

銷售一手物業時必須謹慎

Be prudent when promoting first-hand properties

鑒於近期本地一手物業市場活躍，監管局提醒各持牌人，務必確保買家了解所有重要物業資訊。

近期市場上有住宅及非住宅的一手物業發售，監管局早前發出新聞稿提醒公眾，一手住宅物業的銷售受《一手住宅物業銷售條例》規管。在該條例下，賣方須披露指定資訊，包括提供售樓說明書、價單、載有銷售安排的文件及成交紀錄冊等，以確保銷售的透明度。

另一方面，一手非住宅物業（如商業或工業大廈）的銷售則不受《一手住宅物業銷售條例》所規管。因此，針對住宅單位的披露規定並不適用於這些物業。

當持牌人於銷售一手物業向客戶提供協助及資訊時，應令買家了解物業的法定用途、樓面面積（住宅物業為實用面積）及所提供面積的計算基準、物業是否受《一手住宅物業銷售條例》所規管、並根據適用的監管制度，以書面形式提供所有資訊及文件。

In light of the recent surge in sales activities in the local first-hand property market, the EAA would like to remind licensees of the importance of ensuring the purchaser understands the critical property information.

Noting that recently there are both residential and non-residential first-hand properties available for sale in the market, the EAA had issued a press release earlier to remind the public that the sale of first-hand residential properties is regulated under the Residential Properties (First-hand Sales) Ordinance ("RPFSO"), under which vendors need to disclose specified information, including the provision of sales brochures, price lists, documents containing sales arrangements and registers of transactions, etc. to ensure transparency.

On the other hand, the sale of first-hand non-residential properties (such as commercial or industrial spaces) is not regulated under the RPFSO. Consequently, the disclosure requirements mandated for residential units do not apply.

When licensees provide purchasers with assistance and information when promoting first-hand properties, they should ensure the purchaser understands the permitted usage of the property; the floor area (saleable area for residential properties) and the basis of the measurement provided; whether the property is covered by the RPFSO and provide all information and documents in writing according to the applicable regulatory regime.



監管局推出新消費者教育網站

The EAA launched a new consumer education website

監管局於2026年7月推出革新版的消費者教育網站(<https://smart.eaa.org.hk>)，為公眾提供有關在香港買賣或租賃住宅物業的清晰實用貼士。

物業交易通常涉及巨額資金、長期承諾及繁複程序。但許多消費者在交易過程中只全盤倚賴地產代理協助，卻未必完全了解自身的權利與責任。因此，新網站透過每步流程、清單要點及易明貼士，來為公眾闡釋重要概念。

市民亦可透過網站了解如何核實地產代理的牌照，以及代理在執業時必須遵守的規例。網站同時支援流動裝置及備有簡潔介面，方便瀏覽。這網站有助消費者保障自身權益，並推動地產代理行業的專業發展。

The EAA launched a newly revamped consumer education website (<https://smart.eaa.org.hk>) in July 2026 to offer clear, practical tips for the public on renting, purchasing, leasing and selling residential properties in Hong Kong.

Property transactions involve large sums, long-term commitments and complicated procedures. Many consumers only entirely rely on the assistance from estate agents yet they may not fully understand their own rights and responsibilities. Therefore, this new website explains to the public the key concepts with step-by-step procedures, checklists and easy-to-follow tips.

The public can also learn how to verify an estate agent's licence and the regulations that agents must comply with. Mobile-friendly and easy to navigate, this website helps consumers protect their interests and facilitate the professional development of the estate agency trade.



新網站同時支援流動裝置，透過每步流程為公眾提供清晰的指引。

The new website is mobile-friendly and provides step-by-step guidance for the public.



革新後的消費者教育網站的首頁。
Homepage of the consumer education website after revamp.

