

# 專業 HORIZONS 天地



「誠信公平可創富。」

監管局主席陳韻雲

*“It pays to play fair and proper.”*

EAA Chairman  
Ms Vivien Chan

地產代理監管局（監管局）堅信「誠信」是地產代理從業員事業成功的基礎。監管局為了推動業內的誠信文化，特設全新欄目－「誠信與你」，並由監管局主席陳韻雲女士在首一輯中率先與從業員分享她對於誠信文化的看法和信念，以及為了達到這個理想而必須訂立的方向。

誠信  
與你  
Integrity in  
Focus

The Estate Agents Authority (EAA) strongly believes that integrity is the foundation of successful business for estate agency practitioners. To launch this new section which is created for the promotion of integrity, EAA Chairman Ms Vivien Chan shares her views on the importance of building a culture of integrity and probity in the trade, and the direction towards which we should head in order to achieve this goal.

陳韻雲女士說：「監管局已建立適當的硬件，包括審批牌照、進行紀律研訊以及懲處違規行為的法定能力，以履行規管責任。監管局的監管機制既已成形，我們應該集中建立一種『誠信公平可創富』的文化。」

她解釋，監管機構不可不斷增加懲處措施，監管機構需要做的是，建立一套公眾和業界認同和遵守的道德基準。

## 良好管治是關鍵

陳韻雲女士表示，監管局一向關注從業員在推銷一手樓盤時的秩序和紀律。一方面，監管局將繼續認真地與發展商、警方、公共交通機構，以及地產代理公司的管理層保持緊密合作。另一方面，監管局將致力糾正那些滋擾途人和駕駛者的違規從業員的想法。監管局須要從地產代理管理層著手，提醒他們必須要嚴謹監察前線從業員，確保他們採用良好營銷手法。

陳韻雲女士相信，整體來說，地產代理行業能否健康發展，地產代理公司能否實行良好管治是關鍵因素之一。監管局會繼續投放資源，協助地產代理公司管理層實施良好管治，例如就電腦資料管理或者良好執業手法方面提供指引。

“The EAA is now well endowed with optimum hardware for its regulatory role, equipped with licensing, disciplinary and penal capabilities. With the hardware squarely in place, the EAA should focus on instilling a culture of **‘It pays to play fair and proper’** amongst practitioners”, said Ms Chan.

Ms Chan explained that there is a limit to how many more penal measures any regulator can impose. Regulators should instead build a moral benchmark to which both the public and the trade should come to expect and conform.

## Proper governance is the key

The maintenance of order and discipline at first-sale sites has always been a major concern for the EAA. Apart from working closely and conscientiously with developers, the police, public transport providers and the management of estate agencies, the EAA faces the challenge of resetting the mindsets of errant practitioners who harass pedestrians and drivers

to solicit business. A lot of this has to do with reminding the management of estate agencies to closely monitor their frontline practitioners to ensure adoption of good trade practices.

On the role of the management of estate agencies, Ms Chan said proper governance is key to the well being of the industry. The EAA

will continue to provide resources to help management exercise effective control, for example, by providing guidelines and pro-forma in data software management or proper sales practices.

**「監管機構不可不斷增加懲處措施，監管機構需要做的是，建立一套公眾和業界認同和遵守的道德基準。」**

***“There is a limit to how many more penal measures any regulator can impose. Regulators should instead build a moral benchmark to which both the public and the trade should come to expect and conform.”***

## 充分肯定「自我完善」的精神

陳韻雲女士指出，「自我完善」的精神如果獲得充分的認可，可以為公眾及業界帶來好處，有利於建立新文化。由監管局推行的自願性持續專業進修計劃就是一個有力的例子。去年，共有495場持續專業進修活動舉行，吸引了多達31,010人次參與。對於從業員來說，「時間」可能是他們專業生涯裏最寶貴的資產，而進修活動能吸引如此多從業員參與，實在是一項不可小覷的成就。

她補充，良好公民責任和良心消費乃世界趨勢。香港社會服務聯會的「商界展關懷」標誌，和英國的公平貿易證書，都是體現了這個世界趨勢的顯著例子。監管局在此時進一步實踐使命，建立道德基準，可能相對較容易。

