

考試 Examination

營業員資格考試 (電腦應考模式)
Salespersons Qualifying Examination
(Computer-based)

參加人數 No. of candidates

合格率 Pass rate

考試日期 Examination date 2/2025

187

42.2%

營業員資格考試 (筆試應考模式)
Salespersons Qualifying Examination
(Paper-based)

參加人數 No. of candidates

合格率 Pass rate

考試日期 Examination date 12/2024

218

28.4%

地產代理資格考試 (筆試應考模式)
Estate Agents Qualifying Examination
(Paper-based)

參加人數 No. of candidates

合格率 Pass rate

考試日期 Examination date 12/2024

430

28.6%

考試日期 Examination date 3/2025

726

22.9%

牌照數目 (截至2025年3月31日)
Number of licences (As at 31/3/2025)

營業員牌照

Salesperson's Licence



20,384

地產代理(個人)牌照
Estate Agent's
Licence (Individual)

17,635

個人牌照總和

Total no. of
Individual Licences

38,019

地產代理(公司)牌照
Estate Agent's Licence
(Company)

3,933

營業詳情說明書 (截至2025年3月31日)
Number of statements of
particulars of business (As at 31/3/2025)合夥經營
Partnerships

153

獨資經營
Sole proprietorships

1,365

有限公司
Limited companies

5,086

總數 Total



6,604

活躍持牌人
Active Licensees

64%



截至2025年2月，活躍持牌人¹的百分比約為64%。
The estimated percentage of licensees who are active¹ as at end of February 2025: 64%.

¹ 活躍持牌人指於過去12個月內的任何時間，(1)曾從事地產代理工作但非受僱於任何物業發展公司或物業管理公司，及(2)同時沒有參與其他行業業務的個人牌照持有人。
An individual licensee is considered active if at any time during the past 12 months: (1) has practised estate agency work but not employed by any property development companies or property management companies; and (2) is not engaged in the business of any other industries concurrently.

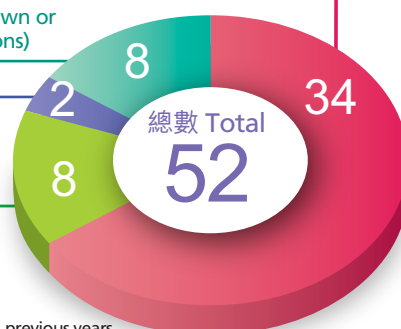
已處理的投訴個案結果* (2025年1月至3月)
Results of completed complaint
cases* (January to March 2025)

其他(例如投訴人撤回投訴或
因其他原因而終止調查)
Others (include cases withdrawn or
closed because of other reasons)

資料不足
Insufficient information
to pursue

指稱不成立
Unsubstantiated

指稱成立
Substantiated



* 部分是往年接獲的個案
Some cases were carried over from previous years

開立的投訴個案宗數 (2025年1月至3月) Number of complaint cases opened (January to March 2025)

53



巡查次數 (2025年1月至3月) Number of compliance inspections (January to March 2025)



一手樓盤銷售點
First-sale sites

170

地產代理商舖
Estate agency shops

181

網上物業廣告
Online property advertisements

398

巡查發現主動調查的個案 (2025年1月至3月) Number of cases arising from self-initiated investigations during inspections (January to March 2025)

主動調查的個案
Cases arising from
self-initiated investigations

18

主動調查而指稱成立的個案*
Cases completed from
self-initiated investigations and
were substantiated*

18

* 部分是往年展開調查的個案
Some cases were carried over from
previous years



向持牌人或前持牌人採取的行動*

(2025年1月至3月)

Actions taken against licensees or ex-licensees* (January to March 2025)

有關的持牌人或
前持牌人人數
No of licensees or
ex-licensees



83

行動 Actions Taken



訓誡/譴責
Admonishment/ reprimand

42

罰款
Fine

33

於牌照附加/更改條件
Attachment/ alteration of
conditions to licence

40

暫時吊銷牌照
Suspension

3

撤銷牌照
Revocation

20[#]

* 以上行動是根據《地產代理條例》所賦予的權力而採取的。當中部分行動屬紀律性質，其他則是由牌照委員會裁定的，包括在批出牌照時在牌照上附加條件。部分是往年接獲的個案。
These actions were taken pursuant to powers under the Estate Agents Ordinance. Some actions were disciplinary in nature whereas others were decided by the Licensing Committee which actions included the attachment of conditions to licences upon issuance. Some cases were carried over from previous years.

這些個案由牌照委員會裁定。理由是持牌人不再符合相關發牌條件。
These cases were decided by the Licensing Committee on the ground that the licensees concerned no longer met the relevant licensing requirements.