希望地產代理業界能繼續保持良好作業，而監管局亦會繼續協助業界提升專業。

We hope that the estate agency trade will uphold its good practice and the EAA will continue to assist the trade to enhance its professionalism.

”

# 回顧2023年上半年

## Reviewing the first half of 2023

時光飛逝，轉眼間2023年已經過了四分之三。早前監管局向傳媒回顧了2023年上半年的工作概況，並簡介下半年的工作重點，筆者希望在此也和各位持牌人分享當中一些主要數字和重點。

監管局於2023年上半年共開立71宗投訴個案，較去年同期大幅減少33%，當中有7宗涉及一手住宅物業。整體投訴中最常見的性質類別包括：「發出違規廣告」、「不妥善地處理臨時買賣合約（或臨時租約）」及「提供不準確或具誤導性的物業資料」。另外，有關香港境外物業的投訴則僅有1宗，較去年同期的11宗大幅減少。

鑑於疫情已逐漸緩和，監管局的實體巡查工作得以回復正常，2023年上半年合共巡查一手樓盤銷售點486次，另巡查地產代理商舖465次，分別比去年同期增加28%及106%。同時，局方亦繼續加強網上巡查，今年上半年共抽查網上物業廣告936次，比去年同期增加40%。

雖然投訴數字大幅減少，監管局會繼續加強巡查網上物業廣告，採用先進的電腦系統監察分析，以提升局方的工作效率。在巡查之餘，局方亦會繼續為業界提供外展教育的工作。

我們明白，雖然2023年新冠疫情緩和，但物業市場仍然相對較為淡靜，樓市交投仍未回復疫情前的狀況，地產代理的經營環境自然也受影響。儘管如此，我們仍希望地產代理業界能繼續保持良好作業，而監管局亦會繼續協助業界提升專業。

Time flies as three quarters of the year 2023 have passed already. Earlier the EAA reviewed its work in the first half of 2023 and introduced its initiatives for the second half to the media. I would like to share some of the key figures and highlights with all licensees here.

In the first half of 2023, the EAA opened 71 complaint cases, a significant decrease of 33% compared to the same period of last year, seven of which involved first-hand residential properties. The most common categories of the overall complaints included "issuing non-compliant advertisements", "mishandling provisional agreements for sale and purchase (or provisional tenancy agreements)", and "providing inaccurate or misleading property information". On the other hand, there was only one case relating to a property situated outside Hong Kong, much less than the 11 cases in the same period of last year.

As the pandemic has gradually eased, the physical inspections conducted by the EAA have resumed to normal. In the first half of 2023, the EAA conducted 486 inspections at the sale-sites of first-hand residential properties and 465 inspections at estate agency shops, representing a year-on-year increase of 28% and 106% respectively. At the same time, the EAA continued to strengthen its online inspections by conducting 936 spot checks on online property advertisements in the first half of this year, 40% more than the same period of last year.

Although the number of complaints dropped significantly, the EAA will continue to strengthen inspections of online property advertisements by utilising advanced computer systems for monitoring and analysis to improve its operational efficiency. Besides inspections, the EAA will also continue to carry out outreach educational visits to the trade.

It is noted that despite the easing of the COVID-19 pandemic in 2023, the property market remained subdued and has not yet recovered to its pre-pandemic level. As such, the business environment for estate agents was inevitably affected. Notwithstanding, we hope that the estate agency trade will uphold its good practice and the EAA will continue to assist the trade to enhance its professionalism.