

持牌人應為新來港人士 提供專業及優質的服務

Licensees should
provide professional and
high-quality services
to new arrivals
in Hong Kong



Contents 目錄



由2026年起，《專業天地》將全面電子化，你可於監管局網頁閱讀電子版《專業天地》。



Starting from 2026 onwards, Horizons will be fully digitalised. You may read the online version of Horizons on EAA's website.



01

專題報道
Cover Story

05

新聞速遞
News Express

10

持續進修
CPD

11

近期常見違規
Recent Common Malpractice

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

主辦機構

地產代理監管局
ESTATE AGENTS AUTHORITY

支持媒體



網上講座

— 專家分享 —

來港租買房屋避坑指南



持牌人應為新來港人士 提供專業及優質的服務

Licensees should provide professional and high-quality services to new arrivals in Hong Kong

隨着優秀人才入境計劃和高端人才通行證計劃等政策推出，越來越多新來港人士及內地學生移居香港及來港讀書，他們在港租賃物業的需求因而大幅上升。然而，隨着租住需求增加，相關騙案也有上升的趨勢。地產代理監管局（「監管局」）十分關注相關情況，於2025年2月14日出席了警方舉行的新聞發布會，分享在香港租賃物業時要注

With the introduction of policies such as the Quality Migrant Admission Scheme and the Top Talent Pass Scheme, an increasing number of new arrivals and mainland students are relocating to Hong Kong for residence or studies. Consequently, the demand for rental properties in Hong Kong has surged significantly. However, alongside this growing demand, there has been a noticeable rise in related fraudulent activities. The Estate Agents Authority ("EAA") is deeply concerned about this issue and attended a press conference organised by the Police on 14 February 2025, to share with the public the key

意的事項，並呼籲所有新來港人士，特別是內地學生，要對潛在騙案保持警覺性，應委託持牌地產代理處理物業交易，以保障他們的權益。

今期《專業天地》我們會與讀者分享監管局給予新來港人士的一些小貼士。這些貼士也是對持牌人一個提醒，在為新來港人士提供服務時，要時刻保持專業。

委託持牌地產代理的重要性

在香港，租客或買家雖然可以輕易地透過網上平台物色物業，但若果輕率地信任物業廣告，並透過來歷不明人士進行物業交易則會存有風險。反之，委託持牌地產代理有較大的保障。持牌地產代理既有專業知識，亦受監管局所規管，要遵守相關的法例要求，並遵從監管局發出的指引等。

此外，持牌地產代理在處理香港住宅物業時必須與客戶簽訂地產代理協議，該協議列明地產代理的責任、視察的物業地址、佣金費用、持牌地產代理公司及營業員的名稱和牌照號碼等資料。

租賃物業時要注意的事項

1. 從持牌地產代理的合規廣告物色居所

- 持牌地產代理發出的廣告必須載有持牌地產代理公司的營業名稱和牌照（或營業詳情說明書）號碼。
- 若是介紹樓盤的廣告，除了上述兩項資料外，亦須載有持牌地產代理公司就該放盤物業而編配的「物業編號」和發出或更新該廣告的「廣告日期」，共4項資料。

2. 確認地產代理是否持有有效牌照

- 透過監管局網站的「牌照目錄」輸入持牌地產代理公司的營業名稱及持牌人的全名或其牌照號碼以確認相關公司及人士現時是否持有有效牌照：
www.eaa.org.hk/zh-hk/Licence-list

points that should be considered when renting properties in Hong Kong. The EAA also urged all new arrivals, especially the mainland students, to remain vigilant about potential scams and consider appointing licensed estate agents to handle property transactions to safeguard their interests.

In this issue of "Horizons", we will share some of the tips with our readers which are provided by the EAA to new arrivals in Hong Kong. These tips also serve as a reminder to licensed estate agents to uphold professionalism when providing services to new arrivals.

The importance of appointing licensed estate agents

In Hong Kong, while tenants or purchasers can easily search for properties through online platforms, relying solely on property advertisements and conducting transactions with unknown individuals can pose significant risks. Conversely, appointing licensed estate agents offers greater protection. Licensed estate agents possess professional knowledge and are regulated by the EAA, which requires them to comply with the regulatory requirements and relevant guidelines issued by the EAA.

Additionally, licensed estate agents must enter into a prescribed Estate Agency Agreement with their clients when handling residential properties in Hong Kong. This agreement specifies the estate agent's responsibilities, the address of the property being inspected, commission fees, and the names and licence numbers of both the licensed estate agency company and the salesperson.

Important points-to-note when renting or purchasing property

1. Search properties only through compliant advertisements issued by licensed estate agents

- Advertisements issued by licensed estate agents must include the business name of the licensed estate agent company and its license number (or the number of its Statement of Particulars of Business).
- For property advertisements, in addition to the above information, there should be a unique "property number" assigned by the licensed estate agent company for a property, and the "advertisement date" showing the date on which the advertisement was issued or updated, totaling four required pieces of information.

2. Ascertain whether an estate agent is licensed

- Ascertain whether an estate agent is licensed by entering the business name of the licensed estate agency company, or the

3. 實地視察物業

- 在作出租買決定前最好親身實地視察有關物業。

4. 確認業主/賣方身份

- 持牌人有責任核實業主/賣方的身份，並就有關物業進行土地查冊，以確定業主/賣方對該物業的擁有權，及向租客/買方提供土地查冊副本。
- 因此，在簽訂任何租賃或買賣合約前，租客/買方應檢視土地查冊，核對合約上業主/賣方的名字。
- 倘若土地查冊紀錄上顯示的物業擁有人名稱與租約上的出租人不符，租客應要求持牌人確定該出租人獲物業擁有人同意分租該物業予租客。

name/licence number of a licensee who is an individual, to confirm whether the company or individual currently holds a valid licence: www.eaa.org.hk/en-us/Licence-list

3. Inspect properties

- Prospective tenants and purchaser are strongly advised to personally inspect the property before making any rental or purchase decision.