監管局提醒非本地人士於香港租屋時應提高警覺

EAA reminds non-locals to exercise caution in renting property in Hong Kong

隨着新學年臨近，監管局於2026年5月發佈新聞稿提醒非本地學生及其家長於香港租屋時應提高警覺。

監管局建議他們在香港物色租住物業時，最好委託持牌地產代理。監管局可調查針對持牌地產代理專業不當的投訴，並在需要時採取紀律處分，因此能為消費者提供更佳保障。

監管局鼓勵非本地學生及其家長，以及不熟悉香港物業租賃情況的非本地人士，詳閱《非本地學生在香港租屋指南》。該指南可於監管局網站瀏覽：

www.eaa.org.hk/Portals/0/Sections/CC/TenancyGuideForNonLocalStudentsInHongKong.pdf

另一方面，監管局執行總監陳汝儼先生於2026年6月18日參與主講由香港人才服務辦公室舉辦的網上講座「《安居錦囊》香港生活安全課：掌握香港住宅市場和僱用外籍家庭傭工注意事項」。此講座主要為新來港的非本地人士而設，陳總監向觀眾講解委託香港持牌地產代理及物業交易的注意事項，例如合規的物業廣告細節、如何核實地產代理是否持有由監管局發出的牌照，並提醒觀眾不要輕易相信社交媒體上未經核實的廣告。

請按此觀看該網上講座：

<https://www.youtube.com/watch?v=ZhEhy7OS17Y>

Since the new academic year is approaching, the EAA issued a press release in May 2026 to remind non-local students and their parents to exercise caution in renting accommodation in Hong Kong.

The EAA advises them that it is better to appoint licensed estate agents when searching for rental accommodation in Hong Kong, as the EAA investigates complaints of improper professional conduct of licensed estate agents and takes disciplinary actions if required, thus providing better protection to consumers.

The EAA encourages non-local students and their parents, as well as other persons who are not familiar with renting properties in Hong Kong, to peruse the booklet "Tenancy Guide for Non-local Students in Hong Kong", which is available on the EAA's website at:

www.eaa.org.hk/Portals/0/Sections/CC/TenancyGuideForNonLocalStudentsInHongKong.pdf

On the other hand, Mr CHAN U-keng, Director of Operations of the EAA, spoke at a webinar entitled "<Accommodation> Home Safe Series: Hong Kong Residential Property Market & Foreign Domestic Helper Hiring Essentials" organised by the Hong Kong Talent Engage on 18 June 2026. The webinar targeted non-local newcomers to Hong Kong and Mr CHAN shared with the audience the points-to-note when appointing estate agents in Hong Kong and tips on property transaction, such as the details of a compliant property advertisement, how to verify whether the agent is licensed by the EAA, and also reminded the audience not to easily believe unverified advertisements on social media.

Please click here to watch the seminar:

https://www.youtube.com/watch?v=T_Dqo-mh8Nk

《安居錦囊》香港生活安全課：掌握香港住宅市場和僱用外籍家庭傭工注意事項

<Accommodation> Home Safe Series: Hong Kong Residential Property Market & Foreign Domestic Helper Hiring Essentials

HKTE
HONG KONG
TALENT ENGAGE
香港人才服務辦公室

租房(住宅單位/分間單位)流程



EAA 地產代理監管局
ESTATE AGENTS AUTHORITY



監管局執行總監陳汝儼先生參與主講由香港人才服務辦公室舉辦的網上講座。

Mr CHAN U Keng, Director of Operations of the EAA, speaks at the webinar held by the Hong Kong Talent Engage.

監管局就香港五年計劃提供意見

EAA provides feedback on the Hong Kong's Five-Year Plan

為對接國家「十五五」規劃，政府已就首份香港五年計劃展開公眾諮詢。監管局於6月出席了諮詢會，分享了成員的意見。

To align with the National 15th Five-Year Plan, the Government has launched a public consultation on the first Hong Kong's Five-Year Plan. In June, the EAA attended a consultation meeting to share the opinions of its members.

有關五年計劃的公眾諮詢將持續至2026年8月14日。有興趣的持牌人可瀏覽專題網站(www.HK5YPlan.gov.hk)查閱諮詢文件，並透過電郵(hk5yplan@cmab.gov.hk)向政府提交意見。

The public consultation of the Five-Year Plan will last until 14 August 2026. Interested licensees may visit the thematic website (www.HK5YPlan.gov.hk) to read the consultation document and submit their views by email (hk5yplan@cmab.gov.hk) to the Government.



