

監管局回顧2026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 2026 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2026年上半年的工作概況，並簡介下半年的工作重點。

截至2026年6月30日，個人牌照數目為38,152個，較去年同期增加1.0%，反映持牌人數保持穩定。2026年上半年共有4,710名考生參加資格考試，較去年同期增加84%。

監管局於2026年上半年共開立114宗投訴個案，按年減少11%。2026年上半年整體投訴中最常見的三個類別為「發出違規廣告」、「不妥善處理臨時買賣合約或臨時租約」及「提供不準確或具誤導性的物業資料」。

監管局於2026年上半年共巡查一手樓盤銷售點共368次、抽查網上物業廣告877次，分別按年增加6%及1.7%。

另一方面，監管局於2026年上半年合共對189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5個牌照及撤銷了18個個人或公司牌照。

展望未來，隨着監管局剛於2026年7月推出革新後的消費者教育網站(<https://smart.eaa.org.hk>)，監管局將繼續向包括中國內地的公眾推廣此網站。此外，監管局將繼續不遺餘力打擊無牌從事地產代理工作的行為。

The EAA earlier released its half year figures, reviewed its work in the first half of 2026 and introduced its initiatives for the second half of the year.

As at 30 June 2026, the number of individual licences was 38,152, which is 1.0% higher than a year ago, reflecting a steady licensee population. In the first half of 2026, there were 4,710 candidates participating in the qualifying examinations, representing an increase of 84% when compared to the same period of the last year.

In the first half of 2026, the EAA opened 114 complaint cases, which is an 11% year-on-year decrease. The three most common categories of complaints in the first half of 2026 were "Issuing non-compliant advertisements", "Mishandling the provisional agreement for sale and purchase or provisional tenancy agreement" and "Providing inaccurate or misleading property information".

During the first half of 2026, the EAA conducted a total of 368 inspections at the sale-sites of first-hand residential properties and conducted 877 spot checks on online property advertisements, representing a year-on-year increase of 6% and 1.7% respectively.

On the other hand, the EAA has taken actions or imposed sanctions against a total of 189 licensees or former licensees in the first half of 2026, including suspending five licences and revoking 18 individual or company licences.

Looking forward, the EAA has just launched the revamped consumer education website (<https://smart.eaa.org.hk>) in July 2026 and will continue to promote this website to the public, including the public in the Chinese Mainland. Also, the EAA will continue to combat unlicensed estate agency work.



監管局提醒持牌人謹慎陳述及宣傳分間單位

EAA reminds licensees to be prudent when describing or promoting subdivided units

監管局提醒持牌人，切勿在宣傳分間單位時作出任何失實的陳述。最近監管局發現的違規個案中，有地產代理在廣告中將一些分間單位陳述或宣傳為「簡樸房」，但事實上該些單位並未獲得簡樸房認證。發佈此類誤導性資訊，有機會被監管局紀律處分。

持牌人應先瀏覽房屋局簡樸房專題網站 (www.bhu.gov.hk) 以確認有關單位是否已獲批有效簡樸房認證，方可將該分間單位描述或宣傳為「簡樸房」。

此外，持牌人應留意，在宣傳任何非住宅分間單位時，應留意該些單位在相關政府租契下所容許的用途。如不容許居住用途，絕不可向客戶明示或暗示該等單位可供居住。如有客戶向代理查詢單位是否可當作住宅時，代理應向客戶清楚說明物業的許可用途，絕不可以誤導客戶。最好更應在臨時買賣合約或租約上清楚註明有關物業的准許用途。

最近有傳媒報道，有業主在工廈涉嫌非法分間不同單位作劏房分租予人居住，有地產代理拒絕放租並向傳媒舉報。監管局感謝該地產代理秉持行業專業，保障客戶的權益。持牌人如發現違規分間單位，請通知屋宇署或地政總署跟進。

The EAA reminds licensees not to make any misrepresentation when promoting subdivided units ("SDUs"). In non-compliant cases recently discovered by the EAA, some estate agents described or promoted some SDUs as "Basic Housing Units" ("BHUs") in their advertisements, when in fact those units had not yet been recognised as BHUs. Publishing such misleading information may result in disciplinary action by the EAA.