4. Confirm the identity of the landlord/vendor

- Licensees are responsible for verifying the identity of the landlord/vendor, conducting a land search to confirm ownership of the property, and providing a copy of the land search to the tenants/buyers.
- Before signing any lease or purchase agreement, tenants/buyers should review the land search records to ensure the name of the landlord/ vendor matches the name on the agreement.
- In case of the name of the landlord in the land search records differs from the lease agreement, tenants should request the licensed agent to confirm whether the lessor has obtained the landlord's consent to sublet the property.

5. Make payments directly to the landlord/vendor

- Tenants/buyers are advised to pay deposit and rent directly to the landlord/vendor.

6. Familiarize with the important points-to-note when renting or purchasing properties in Hong Kong

- Licensees are responsible for informing prospective tenants of the usage restrictions of the property and that non-residential properties are prohibited for domestic use. Prospective tenants should note that residing in industrial or commercial properties may not only pose safety risks but the property is also subject to the government's repossession or closure. Furthermore, licensees must clearly disclose to prospective tenants whether the property involves any unauthorised building works or rental restrictions etc.
- Potential tenants may read the booklets published by the EAA, namely "Tenancy Guide For Non-local Students in Hong Kong", "A Guide to Tenancy", "Be a Smart Purchaser of First-hand Property" and "Guide to Purchasing Second-hand Residential Properties", which are available on the EAA website, for more information.



非本地學生在香港租屋指南
Tenancy Guide for Non-local
Students in Hong Kong

5. 直接繳款業主/賣方

- 建議租客/買家直接向業主/賣方支付訂金及租金。

6. 了解香港的租買物業要注意的事項

- 持牌人有責任提醒準租客物業的用途限制，及非住宅用途的物業不可用作居住。而準租客亦應注意，倘若居於工業用或商用的物業，不但可能有安全風險，該物業也可能被政府收回或封閉。同時，持牌人亦須向準租客表述有關物業有否涉及違例建築工程或出租限制等問題。
- 準租客及準買家可於監管局網頁閱讀由監管局印製的《非本地學生在香港租屋指南》、《安心租屋指南》、《做個精明一手樓買家》及《購買二手住宅物業須知》的小冊子，以獲取更多資訊。

監管局的相關公眾及外展教育

為提醒新來港人士及非本地學生就有關委託持牌代理在香港處理物業交易的重要性，監管局於2025年3月29日舉行網上講座，共吸引近4,000人參加。

是次網上講座的嘉賓講者包括：立法會議員江玉歡律師、警方商業罪案調查科反詐騙協調中心黃知雯總督察，以及監管局執行總監陳汝儼先生。他們分享在香港尋找樓盤時，如何避免墮入陷阱的貼士，以及委託持牌地產代理的重要性。

如欲重溫是次網上講座的精彩片段，請瀏覽監管局網頁及監管局的YouTube頻道。

監管局未來將繼續宣傳委託持牌地產代理的重要性，而持牌人應時刻保持專業，以優質的服務吸引新來港人士。



監管局YouTube頻道
EAA's YouTube channel



EAA's public education and outreach on the subject

To alert new arrivals to Hong Kong and non-local students of the importance of engaging licensed estate agents for property transactions in Hong Kong, the EAA organised a webinar on 29 March 2025, attracting nearly 4,000 people to participate.

Guest speakers of the webinar included the Honourable Doreen KONG Yuk-foon, solicitor and Member of the Legislative Council; Ms Grace WONG Chi-man, Chief Inspector of Police (Field), Anti-Deception Coordination Centre, Commercial Crime Bureau of the Police; and Mr CHAN U Keng, Director of Operations of the EAA. They shared tips on how to avoid falling prey to traps while seeking a property in Hong Kong and the importance of appointing a licensed estate agent.

To watch the video highlights of the webinar, please visit the EAA's website and the EAA's YouTube channel.

In the future, the EAA will continue to publicise the importance of appointing a licensed estate agent and educate the public on the pertinent points to watch out for in property transactions. Licensees should always upkeep their professionalism and provide quality services as we welcome new arrivals to Hong Kong.

監管局回顧2024年工作及簡介2025年工作重點

The EAA reviews its work in 2024 and introduces its initiatives for 2025

監管局主席蕭澤宇先生BBS,JP（左）及行政總裁梁松泰先生（右）於新聞發布會上回顧監管局2024年的工作及簡介2025年的工作重點。

The EAA Chairman Mr Simon SIU Chak-yu, BBS, JP (left) and the Chief Executive Officer Mr Gordon LEUNG Chung-tai (right) review the EAA's work in 2024 and introduce its initiatives for 2025 at the press conference.



監管局於2025年1月23日舉行新聞發布會，由主席蕭澤宇先生BBS,JP及行政總裁梁松泰先生回顧監管局在2024年的工作，並簡介2025年的工作重點。

2024年應考資格考試的人次為6,262，較2023年輕微減少7%。截至2024年12月31日，個人牌照總數為38,482人，較2023年減少2.8%。與此同時，公司牌照和地產代理商舖的數目分別減少0.6%和4.6%。

監管局於2024年共開立162宗投訴個案，較2023年減少17%，當中涉及一手住宅物業的投訴有27宗，較2023年增加3宗，最常見的投訴性質為「不妥善地處理臨時買賣合約或臨時租約」。至於境外物業的投訴方面，2024年僅開立1宗投訴個案，較去年同期的14宗大幅下跌超過九成。

監管局在2024年對314名持牌人或前持牌人採取了紀律處分行動，包括暫時吊銷19個牌照及撤銷45個牌照。另外，2024年合共罰款約670萬元，罰款全部撥歸政府庫房。

展望未來，監管局將繼續因應法例及其他市場情況，在有需要的情况下更新或發出對業界的執業指引。另外，監管局將密切留意「簡樸房」條例草案的立法進程，並與政府及地產代理業界保持緊密溝通，有需要時將適當地優化現行有關地產代理處理分間單位租賃的指引。

The EAA held a press conference on 23 January 2025 at which its Chairman, Mr Simon SIU Chak-yu, BBS, JP, and Chief Executive Officer, Mr Gordon LEUNG Chung-tai, reviewed the EAA's work in 2024 and introduced its initiatives for 2025.

The number of candidates attending qualifying examinations fell to 6,262 in 2024, representing a slight decrease of 7% compared to 2023. As at 31 December 2024, there were 38,482 individual licensees, a decrease of 2.8% when comparing to 2023. At the same time, the number of estate agency companies licences and estate agency shops decreased by 0.6% and 4.6% respectively.

