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「實用面積」統一定義 Standardised definition of "saleable area"

為了加強地產代理從業員了解「實用面積」的統一定義，並提醒從業員向消費者提供準確和全面的物業資料，地產代理監管局（監管局）通過發出執業通告和舉辦專題講座，向從業員詳細解釋「實用面積」的統一定義。

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監管局和消費者委員會亦同時更新有關刊物，以加強消費者對「實用面積」新定義的認識，保障他們的利益。

根據運輸及房屋局的公布，所有於2008年10月10日或以後所批出的預售樓花申請項目，必須在售樓書中採用統一的「實用面積」定義。監管局已發出執業通告，提醒地產代理從業員，向準買家提供物業面積資料時，應給予由發展商提供，在價單或售樓書上所有有關物業面積的資料。此外，倘若從業員向準買家提供單位呎價資料，則必須包括以「實用面積」計算的呎價資料。

To educate estate agency practitioners on the standardised definition of "saleable area", and to remind practitioners to provide accurate and comprehensive property information to prospective purchasers, the Estate Agents Authority (EAA) has organised seminars and issued a practice circular to explain to them the standardised definition of "saleable area".

The EAA and the Consumer Council have also jointly updated relevant pamphlets to help consumers better understand the new definition and protect their interests.

The Transport and Housing Bureau has announced that uncompleted first-hand residential properties which are approved for pre-sale by the Lands Department from 10 October 2008 onwards must adopt the standardised definition of "saleable area" in their sales brochures. The EAA has issued a practice circular to remind estate agency practitioners, when providing property area information to prospective purchasers, to include all such information as contained in the price list or sales brochure provided by the developer. In addition, when providing price-per-square-foot information to prospective purchasers, practitioners must at least provide the price per square foot of "saleable area".

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■ 監管局舉辦有關「實用面積」的專題講座。
The EAA organises seminars on "saleable area".

監管局於2008年10月至12月期間，分別在香港島、九龍和新界舉行共四場免費講座，向從業員詳細講解「實用面積」的新定義。講座反應熱烈，參與人次逾600。由於講座是監管局持續專業進修計劃之下的活動，參加者可獲得三個持續進修學分。

此外，監管局與消委會合作，出版《一手住宅物業買家須知》及《置業須知》的修訂版，加入實用面積新定義的相關內容，幫助消費者在購買物業時，掌握更多有用的資訊。

有關「實用面積」統一定義的執業通告及有關刊物的內容，可登入監管局網站。

In addition, four free seminars on the subject were held from October to December 2008 on Hong Kong Island, in Kowloon and in the New Territories. The seminars were well attended, attracting more than 600 enrolments. As the seminars are part of the EAA's Continuing Professional Development Scheme (CPD) activities, participants were awarded three CPD points.

The EAA and the Consumer Council have also jointly updated the *Notes to Purchasers of First-hand Residential Properties* and *Guide to Purchasing Properties*, providing consumers with detailed information on the new definition.

For details of the practice circular and publications, please visit the EAA website.