Licensees should visit the Housing Bureau's BHU thematic website (www.bhu.gov.hk) to ascertain whether a unit has been granted a valid BHU recognition before describing or promoting the SDU as a BHU.

In addition, licensees should note that when promoting subdivided units in any non-residential buildings, they must pay attention to the permitted uses of such units under the relevant government leases. If residential use is not allowed, licensees must not explicitly or implicitly convey to clients that these units can be used for residential purposes. If a client asks whether a unit can be used as a residence, the agent should clearly state the property's permitted use to the client and must never mislead them. It would be even better if the permitted use of the subdivided unit concerned is clearly stated in the provisional agreement for sale and purchase or tenancy agreement.

According to a recent media report, an owner was suspected of illegally letting subdivided units in an industrial building under domestic tenancies, and an estate agent refused the listing and reported it to the media. The EAA commends the estate agent for upholding industry professionalism and protecting the interests of their clients. If licensees discover non-compliant subdivided units, please notify the Buildings Department or the Lands Department for their follow-up.

《土地業權條例》附屬法例草案的進展

Progress of the draft subsidiary legislation under the Land Titles Ordinance

土地註冊處就《土地業權條例》(第585章)附屬法例的主要建議向其《土地業權條例》督導委員會成員發出諮詢文件。監管局作為該會成員之一，已收集主要地產代理業界團體的書面意見，並於2026年6月將有關意見連同監管局的意見一併提交予土地註冊處考慮。

土地註冊處已於2026年8月就監管局及業界的意見向監管局作出回覆。土地註冊處留意到業界的意見，並表示在敲定附屬法例草案及規劃未來運作時，會視乎情況，考慮納入相關的意見。八條相關附屬法例(2026年第130至137號法律公告)已於2026年10月16日刊憲並於2026年10月21日提交立法會進行先訂立後審議的程序。待相關附屬法例通過後，《2026年土地註冊(修訂)規例》中有關以電子方式遞交申請的若干條文，以及《2026年土地註冊費用(修訂)規例》，將於2027年10月4日電子遞交系統推出時生效。而其他相關附屬法例將於2027年上半年內由發展局局長另行指定日期開始實施。

為準備在新土地實施業權註冊制度，土地註冊處將聯同主要持份者，在新規例實施前後，針對公眾及業界人士展開宣傳活動及專業教育計劃。

The Land Registry ("LR") issued a consultation paper on the key proposals of the subsidiary legislation under the Land Titles Ordinance (Cap. 585) to consult members of its Land Titles Ordinance Steering Committee ("Committee"). As a member of the Committee, the EAA gathered written views from major estate agency trade associations and submitted them, together with the EAA's own comments, to the LR for consideration in June 2026.

The LR responded to the EAA with respect to the EAA's and the trade's comments in August 2026. The LR noted the views and indicated that it would take the trade's comments in relation to the proposed subsidiary legislation into consideration (where appropriate) when finalizing the draft subsidiary legislation and formulating their future operations. Eight pieces of relevant subsidiary legislation (Legal Notices 130-137/2026) were published in the Gazette on 16 October 2026 and laid before the LegCo on 21 October 2026 for negative vetting. Upon passage of the relevant subsidiary legislation, certain provisions relating to e-lodgement under the Land Registration (Amendment) Regulation 2026 and the Land Registration Fees (Amendment) Regulation 2026 will commence upon the launch of the e-lodgement system on October 2027 and the other relevant subsidiary legislation will come into operation on a date to be specified separately by the Secretary for Development in the first half of 2027.

To prepare for the implementation of the title registration system on new land, the LR will work in conjunction with key stakeholders to launch publicity campaign and professional education programmes before and after the implementation of the new regulations.

