

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.