In 2024, a total of 162 complaint cases were opened, 17% less than the previous year. Among the complaints, 27 cases were related to first-hand residential properties, representing an increase of 3 cases compared to year 2023. The most common category of complaints was "mishandling the provisional agreement for sale and purchase (or provisional tenancy agreement)". Regarding complaints on properties situated outside Hong Kong, there was only one case in 2024, a significant decrease of over 90% compared to 14 cases in the previous year.

The EAA took actions or imposed sanctions against 314 licensees or former licensees, including suspending 19 licences and revoking 45 licences in 2024. In addition, the total amount of imposed fines in 2024 was around \$6.7 Million, all of which went to the Government Treasury.

Looking forward, the EAA will continue to update or issue guidelines to the estate agency trade on matters arising from changes in law or other market situations, where necessary. On the other hand, the EAA will closely monitor the legislative progress of the Bill on the proposed regulatory regime for Basic Housing Unit, maintain a close communication with the Government and the estate agency trade, and appropriately revise the current guidelines for the handling of subdivided units leasing by estate agents when necessary.

監管局與地產代理業界出席「簡樸房」規管制度諮詢會

The EAA and the estate agency trade attended briefing sessions on “Basic Housing Units” regulatory regime

監管局及地產代理業界代表分別於2025年1月14日及2月21日出席由房屋局舉辦、有關「簡樸房」規管制度建議方案的持份者諮詢會。

在兩場會議中，房屋局局長何永賢女士JP率領其他房屋局官員向監管局及業界代表簡介了有關政府就「簡樸房」規管制度的建議方案，並聆聽了監管局及業界代表的意見。

政府現建議以立法方式制訂「簡樸房」的規管制度，規定日後分間單位須滿足相關的最低標準，並獲認證為「簡樸房」方可合法租賃，而相關人士亦會受新條例監管。地產代理業界於諮詢會後亦向房屋局表達意見。

監管局主席蕭澤宇先生表示，局方十分支持政府長遠徹底解決劣質「劏房」問題。監管局將會密切留意「簡樸房」條例草案的立法進程，並會與政府及地產代理業界保持緊密溝通，有需要時會適當地優化現行有關地產代理處理分間單位租賃的指引。

監管局再次呼籲業界緊記要遵守監管局指引，切勿協助分間單位業主作出違反租住權保障的要求，及切勿協助業主濫收公用設施及服務的費用。

The EAA and estate agency trade representatives attended two stakeholder consultation sessions on the proposed regulatory regime for Basic Housing Unit (“BHU”), hosted by the Housing Bureau (“HB”), on 14 January and 21 February 2025 respectively.

In both sessions, the Secretary for Housing Ms Winnie HO Wing-yin, JP, led other senior HB officials to brief the EAA and estate agency trade representatives on the Government’s proposal on the BHU regulatory regime, and listened to the opinions of the EAA and trade representatives.

The Government has now proposed to formulate a BHU regulatory regime through legislation. In the future, substandard subdivided units (“SDUs”) are required to meet the stipulated minimum standards and be certified as BHUs before they can be legally rentable, and the concerned parties will be subject to regulations. The estate agency trade representatives also provided feedbacks to the HB after the sessions.

The EAA’s Chairman Mr Simon SIU Chak-yu said that the EAA fully supports the Government’s efforts to find a long-term solution to the problem of SDUs. The EAA will pay close attention to the legislative process of the Bill on BHUs, maintain close communication with the Government and the estate agency trade, and update the guidelines on estate agent’s handling of subdivided unit leasing if necessary.

The EAA once again called on the trade to comply with the guidelines and not to provide assistance to landlords to contravene the security of tenure requirements or overcharging public utilities and services.



監管局及地產代理業界代表出席房屋局就「簡樸房」規管制度建議方案舉辦的諮詢會。

Representatives of the EAA and the estate agency trade attend the consultation session on the proposed regulatory regime for Basic Housing Unit hosted by the Housing Bureau.

查閱屋宇署發出命令的遵從狀況

Checking the Compliance Status of Orders issued by the Buildings Department

持牌人在從事地產代理工作時，經常需要查閱土地註冊處的物業記錄，包括屋宇署是否有就物業發出法定命令。地產代理監管局得知屋宇署網站提供搜尋捷徑，供市民免費查閱法定命令/通知/指示的發出及遵從狀況*。市民只須輸入簡單資料，如命令/通知/指示編號、街道名稱及/或樓宇名稱，便可輕鬆查閱法定命令/通知/指示的發出及遵從狀況。

由於屋宇署會對未有遵從命令的業主採取執法行動，持牌人應提醒賣方履行責任，盡快遵從命令，進行所需的清拆/糾正/修葺工程，亦應提醒準買方物業有未獲遵從命令的後果。

如欲了解更多相關資訊，請瀏覽屋宇署網站 (www.bd.gov.hk)。

* 屋宇署會根據《建築物條例》(第123章)、《消防安全(商業處所)條例》(第502章)、《消防安全(建築物)條例》(第572章)及《消防安全(工業建築物)條例》(第636章)，就樓宇的個別單位、公用部分、招牌及分間單位(包括工業樓宇內非法住用用途)發出法定命令/通知/指示。搜尋範圍涵蓋屋宇署根據《建築物條例》第24條發出的清拆令、第25條發出的中止更改用途命令、第26條發出的樓宇修葺令、第26A條發出的樓宇勘測令、第27C條發出的地下管道勘測令、第28條發出的渠務修葺令/勘測令、第30B條發出的強制驗樓計劃通知、第30C條發出的強制驗窗計劃通知，以及根據《消防安全(商業處所)條例》、《消防安全(建築物)條例》及《消防安全(工業建築物)條例》發出的消防安全指示/改善消防安全指示/符合消防安全令/禁止令。就2021年前發出的法定命令，以2024年12月13日前根據第502章及第572章發出的消防安全指示/改善消防安全指示/符合消防安全令/禁止令，搜尋結果只會顯示「未獲遵從」命令/指示的相關資料。

When practising estate agency work, licensees often need to check the property records of the Land Registry, including whether a property has been issued with a statutory order by the Buildings Department (BD). The Estate Agents Authority has learnt that BD's website offers a search engine shortcut for checking the issuance/compliance status of statutory orders/notices/directions* free of charge. Upon input of basic information, such as order/notice/direction number, street address and/or building name, one can easily check the issuance/compliance status of statutory orders/notices/directions.