陳韻雲女士說：「企業良心的價值觀念，要得到商界和社會大眾的欣賞，實在需要決心和耐性。這大方向實在非常重要。本港地產代理業界渴望其專業地位備受認同，而事實上業界也理應獲得如此的地位。如果監管局在這方面擔當領導者的角色，只要付出時間，努力不懈，業界和社會在這個過程之中將會同樣獲益匪淺。香港這個國際金融中心，將會更展光芒。」■

## Due recognition for “Being Good”

On the other hand, due recognition for “Being Good” can work to the advantage of both the trade and the public interest in the promotion of the new culture. The EAA’s voluntary Continuing Professional Development (CPD) regime is a shining example of such. Last year, 495 CPD courses were organised, attracting an enrolment of 31,010. With “time” probably the most valued commodity in licensees’ professional life, it is no mean feat to have such a large number of voluntary participants.

Ms Chan added that it is a global trend to encourage good corporate citizenship and ethical consumption, with the Hong Kong Council of Social Service’s “Caring Company” logo and the United Kingdom Fair-trade certification being two good examples. This global trend might make it easier for the EAA to take the mission of building a moral benchmark further.

“It will require both resolve and patience to realise the full appreciation of these values by the trade and the public at large. It is certainly a much-needed direction. The local estate agency trade generally aspires to be recognised as a profession, which indeed, it should deservedly be so. Should the EAA take up the role of a collective leader in this respect, and given time and perseverance, both the trade and the community have much to gain from such a process. Hong Kong will shine brighter as a global finance centre,” she said. ■



## 牌照申請人切勿虛報學歷

### Licence applicants must not submit false educational qualifications

監管局的主要職責之一，是根據《地產代理條例》及《地產代理（發牌）規例》為符合發牌條件的牌照申請人發出執業牌照。申請人須填寫申請表格並遞交證明文件，包括學歷證明，以證明其符合發牌條件。

根據《地產代理條例》，發牌條件之一為申請人必須完成中學五年級或具備同等程度的學歷。過去，監管局通過監察和抽查，曾發現有牌照申請人或持牌人遞交虛假證明文件，例如虛假畢業證書。監管局會將有關個案轉交警方跟進，若涉及持牌人，會將個案呈交監管局紀律委員會進行紀律研訊。過往，紀律委員會曾因此撤銷一名持牌人的牌照。

最近監管局曾將懷疑使用虛假學歷證明文件的個案轉交警方，結果當事人因此遭受刑事檢控，被判罰社會服務令。■

The EAA's principal duties include the issuance of licences to applicants who fulfil the licensing requirements under the Estate Agents Ordinance (EAO) and the Estate Agents (Licensing) Regulation. Licence applicants have to complete an application form and submit documents (one of which is proof of their educational qualifications) to verify their fulfilment of the licensing requirements.

Under the EAO, one of the licensing requirements is completion of an educational level of Form Five or its equivalent. In the past, it was found by the EAA, through inspections and spot checks, that some licence applicants or licensees had submitted fake documentation, such as fake graduation certificates. The EAA will pass such cases to the police for follow-up action. Should the cases involve licensees, inquiry hearings will be conducted by the EAA Disciplinary Committee and disciplinary actions may be taken. The

Committee has in the past revoked the licence of one licensee who submitted a forged graduation certificate.

The EAA recently referred a case to the police involving fake proof of educational qualifications. The person concerned was prosecuted and sentenced to community service. ■



# 從業員切勿擅自取用樓盤資料

## Practitioners must not copy listings information without permission

**樓**盤和客戶資料是地產代理公司的重要財產，因此監管局提醒從業員，在未經僱主同意的情况下，切勿擅自取用這些屬於僱主的資料，否則有可能違反《操守守則》而被紀律處分。

最近有兩名從業員未得僱主同意，抄錄在電腦內的樓盤資料。監管局紀律委員會就此個案舉行紀律研訊，裁定指稱成立，並認為從業員的行為不但嚴重破壞僱主與員工之間的互信關係，而且破壞地產代理的專業形象，令行業的信譽或名聲受損，因而沒有遵守《操守守則》第3.7.2段。結果，該兩名從業員被暫時吊銷牌照14天，而其牌照上也被附加條件，分別要求他們取得12和6個持續專業進修計劃核心科目的學分。

此外，監管局也十分關注有從業員未得僱主允許，把屬於僱主的客戶或放盤資料轉移至另一家地產代理公司。監管局提醒從業員，這些俗稱「偷盤射單」行為除了違規之外，可能因違反對僱主的忠誠而被僱主追討賠償，甚至會觸犯刑事罪行。 ■



Information about clients and listings is regarded as an asset of estate agency firms. Without their employers' permission, practitioners should not copy such information. If they do, they may breach the Code of Ethics and be subject to disciplinary sanctions.

