

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.