As BD will take enforcement actions against owners for non-compliance with orders, licensees should remind vendors of their responsibility to comply with the orders by carrying out necessary removal/rectification/repair works as soon as possible, and prospective purchasers of the consequences arising from non-compliant orders.

For further information, please visit BD's website at www.bd.gov.hk

* Statutory orders/notices/directions are issued by BD under the Buildings Ordinance (Cap. 123) (BO), the Fire Safety (Commercial Premises) Ordinance (Cap. 502) (FS(CP)O), the Fire Safety (Buildings) Ordinance (Cap. 572) (FS(B)O) and the Fire Safety (Industrial Buildings) Ordinance (Cap. 636) (FS(IB)O) in respect of individual units, common parts, signboards and sub-divided flats (including those for illegal domestic use in industrial buildings) of buildings. The scope of search covers Removal Orders under Section 24, Orders for Terminating Unauthorised Change of Use under Section 25, Building Repair Orders under Section 26, Building Investigation Orders under Section 26A, Buried Services Investigation Orders under Section 27C, Drainage Repair/Investigation Orders under Section 28, Mandatory Building Inspection Scheme Notices under Section 30B and Mandatory Window Inspection Scheme Notices under Section 30C of the BO, as well as Fire Safety Directions (FSDns)/Fire Safety Improvement Directions (FSIDns)/Fire Safety Compliance Orders (FSCOs)/Prohibition Orders (POs) under FS(CP)O, FS(B)O and FS(IB)O. For statutory orders issued before 2021 and FSDns/FSIDns/FSCOs/POs issued under Cap. 502 and Cap. 572 before 13 December 2024, only information of "Outstanding" orders/directions is available in the search results.



法定命令的發出及遵從狀況



Issuance/Compliance status of statutory orders

監管局及業界代表出席有關《建築物條例》修訂建議的諮詢會

The EAA and trade representatives attended a consultation session on the proposed amendments to the Buildings Ordinance

監管局及地產代理業界代表於2025年2月21日出席由發展局及建築署主持有關《建築物條例》修訂建議的諮詢會。

會議上，政府高層官員向監管局及地產代理業界的代表簡介了《建築物條例》的修訂建議，並聆聽了監管局及業界代表的意見。

The EAA and estate agency trade representatives attended a consultation session on the proposed amendments to the Buildings Ordinance, hosted by the Development Bureau and Buildings Department, on 21 February 2025.

In the session, senior Government officials briefed the EAA and estate agency trade representatives on the proposed amendments to the Buildings Ordinance, and listened to the opinions of the EAA and trade representatives.

監管局電子服務作出更新以配合強制性持續專業進修計劃

Updates on the EAA's e-Services to Support the Mandatory Continuing Professional Development Scheme

為配合新推出的強制性持續專業進修計劃，監管局的網站電子服務（e-Services）已進行了更新。在「我的活動」部分，持牌人不僅可以查看於監管局修讀的持續專業進修活動，還會顯示由持牌人或由培訓機構遞交的認可學分。此更新旨在使持牌人能夠更方便地管理自己的進修記錄，只需透過電子服務輕鬆登錄便能查看學分累積情況，確保所獲得的學分符合強制性計劃的要求。監管局將持續更新電子服務並添加更多功能，協助持牌人提升專業知識和技能。

請瀏覽監管局的網站以獲取最新的指引和資訊：www.eaa.org.hk/zh-hk/

To align with the newly launched Mandatory Continuing Professional Development Scheme, the EAA's website e-Services has been updated. In the "My Events" section, licensees can not only view the continuing professional development activities conducted by the EAA but also see recognized CPD points submitted by the licensees or training organizations. This update aims to enable licensees to manage their training records more conveniently. They can easily log in through the e-Services to check their CPD point accumulation and ensure that the CPD points earned meet the requirements of the mandatory scheme. The EAA will continue to update the e-Services and add more features to assist licensees in enhancing their professional knowledge and skills.

Please visit the EAA's website for the latest guidelines and information: www.eaa.org.hk/en-us/

監管局舉辦新春傳媒午宴

The EAA held a Chinese New Year media luncheon

監管局於2025年2月14日舉辦新春傳媒午宴，向傳媒分享監管局的最新動向及發展。監管局的管理層均有出席，包括主席、行政總裁以及三位總監。

午宴期間，監管局主席蕭澤宇先生BBS, JP亦向傳媒表達謝意，感謝他們一直以來的支持，以提升公眾對監管局工作的認識。是次午宴共有14位來自不同機構的記者參與，並獲得傳媒的廣泛正面報道。



(左起) 服務及專業發展總監王頌恩先生、規管及法律總監梁德麗女士、主席蕭澤宇先生BBS, JP、行政總裁梁松泰先生及執行總監陳汝傲先生。

From left to right: Director of Services and Professional Development Mr Ivan WONG, Director of Regulatory Affairs and General Counsel Ms Juliet LEUNG, Chairman Mr Simon SIU, BBS, JP, Chief Executive Officer Mr Gordon LEUNG, Director of Operations Mr CHAN U Keng.

The EAA held a Chinese New Year media luncheon on 14 February 2025, to share the updates on the EAA's latest initiatives and developments with the media. The senior management of the EAA, including the Chairman, Chief Executive Officer and three Directors attended the luncheon.

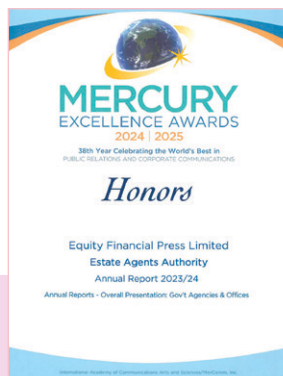
During the luncheon, the EAA Chairman Mr Simon SIU, BBS, JP, expressed gratitude to the media for their continuous support in raising public awareness of the EAA's work. A total of 14 reporters from different media attended the luncheon which received wide and positive media coverage.

