

監管局回顧 2025 年工作及簡介 2026 年工作重點

The EAA reviews its work in 2025 and introduces its initiatives for 2026

監管局於2026年1月22日舉行新聞發布會，由主席蕭澤宇教授BBS, JP及行政總裁梁松泰先生回顧監管局在2025年的工作，並簡介2026年的工作重點。

2025年應考資格考試的人次增加3.8%至6,503人次。截至2025年12月31日，個人牌照總數為37,744人，公司牌照及地產代理商舖數字則分別為3,948間及6,591間，分別比2024年同日減少了1.9%、0.5%及1.9%。

監管局於2025年共開立253宗投訴個案，較2024年增加56%。最常見的投訴性質為「發出違規廣告」，共有81宗，此類別的投訴增加（由2024年的30宗增至2025年的81宗）亦是造成整體投訴數字上升的主因。

有關「發出違規廣告」的投訴中，大多涉及提供錯誤的樓盤照片，或發出廣告前未獲業主書面授權。

此外，監管局在2025年對319名持牌人或前持牌人採取了紀律處分，包括暫時吊銷9個牌照及撤銷83個牌照。另外，2025年合共罰款約470萬元，罰款全數撥歸政府庫房。

The EAA held a press conference on 22 January 2026 at which its Chairman, Professor Simon SIU Chak-yu, BBS, JP, and Chief Executive Officer, Mr Gordon LEUNG Chung-tai, reviewed the EAA's work in 2025 and introduced its initiatives for 2026.

The number of candidates attending qualifying examinations increased 3.8% to 6,503 in 2025. As of 31 December 2025, there were 37,744 individual licensees, 3,948 estate agency companies and 6,591 estate agency shops, which as compared to 31 December 2024, recorded a decrease of 1.9%, 0.5% and 1.9% respectively.

In 2025, the EAA opened a total of 253 complaint cases, an increase of 56% compared to year 2024. The most common category of complaint was "issuing non-compliant advertisements", for which there were 81 cases. The increase in cases in this category (from 30 in 2024 to 81 in 2025) is also a major factor accounting for the increase in the total number of complaint cases.

Amongst the complaints concerning "issuing non-compliant advertisements", many were related to providing inaccurate property photos or issuing advertisements without obtaining the owner's prior written consent.

Moreover, the EAA took actions or imposed sanctions against 319 licensees or former licensees, including suspending nine licences and revoking 83 licences in 2025. In addition, the total amount of fines imposed in 2025 was around \$4.7 million, all of which went to the Government Treasury.



監管局主席蕭澤宇教授BBS, JP(左)及行政總裁梁松泰先生(右)主持監管局新聞發布會。
The EAA Chairman Professor Simon SIU Chak-yu, BBS, JP (left) and the Chief Executive Officer Mr Gordon LEUNG Chung-tai (right) hold the EAA press conference.



再者，為了進一步提升地產代理行業的專業水平，監管局在2025年1月1日實施「第一階段的強制性持續專業進修計劃」，新入行持牌人需達到強制性持續專業進修要求。截至2025年12月31日，共有1,234名新持牌人已被納入於強制進修計劃內。

在2026年，監管局將繼續因應法例及其他市場情況在有需要的情況下更新或發出對業界的執業指引。由於《簡樸房條例》已於2026年3月1日生效(除當中部分條文將於2027年3月1日起生效)，監管局將繼續和政府及地產代理業界保持緊密溝通，亦已於今年2月推出新執業通告，讓業界有所依循。

展望未來，監管局將繼續就不同議題進行消費者教育，包括為不熟悉本地物業交易的人士提供更詳盡的資訊，尤其是有關在香港租樓及置業前要注意的事項。

Furthermore, to enhance the professionalism of the estate agency trade, the EAA launched the “Phase I of the Mandatory Continuing Professional Development (“CPD”) Scheme” on 1 January 2025, under which new licensees need to meet a mandatory CPD requirement. As of 31 December 2025, a total of 1,234 licensees have been included in the Mandatory CPD Scheme.

In 2026, 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. As the Basic Housing Units Ordinance has come into effect on 1 March 2026 (except certain provisions which will come into effect on 1 March 2027), the EAA will maintain close communication with the Government and the estate agency trade and has already issued a new Practice Circular in February to provide guidelines for the trade to follow.

Looking forward, the EAA will continue to conduct consumer education on various topics, including to provide more detailed information for people who are not familiar with local property transactions, especially enhancing their understanding in the points-to-note before renting or buying property in Hong Kong.

二手住宅物業買賣交易的支付安排

Payment arrangements for the sale and purchase of second-hand property transactions

監管局於2026年2月5日發出致持牌人函件，有關自2026年2月28日起，銀行業界就物業交易的支付安排(「置易付」)將擴展其適用範圍至涵蓋香港二手住宅物業買賣中涉及買方以一項按揭貸款支付有關物業的交易(「置易付(買賣交易)」)。

2026年2月5日同日，監管局規管及法律總監梁德麗女士亦出席了由香港金融管理局(「金管局」)舉辦的置易付(買賣交易)新聞發布會。

The EAA issued a Letter to Licensees on 5 February 2026, concerning the banking industry's extension of the Payment Arrangements for Property Transactions (“PAPT”) with effect from 28 February 2026 to cover the sale and purchase (“S&P”) of residential properties in Hong Kong’s secondary market that involve the purchaser using a mortgage loan to pay for such property (“PAPT for S&P”).

On the same day of 5 February 2026, the EAA’s Director of Regulatory Affairs and General Counsel Ms Juliet LEUNG also attended the press conference held by the Hong Kong Monetary Authority (“HKMA”) regarding the launch of PAPT for S&P.



監管局規管及法律總監梁德麗女士出席「置易付」新聞發布會。

EAA’s Director of Regulatory Affairs and General Counsel Ms Juliet LEUNG attends the press conference regarding the launch of PAPT for S&P.