

## 監管局回顧 2025 年上半年工作及簡介下半年工作重點

The EAA reviews its work in the first half of 2025 and introduces its initiatives for the second half

監管局早前發表今年上半年的統計數字，回顧局方在2025年上半年的工作概況，並簡介下半年的工作重點。

2025年上半年共有2,560名考生參加資格考試，較去年同期下跌2%。截至2025年6月30日，個人牌照數目為37,792個，較2024年6月30日減少2.9%，亦較2024年12月31日減少1.8%，反映持牌人數穩定但略有下降。

監管局共開立128宗投訴個案，較去年同期上升逾六成，當中有17宗涉及一手住宅物業。整體投訴錄得較大升幅的主因是涉及「發出違規廣告」的投訴數字上升，大多涉及提供不正確資訊，例如錯誤的樓盤照片、售價或樓面面積。

監管局今年上半年共巡查一手樓盤銷售點共347次、抽查網上物業廣告862次，分別較去年同期增加39%及21%。另外，局方亦巡查了地產代理商舖450次，及抽查有關遵守反洗錢及打擊恐怖份子資金籌集規定580次。

此外，監管局於2025年上半年合共對138名持牌人或前持牌人採取行動或作出處分，包括暫時吊銷了3個牌照及撤銷了33個個人或公司牌照。

展望未來，監管局將就《簡樸房條例草案》通過後的事宜與政府及業界保持緊密溝通，以完善現行指引，並加強業界的教育和宣傳，確保條例草案通過後，地產代理能夠遵守。

The EAA released its half year figures, reviewed its work in the first half of 2025 and introduced its initiatives for the second half of the year.

In the first half of 2025, there were 2,560 candidates participating in the qualifying examinations, representing a drop of 2% when compared to the same period of the last year. As at 30 June 2025, the number of individual licences was 37,792, which is 2.9% lower than that of 30 June 2024 and a decrease of 1.8% compared to 31 December 2024, reflecting a stable but also slight decrease in the licensee population.

The EAA opened 128 complaint cases, which is over 60% more than the same period of the last year, among which 17 cases involve first-hand residential properties. The overall increase in complaints was mainly due to the increase in complaints involving “issuing non-compliant advertisements”, most of which involved providing incorrect information such as inaccurate property photos, selling prices or floor area.

The EAA conducted a total of 347 inspections at the sale-sites of first-hand residential properties and conducted 862 spot checks on online property advertisements, representing an increase of 39% and 21% respectively when compared to the same period last year. In addition, the EAA conducted 450 inspections at the estate agency shops and 580 spot checks on compliance with anti-money laundering/counter-terrorist financing requirements.

On the other hand, the EAA has taken actions or imposed sanctions against a total of 138 licensees or former licensees in the first half of 2025, including suspending three licences and revoking 33 individual or company licences.

Looking forward, the EAA will keep close communication with the Government and the estate agency trade regarding on the passage of the Basic Housing Units Bill, enhance the existing guidelines and step up education and publicity for the trade to ensure compliance by estate agents upon passage of the Bill.



## 持牌人應提醒訂約各方在臨時買賣協議、臨時租約及正式租約內填寫地址

Licensees should remind all parties to state their addresses in the Provisional Agreement for Sale and Purchase, Provisional Tenancy Agreement and Tenancy Agreement

監管局最近發出致持牌人函件，提醒各持牌人有關執業通告編號13-06 (CR)及執業通告編號15-04 (CR) (「該等執業通告」)要求持牌人於臨時協議、臨時租約及正式租約內提供訂約各方的地址；如未有遵從，即表證上違反了該等執業通告的有關要求。

如持牌人未有於臨時協議、臨時租約及／或正式租約內填寫訂約各方的地址，持牌人應能夠解釋其已盡力爭取，並證明其偏離該要求／標準是合理的。

為避免疑義，臨時協議、臨時租約及／或正式租約內沒有空間或沒有足夠空間供填寫訂約各方的地址不會被監管局接受為持牌人未能按該等執業通告的規定在協議／合約內提供訂約各方地址的有效解釋。

The EAA has recently issued a Letter to Licensees to remind all licensees of the relevant requirement in Practice Circular No. 13-06 (CR) and Practice Circular No. 15-04 (CR) ("Circulars"), that they should provide parties' addresses in the provisional agreement, provisional tenancy agreement and tenancy agreement, failing which is a prima facie breach of the requirement in the relevant Circulars.