監管局年報榮獲國際獎項

EAA's Annual Report receives an international award

監管局2023/24年度年報榮獲國際獎項。

The EAA's Annual Report 2023/24 received an international award.



監管局2023/24年度的年報在享譽國際的設計獎項Mercury Excellence Awards 2024/2025中的「年報-整體風格：政府機構及辦公室」獲得榮譽獎項。

Mercury Excellence Awards為獨立頒獎機構，旨在表揚在不同傳訊領域的卓越成就。監管局很榮幸能夠在全球頂尖的傳訊專家中脫穎而出。監管局日後將繼續提升年報的質素，以便有效地向公眾傳達監管局的信念、使命和工作。

The EAA's Annual Report 2023/24 was recognised with the Mercury Excellence Awards 2024/2025, a renowned international design award, under the Category of "Annual Reports – Overall Presentation: Government Agencies & Offices" (Honors).

The Mercury Excellence Awards is an independent awards organisation to promote excellence in various fields of communications. The EAA is honoured to receive the award among the world's professional communications specialists. The EAA will continue to enhance the quality of its future annual reports in order to convey the EAA's beliefs, mission and work to the public more effectively.

持續專業進修活動 — 自製長糧，精彩起飛

CPD Activity – Start a Wonderful Journey



為了讓持牌人有更多的退休及財務策劃知識，並對「HKMC退休3寶」有更深入的了解，監管局與香港按揭證券有限公司（按揭證券公司）於2025年2月20日合辦一個題為「自製長糧，精彩起飛」的講座。

按揭證券公司代表阮煒婷女士於講座中向持牌人深入介紹「HKMC退休3寶」怎樣幫助退休人士將資產轉化為即時、穩定和終身的現金流，從而自製長糧。而當中的安老按揭計劃及保單逆按計劃，更可讓55歲或以上的人士利用他們在香港的住宅物業或壽險保單作為抵押品，每月收取年金，借款人同時亦可申請一筆過貸款以滿足個人需要，享受無憂的退休生活。

是次講座吸引了超過120位持牌人參加，反應熱烈。欲了解更多有關安老按揭及保單逆按詳情，請掃描下方的二維碼或致電HKMC退休3寶熱線 2536 0833。

To provide licensees with better knowledge of retirement and financial planning, and a more in-depth understanding of “HKMC Retire 3”, the EAA and The Hong Kong Mortgage Corporation Limited (HKMC) jointly organised a seminar “Start a Wonderful Journey” on 20 February 2025.

During the seminar, the representative of the HKMC, Ms Ginny Wai-ting Yuen, the keynote speaker, provided a detailed introduction on “HKMC Retire 3”, which allows retirees to create a self-made pension by turning their assets into immediate, stable and lifelong streams of income. In particular, the Reverse Mortgage Programme and the Policy Reverse Mortgage Programme enable people aged 55 or above to create their own steady income by using their residential properties in Hong Kong or life insurance policies as collaterals. They may also apply for lump-sum payouts to suit their personal needs, allowing them to enjoy a worry-free retirement life.

The seminar attracted over 120 licensees and was very well received. For more details on RMP and PRMP, please scan the QR code below or call the “HKMC Retire 3” Hotline at 2536 0833.



在《專業天地》內，我們會分享近期常見的投訴個案或違規情況，作為對持牌人的提醒。

In *Horizons*, we will share some recent common complaints or malpractice as a reminder to licensees.

臣下 當局早前接獲懷疑有無牌人士涉嫌從事地產代理工作及有地產代理公司涉嫌僱用非持牌人士作為營業員的投訴。

個案中，有懷疑非持牌人士涉嫌於地產代理公司的店舖外或一手住宅銷售點向潛在買家介紹物業以招攬生意；亦有地產代理公司涉嫌僱用非持有有效牌照人士為營業員，並於物業廣告上顯示該人士的姓名及其已失效的牌照號碼。

根據《地產代理條例》第15及16條，任何人士未持有由監管局批出的有效牌照，不得從事地產代理工作，否則可能犯罪。此外，根據第39條，任何持牌地產代理僱用或繼續僱用當其時並非持有有效地產代理或營業員牌照的人作為營業員，亦可能犯罪；而根據第42條，如證實有關罪行是在該持牌地產代理公司的管理層的一名董事或其他高級人員的同意或縱容下干犯，則該董事或該其他高級人員亦可能犯了同樣的罪行。

此外，根據監管局執業通告（編號18-03（CR）），地產代理公司不得調派非持牌員工到一手樓盤銷售點進行任何形式的推廣活動，而所有調派往一手樓盤銷售點的員工均須佩戴地產代理證及/或職員證，以作識別。

監管局曾揭發一宗涉及一名前持牌人於其牌照失效期間處理租賃交易的個案。該個案經法院審理後，該前持牌人最終被裁定干犯違反《地產代理條例》第16條而被定罪，被判處10天監禁，緩刑12個月，並留有案底。

監管局藉此提醒持牌人，當其牌照失效後切勿從事地產代理工作；而地產代理公司亦須確保其營業員持有有效的牌照，否則雙方均有可能違反相關法例而被定罪。

The EAA recently received complaints concerning suspected unlicensed individuals engaging in estate agency work and estate agency companies suspected of employing unlicensed persons as salespersons.

In these cases, the suspected unlicensed individuals were allegedly introducing properties to potential purchasers outside estate agencies shops or solicit business at the first-sale sites. There were also allegations that estate agency companies employed individuals without valid licences as salespersons and displayed the names of these unlicensed individuals along with their expired licence numbers in property advertisements.

Under Sections 15 and 16 of the EAO, any individual who does not hold a valid licence issued by the EAA is prohibited from engaging in estate agency work and doing so may commit a criminal offence. Under Section 39, any licensed estate agent that employs or continues to employ individuals without valid estate agent's or salesperson's licences may commit an offence. Furthermore, under Section 42, if it is confirmed that the offence was committed with the consent or connivance of a director or other officer in the management of the licensed estate agency company, the person concerned may also commit the same offence.

According to the EAA's practice circular (No. 18-03(CR)), estate agency companies must not assign any unlicensed staff to first-sale sites for any form of promotional activities. All staff deployed to the first-sale sites must wear an estate agent card and/or a staff card for identification.