監管局主席蕭澤宇教授BBS, JP (中)及行政總裁梁松泰先生(右一)出席諮詢會。

The EAA's Chairman Professor Simon SIU Chak-yu, BBS, JP (middle) and the Chief Executive Officer Mr Gordon LEUNG Chung-tai (first from right) attend the consultation meeting.

監管局推出全新優化的網上學習活動

The EAA launches newly revamped e-Learning programmes

為提升持牌人的學習體驗，並協助持牌人更有效掌握規管要求，監管局正逐步升級現有的網上學習活動課程。

To enhance the learning experience and facilitate licensees' understanding of regulatory requirements, the EAA is gradually upgrading its existing e-Learning programmes.

全新優化的課程採用煥然一新的版面設計，並新增多元化學習元素，包括小測驗及其他互動功能，協助持牌人更易於理解課程內容，進一步提升學習成效及整體學習體驗。

The revamped courses feature an improved visual design and a wider range of engaging learning elements, including mini quizzes and other interactive features, to help licensees grasp the course content while enhancing learning effectiveness and the overall learning experience.

首兩個全新優化的網上學習活動課程現已推出，詳情如下：

Two newly revamped e-Learning programmes have now been launched, details as follows:

課程名稱 Programme Title	課程內容 Content	課程長度 Course Duration	學分 CPD Point
執業通告[通告編號18-02(CR)] – 物業廣告 Practice Circular [Circular No. 18-02(CR)] – Property Advertisements	- 簡介監管局就物業廣告而發出的執業通告[通告編號18-02(CR)]的內容及規定 Contents and requirements of Practice Circular [Circular No. 18-02(CR)] – Property Advertisements - 有關物業廣告的執業通告 – 問與答 Practice Circular [Circular No. 18-02(CR)] – Questions & Answers	20分鐘 20 minutes	0.25
執業通告[通告編號17-02(CR)] – 非住宅物業的買賣或租賃 Practice Circular [Circular No. 17-02(CR)] – Questions & Answers	- 簡介監管局就非住宅物業的買賣或租賃而發出的執業通告[通告編號17-02(CR)]的內容及規定 Contents and requirements of Practice Circular [Circular No. 17-02(CR)] - 有關地產代理就非住宅物業的買賣或租賃的執業通告 – 問與答 Practice Circular [Circular No. 17-02(CR)] – Questions & Answers	30分鐘 30 minutes	0.5

歡迎持牌人登入電子服務平台參加上述的網上學習活動，體驗全新的互動學習模式。

Licensees are welcome to log in to e-Services platform and join the above e-Learning programmes to experience this fresh and dynamic approach to learning.

有關《電子交易條例》適用範圍的例外情況的提醒

Reminder on the exceptions to the Electronic Transactions Ordinance

監管局最近發出致持牌人函件，提醒各持牌人在處理物業交易時，必須遵守相關法例的要求，包括《電子交易條例》(第553章)下，涉及土地或物業交易的文件或文書(包括但不限於臨時協議、臨時租約或正式租約)(「排除文件」)不適用於以電子方式簽立的相關規定。

持牌人應注意，若持牌人安排、建議、協助或促使其客戶以電子方式簽署任何排除文件，可能會因違反《操守守則》而受到監管局的紀律處分，並可能面臨其客戶的民事索償。

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/2026_Jun/20260612_Letter_to_Licensees_tc.pdf

The EAA has recently issued a Letter to Licensees to remind all licensees that they must comply with the relevant statutory requirements when handling property transactions, including the requirements under the Electronic Transactions Ordinance (Cap. 553) ("ETO"), that electronic execution is not applicable to documents set out in Schedule 1 to the ETO (e.g., documents or instruments concerning land or property transactions, including but not limited to the provisional agreements for sale and purchase, provisional tenancy agreements or tenancy agreements) ("Excluded Documents").

Licensees are kindly reminded that, if a licensee arranges, advises, assists or causes his/her client(s) to sign any Excluded Documents by electronic means, he/she may be liable to disciplinary action by the EAA for breach of the *Code of Ethics*, and may face civil claims from his/her client(s).