If licensees fail to insert the parties' addresses in the provisional agreement, provisional tenancy agreement and/or tenancy agreement, licensees should be able to explain that they have made every effort to do so and the reasons that justify their departure from such a requirement/standard.

For the avoidance of doubt, no or insufficient space in the provisional agreement, provisional tenancy agreement and/or tenancy agreement for insertion of the parties' addresses in the agreement is not a valid explanation acceptable to the EAA for licensees' failure in providing the addresses of the parties in the agreement as required in the Circulars.

## 《2025年房屋(修訂)條例》

Housing (Amendment) Ordinance 2025

監管局早前發出致持牌人函件，希望所有持牌人留意，《2025年房屋(修訂)條例》(下稱「《修訂條例》」)已於2025年6月20日刊憲。持牌人應留意，《房屋條例》(第283章)新訂第28A條將於2026年3月31日起生效。

持牌人應注意，若任何持牌人在處理公屋單位時參與任何違反《修訂條例》或監管局的《操守守則》的行為，監管局將嚴肅處理此類事件及採取適當行動，包括暫時吊銷牌照，甚至撤銷牌照。

請瀏覽以下網頁，以閱讀相關致持牌人函件：  
[https://www.eaa.org.hk/Portals/0/Sections/CC/2025\\_Jul/Letter\\_to\\_Licensees\\_20250721\\_tc.pdf](https://www.eaa.org.hk/Portals/0/Sections/CC/2025_Jul/Letter_to_Licensees_20250721_tc.pdf)

The EAA has recently issued a Letter to Licensees to draw all licensees' attention to the Housing (Amendment) Ordinance 2025 ("Amendment Ordinance"), which had been gazetted on 20 June 2025. Licensees should note that the new section 28A of the Housing Ordinance (Cap. 283) will take effect from 31 March 2026.

Licensees are kindly reminded that should any licensee participate in any act which contravenes the Amendment Ordinance or breaches the EAA's *Code of Ethics* in the handling of public rental housing flats, the EAA will take such matters seriously and take appropriate actions, including suspension or even revocation of licences.

To read the Letter to Licensees, please visit: [https://www.eaa.org.hk/Portals/0/Sections/CC/2025\\_Jul/Letter\\_to\\_Licensees\\_20250721\\_en.pdf](https://www.eaa.org.hk/Portals/0/Sections/CC/2025_Jul/Letter_to_Licensees_20250721_en.pdf)

## 與「理」同行樂滿中秋

### Estate Agents' community service for Mid-Autumn Festival



監管局一直致力推動關愛共融，鼓勵地產代理業界履行企業社會責任。監管局於2025年9月30日與高山道社區客廳合作舉辦名為「與「理」同行樂滿中秋」的企業社會責任活動，邀請地產代理業界在中秋節前夕參與是次義工活動，為分間單位居民送上關懷和祝福。

繼去年中秋節與土瓜灣社區客廳合作後，監管局今年繼續與另一個社區客廳合作，邀請地產代理業界擔任義工，與分間單位居民及小朋友製作壓花造型燈籠及贈送福袋慶祝中秋節。

The EAA has been committed to promoting care and inclusiveness, encouraging the real estate agency sector to fulfill its corporate social responsibility ("CSR"). In collaboration with the Ko Shan Road Community Living Room ("KSRLR"), the EAA organised a CSR event titled 'Enjoy the Mid-Autumn Festival with the Estate Agents' on 30 September 2025, inviting the estate agency trade to participate in this volunteer activity to extend care and festive blessings to subdivided unit ("SDU") residents ahead of the Mid-Autumn Festival.

Following the collaboration with the To Kwa Wan Community Living Room during the Mid-Autumn Festival last year, the EAA continued to work with another Community Living Room this year and invited volunteers from the estate agency trade to join. The activities this year included a pressed-flower lanterns making workshop with SDU residents and their children to celebrate the Mid-Autumn Festival, as well as distributing gift packs.