The EAA previously uncovered a case involving a former licensee who handled leasing transactions after his licence had expired. After the case was heard by the Court, the former licensee was convicted of contravening Section 16 of the EAO, and was sentenced to 10 days' imprisonment suspended for 12-month, and left with a criminal record.

The EAA reminds licensees not to engage in estate agency work after their licences have expired. Estate agency companies must also ensure that their salespersons hold valid licences. Otherwise, both parties may violate the relevant laws and be convicted of criminal offences.



紀律研訊個案 Disciplinary hearing case

發布載有虛假牌照資料的物業廣告 Issuance of property advertisement with false licence information

引言

地產代理不得發出載有虛假牌照資料的物業廣告，否則有機會被監管局紀律處分。

Introduction

Estate agents must not issue property advertisements with false licence information. Otherwise, they may be subject to disciplinary action by the EAA.

事件經過

監管局接獲投訴，指多則發布於一個網上物業平台的物業廣告所顯示的個人牌照及公司牌照號碼屬於虛假。局方展開調查，發現該些廣告中顯示的公司牌照號碼並不存在於局方紀錄之內，而廣告中顯示的個人牌照號碼，其持牌人名稱則與局方紀錄並不相符。

監管局繼而深入調查該平台由同一戶口發放的其他物業廣告，發現擁有該戶口的持牌地產代理在三個月內發出的多則廣告中，均刊登了不存在於局方紀錄中的公司牌照號碼及屬於其他持牌人的個人牌照號碼。

Incident

The EAA received multiple complaints regarding property advertisements published on an online property portal that the displayed individual licence number and company licence number were false. Upon investigation, the EAA found that the company licence number shown in the advertisement did not exist in the EAA's records, while the individual licence number listed belonged to another licensee.

The EAA launched a further investigation into other property advertisements posted by the same account on the online property portal. It was discovered that the licensee associated with the account had published multiple advertisements over three months with non-existent company licence numbers and estate agent's licence numbers belonging to other estate agents.

結果

紀律委員會認為，涉事地產代理發出載有虛假的牌照資料的物業廣告，違反了監管局發

Result

The Disciplinary Committee was of the view that the estate agent concerned breached paragraph 3.7.2 of the *Code of Ethics* issued by the

出的《操守守則》第3.7.2段，即「地產代理和營業員應避免做出可能令地產代理行業信譽及/或名聲受損的行為」。考慮到個案的性質、涉案廣告相距的發放時間、案情的嚴重性以及該地產代理的違規記錄，紀律委員會決定向該地產代理作出紀律處分，包括譴責、向其合共罰款240,000港元及在其牌照附加進修條件，包括須在24個月內，透過參加並完成地產代理監管局的持續專業進修計劃下的『合規及有效管理』類別的講座或研討會，並取得地產代理監管局認可的24個學分，當中至少有6個學分須透過參加專業操守及誠信科目的講座或研討會而獲取。

EAA which states that, "Estate agents and salespersons should avoid any practice which may bring discredit and/or disrepute to the estate agency trade.", by issuing property advertisements with false licence information. Having considered the nature of the case, the time frame of the breaches and the disciplinary record of the estate agent, the Disciplinary Committee decided to impose disciplinary actions on the estate agent, including reprimand, imposing a total fine of \$240,000 and conditions on his licence. The estate agent is required to obtain a total of 24 points through attending seminars or workshops in "Compliance and Effective Management" category of the Continuing Professional Development Scheme within 24 months, with at least six points from seminars or workshops on the subject of Professional Ethics and Integrity.



潘達恒先生
香港地產代理商總會主席
Mr Jacob POON Tat-hang
Chairman of Hong Kong Real Estate
Agencies General Association

■ 業界意見 Comment from the trade

持牌人不應該以虛假的地產代理公司名稱或地產代理姓名發布物業廣告。此舉不但破壞業界的專業形象，也對守法循規的地產代理造成不公平的現象。持牌地產代理所發布的物業廣告須符合法規及遵從監管局規定的要求，以保障消費者的利益。

Licensees should not publish property advertisements with false estate agency company names or estate agent names. This not only tarnishes the professional image of the estate agency industry but is also unfair to the compliant estate agents. Licensed estate agents should always ensure that their property advertisements are compliant with the regulations and guidelines issued by the EAA, so that the interests of consumers can be protected.

刑事個案 Criminal case

向劏房租戶濫收水費 Overcharge subdivided unit tenants for water

引言

持牌人在處理《業主與租客（綜合）條例》第IVA部下的分間單位（俗稱「劏房」）的出租時，必須遵從監管局發出的相關執業通告（編號22-01(CR)）內的指引，包括必須提醒其客戶留意，如業主要求租戶繳付劏房的任何指明的公用設施及服務的收費的付還，或以其他方式從租戶收取該等收費的付還，而所涉款項超過業主向租戶提供的書面帳目中就有關劏房顯示的經分攤款額，將構成違反《業主與租客（綜合）條例》下的罪行。

Introduction

When handling the letting of subdivided units ("SDUs") under Part IVA of the Landlord and Tenant (Consolidation) Ordinance ("LTO"), licensees are required to comply with the guidelines under the Practice Circular (No. 22-01(CR)) issued by the Estate Agents Authority ("EAA"). Amongst which, licensees are required to draw their clients' attention that it would constitute an offence under the LTO if the landlord requires the tenant to pay for, or the landlord otherwise receives from the tenant, the reimbursement of the charges for any of the specified utilities and services for the SDUs at a sum exceeding the apportioned amount for the SDU as shown in the account in writing provided by the landlord to the tenant.