Two practitioners copied listings information from the computers of an agency without their employer's permission. The Disciplinary Committee conducted an inquiry hearing and found the allegations substantiated. The Committee also found that the conduct of the practitioners had not only damaged the trust between their employer and them, but also harmed the professional image of the trade, bringing disrepute to the trade as a whole, thus failing to comply with paragraph 3.7.2 of the Code of Ethics. The practitioners' licences were suspended for 14 days and conditions were also attached to them, requiring them to obtain 12 and six CPD points respectively in cores subjects of the CPD Scheme.

The EAA is also concerned about practitioners' engaging in the transfer of clientele or listings without their employers' permission. If practitioners engage in such acts, they may be sued for damages by their employers or even be guilty of a criminal offence, in addition to facing disciplinary action by the EAA. ■



## 監管局提醒從業員不應作出失實陳述

### EAA reminds practitioners not to make misrepresentations

監管局約見六大地產代理公司的管理層，提醒從業員推銷一手樓盤時不可作出失實陳述。監管局同時於持續專業進修計劃講座加入城市規劃的內容，讓從業員掌握有關知識，為買家提供準確的物業資料。

今年6月初，傳媒報道「環保觸覺」的成員假扮買家接觸從業員時，有從業員涉嫌就馬鞍山某一手樓盤附近項目的發展密度，提供誤導性的資料。監管局隨即於6月8日約見獲發展商授權作推廣活動之六間地產代理商的管理層，要求他們提醒轄下的從業員，就有關發展項目的陳述，範圍應限於發展商所提供的售樓書及文件中的資料。從業員亦應採取一切合理步驟及盡一切應盡努力核實該等資料。同時，監管局亦主動接觸「環保觸覺」，了解事件，並就「環保觸覺」的指稱作出調查。

The EAA met the management of six estate agencies to remind practitioners not to make misrepresentations during first-sale activities. In addition, the EAA included a section on town planning in a CPD seminar to enable practitioners to provide accurate information on the subject to buyers.

In early June 2009, there were media reports of practitioners allegedly providing misleading information on the density of developments around a first-sale site in Ma On Shan to members of “Green Sense” who posed as potential buyers. On June 8, the EAA held a meeting with the management of six estate agency firms appointed by the developer to promote the development. In the meeting, the management was asked to remind their estate agency practitioners to restrict representations about the property to information contained in the sales brochure and documents supplied by the developer. Practitioners should also take all reasonable steps and exercise all due diligence to verify such information. In addition, the EAA approached “Green Sense” to obtain more information about the incident and is now investigating the allegations made by “Green Sense”.



監管局執行總監黃維豐先生（左四）與六大地產代理公司的管理層會面，提醒他們確保屬下的從業員推銷一手樓盤時遵守秩序和法規。EAA Director of Operations Mr Anthony Wong (fourth from left) meets the management of six estate agency firms and reminds them to ensure their practitioners keep order and comply with the laws and regulations at first-sale sites.

另外，監管局於8月13日的「物業估價及市區重建」持續專業進修講座中加入新的內容，由導師即場示範在規劃署的「法定規劃綜合網站」瀏覽法定圖則，以及介紹要點和常見名詞，藉此鼓勵從業員在推銷一手物業時應用有關知識，向準買家提供可靠資訊。 ■

In addition to meeting estate agencies, the EAA incorporated a new section in the “Valuation and Urban Renewal” CPD seminar held on 13 August. Included in the seminar were a demonstration on browsing statutory plans in the “Statutory Planning Portal” of the Planning Department and an introduction to salient features and usual terms used in the statutory plans. The course sought to boost practitioners’ knowledge of planning issues so that they could provide reliable information to potential buyers. ■

## 從業員切勿在行車道上截車兜客

### Practitioners should not intercept cars on the road

監管局非常關注有從業員在推銷一手樓盤時，在行車道上截車兜客。在今年1月至9月，監管局發現有十名從業員涉嫌截車兜客。監管局紀律委員會已於10月就其中五名從業員的截車行為舉行紀律研訊，他們均被罰款2,000元和暫時吊銷牌照14日。另外涉及兩名從業員截車個案的相關紀律研訊將於稍後舉行，其餘三名從業員的個案則仍在處理當中。