Please click the following link to read the relevant Letter to Licensees:
https://www.eaa.org.hk/Portals/0/Sections/CC/2026_Jun/20260612_Letter_to_Licensees_en.pdf

差餉物業估價署發出的提醒

Reminder from Rating and Valuation Department

差餉物業估價署(「估價署」)發文建議持牌人在處理物業轉易時，要提醒客戶有關繳納差餉及／或地租的責任，以及更新物業繳納人的資料，以保障買方的利益。

此外，估價署鼓勵市民使用「電子差餉地租單服務」，並提醒業主有關欠繳差餉及地租的後果。

持牌人可按此閱覽估價署發出的文件。如有任何相關查詢，請致電估價署查詢熱線2152 0111或瀏覽其網頁：<https://www.rvd.gov.hk/tc>

The Rating and Valuation Department ("RVD") has issued an article advising licensees to remind their clients of the liabilities in rates and/or Government rent and change the registered payer's information so as to protect the purchasers' interest while handling property transactions.

In addition, the RVD has also introduced the eRVD Bill service and warned of the consequences of not paying rates and Government rent.

Licensees may read the RVD's article here. For any further information or enquiries, please contact the RVD's hotline at 2152 0111 or visit its website: <https://www.rvd.gov.hk/en>



監管局加強巡查打擊無牌代理

EAA steps up inspection action against unlicensed estate agency work

時值暑假，不少畢業生及學生均會尋找工作機會。監管局希望提醒持牌地產代理公司切勿安排非持牌員工從事地產代理工作。

最近在一次打擊無牌人士從事地產代理工作的行動中，監管局發現一名男子涉嫌無牌進行地產代理工作，隨即已將個案轉交警方，警方亦已拘捕該名人士。

根據《地產代理條例》（「《條例》」），地產代理工作的定義廣泛，倘若在地產代理公司的工作涉及介紹樓盤資料、推銷樓盤，或陪同參觀樓盤等，均有機會被視為從事地產代理工作。

根據條例，除已訂明的豁免情況外，任何人士在未領有監管局發出的有效牌照而在香港從事地產代理工作，即屬違法；一經定罪，最高刑罰為罰款50萬元及監禁兩年。

此外，僱用或繼續僱用當其時並非地產代理或營業員牌照持有人的人士作為營業員，亦屬於刑事罪行；一經定罪，最高刑罰為罰款10萬元及監禁六個月。

地產代理公司須確保只有持有有效地產代理或營業員牌照的人士才可進行地產代理工作。如證實地產代理公司是在其董事或高級人員的同意或縱容下干犯僱用或繼續僱用無牌人士從事地產代理工作的罪行，則該董事或高級人員亦同屬犯罪。

Since the summer holiday has begun, many graduates and students are looking for employment. The EAA would like to remind all licensed estate agency companies not to arrange for their unlicensed staff to engage in estate agency work.

During a recent operation combatting unlicensed estate agency work, the EAA identified a man suspected of conducting estate agency work without a licence. The case was immediately referred to the Police who then arrested him.

According to the Estate Agents Ordinance ("EAO"), the definition of estate agency work has a wide meaning. If the work in an estate agency company involves circulating property information, promoting properties, or accompanying an inspection of properties, etc., such acts may be regarded as carrying out estate agency work.

Under the EAO, anyone carrying out estate agency work in Hong Kong without holding a valid licence issued by the EAA is committing an offence and is liable on conviction to a maximum penalty of a fine of \$500,000 and imprisonment for two years, except in prescribed exempted circumstances.

Moreover, employing or continuing to employ a person who is not the holder of an estate agent's licence or salesperson's licence as a salesperson is also an offence; with a maximum penalty upon conviction being a fine of \$100,000 and imprisonment for six months.

Estate agency companies must ensure that they hire holders of a valid estate agent's licence or a salesperson's licence to carry out estate agency work. If it is proven that an estate agency company has committed the offence of employing or continuing to employ unlicensed persons to carry out estate agency work with the consent or connivance of a director or an officer, such director or officer shall be liable of the same offence.