監管局服務及專業發展總監王頌恩先生及地產代理業界義工與分間單位居民一起製作壓花造型燈籠。

Mr Ivan Wong, Director of Services and Professional Development of the EAA, joined volunteers from the estate agency sector to craft pressed-flower lanterns with SDU residents.

監管局服務及專業發展總監王頌恩先生與地產代理業界義工及一眾參加者合照。

Mr Ivan Wong, Director of Services and Professional Development of the EAA, took a group photo with volunteers from estate agency sector and workshop participants.





監管局服務及專業發展總監王頌恩先生聯同11位來自不同公司的地產代理業界義工，與16位分間單位居民一同參與工作坊。由於高山道社區客廳於今年4月初才開始啟用，今次活動是該社區客廳的首個慶祝中秋節活動。

此外，義工們亦協助包裝由監管局捐贈的一百個中秋節福袋，除了送贈予參加者外，亦透過高山道社區客廳派發給其他分間單位家庭，福袋內有月餅、食物和日常用品等。

未來，監管局將繼續舉辦更多不同形式的企業社會責任活動，以促進業界從業員積極參與，幫助有需要的人士，攜手為社會作出貢獻。

Mr Ivan WONG, Director of Services and Professional Development of the EAA, joined 11 volunteers from various real estate companies and 16 SDU residents in the workshop. As the KSRCRLR only commenced operations in early April this year, this marked the first Mid-Autumn Festival celebration of the Community Living Room.

Additionally, the volunteers helped pack 100 Mid-Autumn Festival gift packs donated by the EAA, which were distributed not only to workshop participants but also to other SDU families through the Community Living Room. The gift packs contained mooncakes, food items, and daily necessities.

Looking ahead, the EAA will continue to organise more CSR initiatives for estate agents to participate to support those in need, contributing collectively to the betterment of the community.



監管局捐贈了一百個中秋節禮物包予參加活動的分間單位居民，禮物包內有低糖月餅、食物和日常用品等。

The EAA donates 100 Mid-Autumn Festival gift packs containing low-sugar mooncakes, food items, and daily necessities to the workshop participants and other SDU families.

監管局服務及專業發展總監王頌恩先生與小朋友一起製作壓花造型燈籠。

Mr Ivan Wong, Director of Services and Professional Development of the EAA, crafted a pressed-flower lantern with a kid.



## 全新的郵箱宣傳廣告

### New advertising campaign on postal boxes

為了提升公眾對委託持牌地產代理租賃香港物業的重要性的認識，尤其是針對一些對香港物業交易程序不熟悉的新來港人士，監管局於2025年7月23日至12月2日期間推出了一項全新的宣傳活動。

是次宣傳活動首次利用香港郵政提供的貼有宣傳貼紙的郵筒作為推廣平台。這十二個精挑細選的郵箱設置於重要辦公地點附近，包括中國旅行社(香港)及入境事務處，是新來港人士因要處理入境事務而需要經常出入的地方。郵箱設置在顯眼地點，能有效提醒公眾在租賃物業時應注意的重要事項。

未來，監管局將會繼續加強公眾教育，以促進物業交易有更佳的保障。

To raise public awareness on the importance to appoint licensed estate agent to rent or purchase properties in Hong Kong, particularly among the new arrivals that are not familiar with the property transaction practice in Hong Kong, the EAA recently launched a new advertising campaign running from 23 July to 2 December 2025.

For the first time, the campaign leverages sticker-wrapped postal boxes provided by Hongkong Post as a promotional platform. Twelve strategically selected postal boxes were located near key offices, including those of China Travel Service (Hong Kong) Limited and the Immigration Department as these locations are frequently visited by new arrivals handling immigration matters. The prominently placed postal boxes serve as effective touchpoints to remind the public of important points-to-note when dealing with tenancy matters.

In the future, the EAA will continue to enhance public education to facilitate a better protection for property transaction.



位於尖沙咀區貼有監管局宣傳貼紙的郵箱。  
One of the postal boxes with an EAA sticker wrapped in Tsim Sha Tsui District.



另一個位於深水埗區貼有監管局宣傳貼紙的郵箱。  
Another postal boxes with an EAA sticker wrapped in Sham Shui Po District.