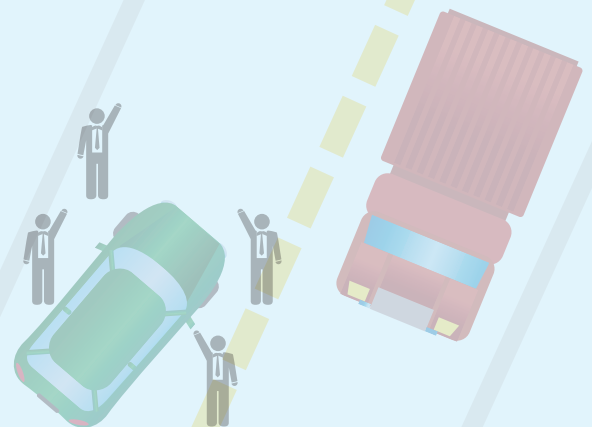
The EAA is very concerned about practitioners’ intercepting cars on the road when soliciting business at first-sale sites. In the first nine months of 2009, ten practitioners allegedly intercepted cars when soliciting business. In October, the EAA Disciplinary Committee imposed a fine of \$2,000 on five of the practitioners and suspended their licence for 14 days. Inquiry hearings into two other cases will be held at a later stage and the rest are under investigation.

監管局提醒從業員，在行車路上攔截車輛招攬生意，是罔顧個人及他人安全的行為。對駕駛人士、車上乘客和其他路人造成阻礙及構成危險。 ■

The EAA reminds practitioners that intercepting vehicles on the road endangers their own safety and that of drivers, passengers and other road-users. ■



截車招攬生意是罔顧個人及他人安全的行為。  
Intercepting vehicles on the road endangers practitioners’ own safety and that of others.



## 監管局2009年上半年工作回顧

### EAA reviews its work in the first half of 2009



監管局主席陳韻雲女士在記者會上回顧監管局2009年上半年的工作，並展望下半年的新措施。

EAA Chairman Ms Vivien Chan reviews the EAA's work in the first half of 2009 and talks about its plans for the second half in a press conference.

監管局於2009年7月8日舉行記者會，由主席陳韻雲女士回顧和展望監管局的工作。她在會上透露，就香港與內地的地產代理業資格互認安排方面，監管局已成立工作小組，全面推展有關工作。

陳韻雲女士表示，自年初監管局與內地機構就內地與香港地產代理專業資格互認安排簽訂備忘錄，現正與政府商討為確立資格互認而所需要的法例修訂。她預期有關的修訂可於2009/10立法年度提出<sup>1</sup>。此外，董事局已成立工作小組跟進有關資格互認安排的細節，包括訂立本港地產代理參加互認安排的遴選準則及程序。

她又透露，監管局正編制《執業手冊》，為從業員提供方便和全面的執業指引。

The EAA has set up a working group to work out details for the implementation of the mutual recognition of professional qualifications in estate agency between Hong Kong and the Mainland, said EAA Chairman Ms Vivien Chan in a press conference held on 8 July 2009 on the work of the EAA in the first half of the year and its future plans.

Ms Chan said that since the signing of a memorandum of understanding between the EAA and the Mainland authority on the mutual recognition of qualifications for estate agents early this year, the EAA has been working with the HKSAR Government on the necessary legislative amendments, which are expected to be submitted in the 2009/10 legislative year<sup>1</sup>. She also said that a working group has been formed to follow up on the details of the arrangement, including selection criteria and procedures for local estate agents participating in the scheme.

She also pointed out that the EAA is preparing a reference guide entitled *Practice Guide* which will provide practitioners with handy and comprehensive guidelines on estate agency practice. The guide will cover not only practitioners' legal responsibilities, but also commonly encountered practical issues. The EAA has also commissioned a consultant to draw up a set of IT security-related policies for the estate agency trade's reference. The trade should, according to their operational needs, formulate appropriate policies to enhance electronic data security and proper handling of such data.

<sup>1</sup> 有關修訂已於10月提交立法會。

<sup>1</sup> The amendment regulation was tabled in the Legislative Council in October.