推介監管局革新版消費者教育網站

Showcasing the EAA's revamped consumer education website

為進一步保障參與物業交易的消費者，監管局革新了其消費者教育網站(<https://smart.eaa.org.hk>)。該網站以淺白易明的方式，為在香港購買、出售、租住及出租物業的市民提供實用指引。

為擴大覆蓋面，監管局於不同地區展開跨平台的宣傳推廣活動。由2026年7月底至2027年3月，共15個具顯眼設計的香港郵政郵筒展示精簡訊息，向途經的市民宣傳這個網站。此外，是次宣傳活動亦善用公共交通工具，於2026年7月至8月期間，在地鐵車廂內及公共巴士車身及車廂椅背貼紙刊登顯眼的宣傳資訊。

此外，隨著愈來愈多內地人才及學生來港，監管局亦向中國內地公眾推廣此網站。監管局於中國內地發佈了一篇新聞稿及一條短片，鼓勵赴港人士可在此網站獲取在香港買賣及租賃物業的實用資訊，並在香港進行物業租售時委託持牌地產代理，以保障自身安全。

To further safeguard consumers involved in property transactions, the EAA has revamped its consumer education website (<https://smart.eaa.org.hk>). The website provides down-to-earth guidance on purchasing, selling, renting, and letting properties throughout Hong Kong.

To broaden its reach, the EAA has launched a wide-ranging, multi-platform publicity drive in various neighbourhoods. From late July 2026 to March 2027, a total of 15 eye-catching Hongkong Post postal boxes will feature concise messages promoting the new website for people on the go. In addition, the campaign also made use of public transport vehicles between July and August 2026. Prominent promotional messages were posted inside the MTR cabin, on the side of public buses and on the seat-back stickers.

In addition, with an increasing number of Chinese Mainland talents and students coming to Hong Kong, the EAA has also promoted this website to the public in the Chinese Mainland. The EAA issued a press release and a short video in the Chinese Mainland, to encourage the individuals coming to Hong Kong to obtain practical information on purchasing, selling and renting properties in Hong Kong through this website, and to engage licensed estate agents when conducting property transactions to protect their own interests.



監管局獲頒「ERB人才企業嘉許計劃」 「企業大獎」

The EAA receives the Grand Prize Award of the
ERB Manpower Developer Award Scheme



監管局第三度榮獲僱員再培訓局頒發「ERB人才企業嘉許計劃」下的「企業大獎」，以表揚監管局在推動人才培訓及發展方面的成果。

監管局為員工提供各種內部培訓工作坊、成長課程以及持續進修資助。除了提升專業發展外，監管局亦致力透過提升員工的健康和福祉，營造優質的工作環境。

This is the third time the EAA has received the “Grand Prize Award” from the Employees Retraining Board, under the “ERB Manpower Developer Award Scheme”, in recognition of the EAA’s achievements in manpower training and development.

The EAA provides staff with a variety of internal training workshops, development programmes, and subsidies for continuous education. Alongside professional growth, the EAA is committed to fostering a high-quality work environment by enhancing staff wellness and well-being.

「長者業主樓換樓計劃」及「未補價資助出售房屋一出租計劃(白表)」

“Flat for Flat Scheme for Elderly Owners” and “Letting Scheme for Subsidised Sale Developments with Premium Unpaid (White Form)”

「長者業主樓換樓計劃」及「未補價資助出售房屋一出租計劃(白表)」自2026年9月28日起接受申請。

請點擊以下連結查閱計劃詳情：

「長者業主樓換樓計劃」：

- 香港房屋委員會網站：
<https://www.housingauthority.gov.hk/tc/home-ownership/hos-secondary-market/flat-scheme-for-elderly-owners/index.html>
- 香港房屋協會網站：
<https://www.hkhs.com/tc/application/flat-for-flat-scheme-for-elderly-owners>

「未補價資助出售房屋一出租計劃(白表)」：

- 香港房屋委員會網站：
<https://www.housingauthority.gov.hk/tc/home-ownership/information-for-home-owners/letting-scheme/index.html>
- 香港房屋協會網站：
<https://lettingscheme.hkhs.com/tc/>

Application for the “Flat for Flat Scheme for Elderly Owners” and “Letting Scheme for Subsidised Sale Developments with Premium Unpaid (White Form)” have been opened since 28 September 2026.