事件經過及結果

《水務設施條例》（第102章）禁止向劏房租戶濫收水費，並規定收取水費的人士（水務監督除外）向劏房租戶提供水費收據。自首宗濫收劏房租戶水費案件於2022年6月定罪以來，水務署注意到已有超過25宗定罪的同類案件，罰款金額則介乎1,000元至22,000元。

鑑於上述情況，持牌人應留意，在處理劏房的出租時，切勿參與向租戶濫收水費，否則會違反《水務設施條例》。持牌人應注意，為打擊濫收水費的違法行為，濫收水費的最高罰款為25,000元。此外，持牌人應注意，向水務監督提供虛假或具誤導性資料亦屬犯罪，最高刑罰為罰款25,000元及監禁六個月。

根據《地產代理條例》，地產代理必須符合「適當人選」的資格，才可獲監管局批發牌照或繼續持有牌照。監管局在考慮地產代理是否「適當人選」時，會考慮所有相關因素，當中包括該人士曾否因任何罪行而被刑事定罪。因此，倘若地產代理因觸犯《業主與租客（綜合）條例》或《水務設施條例》而被定罪，則有可能影響其是否「適當人選」；監管局有可能會暫時吊銷或撤銷其牌照。

Incident and Result

The Waterworks Ordinance (Cap. 102) ("WWO") prohibits overcharging SDU tenants for water and imposes an obligation on a person (other than the Water Authority) to give receipts for charges for water to a SDU tenant. Since the first convicted case of overcharging SDU tenants for water in June 2022, the Water Supplies Department noted over 25 similar convictions with associated fines that ranged from \$1,000 to \$22,000.

In view of the above, licensees should be aware that when handling the letting of SDUs, they must not engage in overcharging SDU tenants for water. Failure to comply with such requirement would constitute an offence under the WWO. Licensees should note that the maximum penalty for overcharging SDU tenants for water is \$25,000 with a view to deterring such illegal act. Moreover, licensees should note that providing false or misleading information to the Water Authority is also an offence with a maximum penalty of \$25,000 fine and six months' imprisonment.

According to the Estate Agents Ordinance, estate agents must fulfill certain requirements for being a fit and proper person to hold or continue to hold a licence. When considering whether an estate agent is a fit and proper person, the EAA will consider all relevant factors which include whether an individual has any criminal conviction for any offence. That said, if an estate agent is convicted of violating the LTO or the WWO, he/she may not be a fit and proper person to hold a licence and the EAA may consider suspending or revoking his/her licence.



岑柱華先生
地產代理（從業員）總公會副主席
Mr Shum Chu-wah
Vice Chairman of Estate Agent
Association

■ 業界意見 Comment from the trade

為免前線代理在處理分間單位租賃時違反相關法例及指引，地產代理公司應為前線員工提供足夠的內部培訓，讓他們清楚明白相關指引內容。此外，地產代理應提醒業主切勿向分間單位租戶濫收水電費。我相信這些個案能夠引起同業注意，並帶來警惕作用。

For avoidance of frontline estate agents' breaching the relevant regulations when handling the leasing of subdivided units, estate agency companies should provide comprehensive internal training for their frontline staff to let them gain a good understanding of the relevant regulations. Furthermore, estate agents should remind landlords that they must not overcharge tenants of subdivided units for utility fees. I believe that these cases will serve as a significant reminder to the trade, fostering greater awareness and adherence to regulations.

反洗錢

為加深持牌人對反洗錢及反恐怖分子資金籌集（「反洗錢」）議題的認知，我們會在《專業天地》這個「反洗錢專區」為大家提供有關反洗錢的不同資訊及最新消息。

To enhance licensees' knowledge on the subject of anti-money laundering ("AML") and counter-terrorist financing ("CTF"), we will provide various information and updates about AML in the "AML Corner".



鑑於《2022年打擊洗錢及恐怖分子資金籌集（修訂）條例》（「《打擊洗錢條例》」）中有關的雜項修訂，監管局於2023年5月更新了有關地產代理業遵守反洗錢及反恐怖分子資金籌集規定的指引並發出執業通告（編號23-01(CR)）（「通告」）以供持牌人遵從，以下為一些有關遵守通告要求的常見問題供參考：

問：通告所載「指引」是否適用於租賃物業？

答：否。通告所載「指引」適用於香港參與涉及為客戶買賣地產的交易的持牌人。

問：《打擊洗錢條例》下的反洗錢/反恐怖分子集資規定是否適用於在香港境外的物業買賣？

答：是。《打擊洗錢條例》第5A(6)條規定，交易的標的物（即有關物業）在香港抑或是在其他地方，並不重要。因此，如果持牌人於香港參與涉及為客戶買賣地產物業的交易，即使該物業位於香港境外，亦須遵守《打擊洗錢條例》下的反洗錢/反恐怖分子集資規定。

問：如果物業是涉及一手物業的銷售，持牌人是否需要為其客戶進行盡職審查？

答：是，若賣家及/或買家聘用或使用地產代理服務，或延聘或僱用持牌人，他/她們將被視為持牌人的客戶。不論物業的類型及無論是否涉及一手物業或是二手物業，持牌人都需要為其客戶進行盡職審查。

The EAA updated the guidelines on compliance of AML and Counter-Terrorist Financing ("CTF") requirements for the estate agency sector in May 2023 and issued Practice Circular (No. 23-01(CR)) ("Circular") in light of the relevant miscellaneous amendments under the AML and CTF (Amendment) Ordinance 2022 ("AMLO") for licensees to follow. Here are some frequently asked questions regarding compliance with the Circular for reference:

Q: Are the guidelines set out in the Circular applicable to the leasing of properties?

A: No. The guidelines set out in the Circular are applicable to those licensees who and when they are involved, in Hong Kong, in a transaction concerning the buying or selling of real estate for a client.

Q: Are the AML/CTF requirements under the AMLO applicable to the sale and purchase of properties outside Hong Kong?

A: Yes. Section 5A(6) of the AMLO provides that it is immaterial whether the subject matter of a transaction is in Hong Kong or elsewhere. Hence, if a licensee is involved, in Hong Kong, in a transaction concerning the buying or selling of real estate for a client, even though the property is situated outside Hong Kong, he has to comply with the AML/CTF requirements under the AMLO.

Q: Does a licensee have to carry out Customer Due Diligence ("CDD") on his client if the property involved is the sale of a first-hand property?

A: Yes, if the vendor and/or the purchaser retains or otherwise uses the services of or otherwise engages or employs the licensee, they will then be regarded as the licensee's clients. A licensee has to carry out CDD on his client regardless of the type of property and whether or not it is a first-hand or second-hand property.

在《專業天地》內，我們會解答持牌人的一些常見提問。

In *Horizons*, we will answer questions commonly asked by licensees.



