

## 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.