For information, please click the links below:

Flat for Flat Scheme for Elderly Owners:

- Website of Hong Kong Housing Authority:
<https://www.housingauthority.gov.hk/en/home-ownership/hos-secondary-market/flat-scheme-for-elderly-owners/index.html>
- Website of Hong Kong Housing Society:
<http://www.hkhs.com/en/application/flat-for-flat-scheme-for-elderly-owners>

Letting Scheme for Subsidised Sale Developments with Premium Unpaid (White Form):

- Website of Hong Kong Housing Authority:
<https://www.housingauthority.gov.hk/en/home-ownership/information-for-home-owners/letting-scheme/index.html>
- Website of Hong Kong Housing Society:
<https://lettingscheme.hkhs.com/en/>

監管局於灣仔購置新辦公室

EAA acquires new office in Wanchai



監管局繼於2018年及2021年在柴灣購入辦公室後，於2026年9月購入位於灣仔的另一個辦公室。監管局將會遷離位於灣仔合和中心、於2027年中租約到期的辦公室。是次購入新辦公室後，能為局方節省租金支出及降低未來租金上升所帶來的壓力。

The EAA acquired another office in Wanchai in September 2026, following the acquisition of offices in Chai Wan in 2018 and 2021. The EAA will move out from the office located in Hopewell Centre in Wanchai of which the lease will expire in mid-2027. The acquisition of a permanent office will help reduce the EAA's rental expenses and the pressure of any future rental increase.

全新網上學習活動－「土地查冊實務系列」

New e-Learning programmes – Land Search Practice Series

監管局推出全新土地查冊網上學習活動系列，以淺白易明及循序漸進的方式介紹香港土地註冊制度及相關法律概念，並透過實例分析及互動小測試，協助持牌人掌握閱讀土地查冊的實用技巧、辨識常見的產權負擔，以及了解不同產權負擔對物業業權及交易可能帶來的影響，讓持牌人輕鬆掌握土地查冊的基本知識，提升日常執業的信心！

The EAA has launched a new series of e-Learning programmes, offering a comprehensive introduction to Hong Kong's land registration system and related legal concepts using a user-friendly and progressive approach. Through practical examples and interactive quizzes, the series helps licensees develop practical skills in interpreting land search records, identifying common encumbrances, and understanding how different encumbrances may affect property ownership and transactions. It enables licensees to build a solid foundation in land searches and apply their knowledge with greater confidence in their day-to-day practice.

本系列共三集課程，現已全數推出，詳情如下：

The three e-Learning programmes in the series are now all available. Details are as follows:

課程名稱 Programme Title	課程內容 Content	語言 Medium of Instruction	課程長度 Course Duration	學分 CPD Point(s)
土地查冊實務系列－入門篇* Land Search Practice Series – Beginner Level*	- 香港的土地註冊制度 Hong Kong's Land Registration System - 土地查冊的基本概念 Basic Concepts of Land Search - 土地登記冊的特點與結構 Features and Structure of the Land Register	廣東話 Cantonese	23分鐘 23 minutes	0.25
土地查冊實務系列－進階篇(上)* Land Search Practice Series – Advanced Level (Part 1)*	- 持牌人的一般責任 General Duties of Licensees - 土地登記冊實務重點 Key Practical Points of the Land Register - 常見的「物業涉及的纏繞」 Common Encumbrances	廣東話 Cantonese	38分鐘 38 minutes	0.5
土地查冊實務系列－進階篇(下)* Land Search Practice Series – Advanced Level (Part 2)*	問題產權負擔對物業業權及交易的影響 Impact of Problematic Encumbrances on Property Title and Transactions	廣東話 Cantonese	23分鐘 23 minutes	0.25

*暫時只提供中文版本

* Currently available in Chinese only

歡迎持牌人登入電子服務平台參加上述的網上學習活動，從查冊到解讀，逐步掌握土地查冊的實務技巧！

Licensees are welcome to log in to the e-Services platform and take part in the e-Learning programmes to further develop their practical skills in conducting and interpreting land searches.