? 若一名擔任分銷代理的地產代理並未與主代理簽訂分銷協議，分銷代理可否要求主代理出示賣方就分銷及發出物業廣告的授權，然後才就分銷物業刊登物業廣告？

... 根據監管局發出的執業通告（編號18-02（CR））（「通告」）第9段，地產代理公司就賣方/業主的物業發出廣告前，須先取得該賣方/業主的書面同意。該要求適用於所有類型的物業。

就分銷住宅物業而言，訂明的《出售香港住宅物業用的地產代理協議》（表格3）及《出租香港住宅物業用的地產代理協議》（表格5）均載有標準條文，規定地產代理公司須取得賣方/業主的同意，方可就有關物業進行分銷及發出廣告。請參閱表格3/5第7及第8條。

因應上述通告的規定及為確保在發出有關賣方/業主物業的廣告時遵守有關規定，分銷代理在發出有關賣方/業主物業的廣告前，應考慮與主代理簽訂分銷協議，並在該協議內加入相關條文，及/或要求主代理提供有關同意的文件證明。

? If an estate agent acts as a sub-listing agent but he has not entered into a sub-listing agreement with the principal agent, could the sub-listing agent ask the principal agent to produce the consent from the vendor with respect to sub-listing and issuance of property advertisements and then issue advertisements in respect of the sub-listing property?

... According to paragraph (9) of the Practice Circular (No. 18-02 (CR)) ("the Circular") issued by the Estate Agents Authority, estate agency companies must obtain written consent of the vendor or landlord of the property before issuing any advertisement in respect of the vendor/landlord's property. The requirement applies to all types of properties.

In the case of sub-listing of residential properties, the prescribed estate agency agreement for sale of residential properties in Hong Kong (Form 3) and estate agency agreement for leasing of residential properties in Hong Kong (Form 5) both contain standard provisions for the estate agency company to obtain the consent of the vendor/landlord for sub-listing and issuing advertisements in respect of the property concerned. Please refer to clauses 7 and 8 of Form 3/5.

In light of the above requirement in the Circular and to ensure that the same is complied with when issuing advertisements in respect of the vendor/landlord's property, a sub-listing agent should consider entering into a sub-listing agreement with the principal agent and incorporating a relevant provision in the sub-listing agreement and/or requesting the principal agent to produce documentary evidence of such consent before issuing any advertisement in respect of the vendor/landlord's property.



監管局即將推出的持續專業進修計劃活動

Upcoming CPD activities offered by EAA

講座

日期 (月/年) Date (Month/Year)	課程名稱 Course title	學分 CPD Points	語言 Language	類別 Category
5/2025	樓宇斟察全攻略1 — 物業檢測不求人	2	廣東話	全面提升發展

網絡研討會

日期 (月/年) Date (Month/Year)	課程名稱 Course title	學分 CPD Points	語言 Language	類別 Category
4/2025	物業印花稅概述	1.5	廣東話	合規及有效管理
4/2025	地產代理的責任 — 恰當及誠信行為	3	廣東話	合規及有效管理
5/2025	地產代理業防貪講座 (前線代理)	1.5	廣東話	合規及有效管理
5/2025	優質客戶服務與正向思維	3	廣東話	全面提升發展
5/2025	違規的可能後果	3	廣東話	合規及有效管理

詳情請瀏覽《持續專業進修計劃》的網頁：

Please visit the webpage of the CPD Scheme for details:



其他活動

個人資料私隱專員公署主辦活動

《競爭條例》網上講座 (以英語進行)

Webinar on Competition Ordinance (conducted in English)

日期 Date	時間 Time	語言 Language	課程費用 Fee
25/4/2025	15:30-17:30	English	Free

請瀏覽競爭事務委員會網頁了解詳情及登記。

查詢電郵：event@compcomm.hk

查詢電話：3462 2118



13-1-2025



監管局主席蕭澤宇先生BBS, JP (左五) 及行政總裁梁松泰先生 (左六) 出席由香港房地產代理業聯會舉辦的聯歡晚會。

The EAA's Chairman Mr Simon SIU Chak-yu, BBS, JP (fifth from left) and Chief Executive Officer Mr Gordon LEUNG Chung-tai (sixth from left) attend a dinner reception organised by the Hong Kong Property Agencies Association.

28-1-2025

監管局主席蕭澤宇先生BBS, JP (中) 出席新城電台訪問節目，談及監管局近期的工作。

The EAA's Chairman Mr Simon SIU Chak-yu, BBS, JP (middle) attends Metro Radio's interview programme and talks about the recent work of the EAA.



19-2-2025

監管局就分間單位的議題在觀塘區舉辦與前線持牌人交流的聚焦小組會議。

The EAA holds a focus group meeting with frontline licensees in Kwun Tong District on the subject of subdivided units.



31-3-2025



監管局與業界主要代表舉行聯絡會議，討論多個議題。警方反詐騙協調中心代表亦有出席是次會議，分享有關物業交易騙案的案例。

The EAA holds a liaison meeting with the representatives of major trade associations and various issues are discussed during the meeting. Representatives of the Anti-Deception Coordination Centre also attend the meeting to share some cases of property scams.



1/2011

監管局舉辦有關村屋買賣的持續專業進修講座。

The EAA holds a CPD seminar on the transaction of village houses.

12/2017

監管局與中國房地產估價師與房地產經紀人學會合辦內地與香港地產代理專業資格互認計劃第二期培訓及考試。

The EAA and China Institute of Real Estate Appraisers and Agents hold the second training course and examination for the scheme of mutual recognition of professional qualifications for estate agents in the Mainland and Hong Kong.



10/2022

監管局慶祝成立25周年。

The EAA celebrates its 25th Anniversary.



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.

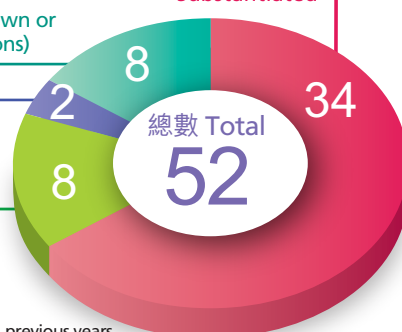
已處理的投訴個案結果* (2025年1月至3月)
Results of completed complaint
cases* (January to March 2025)

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.