手冊不僅涵蓋法例的要求，更加入大量實務範疇的知識。此外，監管局已委託顧問擬訂一套電腦資訊保安的政策藍本供地產代理業界參考，業界可根據實際的作業情況，制定合適的政策，加強電子資料保安及恰當使用有關資料。

陳韻雲女士也回顧了監管局上半年的主要工作。她透露，受到金融海嘯的影響，個人持牌數目由去年10月開始向下調整，然而，自本年3月開始，持牌數目已停止跌勢，6月底的個人牌照數目（23,074）較去年年底只是下跌0.8%。公司牌照數目更創出新高。（最新牌照數字請參考表一。）

另一方面，由於上半年一手樓市活躍，監管局共巡查了32個新樓盤，合共進行638次一手盤巡查，比去年同期增加15%。監管局特別關注從業員在馬路截車招攬生意，以及部分從業員涉嫌就一手樓作出失實陳述。

陳韻雲女士指出，由於愈來愈多地產代理利用互聯網作為宣傳平台，監管局已加強抽查網上物業廣告。今年上半年，監管局曾抽查網上廣告220次，其中共發出口頭勸喻32次。然而，大部分網上廣告的違規情況輕微，經口頭勸喻後已作出更正。

陳韻雲女士表示，本年上半年的持續專業進修活動的參與人次有10,040，較去年同期上升了3%。她希望業界繼續把握機會，積極進修。■

Ms Chan also reviewed the EAA's work in the first half of 2009. She said that as a result of the impact of the financial tsunami, the number of individual licence holders had decreased since October 2008. However, the decline stopped in March this year. The number of individual licence holders as at the end of June this year (23,074) was only 0.8 % lower than that of 31 December 2008, while the number of company licences reached new heights. (Please see Table 1 for latest licence figures.)

In view of the buoyant first-hand property market, the EAA conducted a total of 638 compliance inspections at 32 first-sale sites in the first half of 2009, an increase of about 15% in the number of inspections. The EAA has been particularly concerned about practitioners intercepting vehicles to solicit business and allegedly making misrepresentations in first-sale activities.

Ms Chan added that as an increasing number of estate agents are promoting their business through the Internet, the EAA has enhanced the patrol of online property advertisements. In the first half of 2009, the EAA conducted 220 inspections of online advertisements, and gave verbal advice on 32 occasions. However, most cases of non-compliance were minor and rectifications were made soon after the EAA advised the practitioners verbally.

Ms Chan said that the enrolment in activities under the CPD Scheme for the first half of 2009 reached 10,040, a year-on-year rise of 3%. She hoped that the trade would continue to actively participate in the scheme. ■

表一： 牌照數目  
Table 1: Number of licences

日期 Date	地產代理（個人）牌照 Estate Agent's Licence (Individual)	營業員牌照 Salesperson's Licence	個人牌照總數 Total no. of individual licences	地產代理（公司）牌照 Estate Agent's Licence (Company)	營業詳情說明書 Statement of Particulars of Business
2008/12/31	10,964	12,302	23,266	1,660	4,398
2009/3/31	10,784	11,795	22,579	1,673	4,183
2009/6/30	11,161	11,913	23,074	1,742	4,245
2009/9/30	11,673	12,643 <sup>#</sup>	24,316 <sup>#</sup>	1,831 <sup>#</sup>	4,433 <sup>#</sup>

# 新高數字  
# Record high

# 新任監管局行政總裁余呂杏茜女士 對未來的期望

## New CEO Mrs Rosanna Ure on EAA's future developments

**余** 呂杏茜女士在今年8月10日出任監管局行政總裁。余太在今期的《專業天地》中，分享了她對監管局的未來路向，以及地產代理行業發展的期望。

余太表示，監管局經過了差不多12年的發展，規管制度已建立基礎。通過資格考試、發牌、執法、紀律處分等多方面的工作，行業已逐漸變得規範化。

隨著社會和行業不斷發展，更多市民認識到地產代理服務的重要性，余太認為要經常檢討監管局的工作，研究如何在現有的框架下，令行業的專業水平更上一層樓。

**M**rs Rosanna Ure assumed duty as the Chief Executive Officer of the EAA on 10 August 2009. In this issue of *Horizons* she shares her views on the way forward for the EAA and the development of the estate agency trade.

Mrs Ure pointed out that after almost 12 years of development, the EAA has now in place a solid regulatory regime for the estate agency trade. Estate agency practitioners and business are now regulated through the conduct of qualifying examinations and issuance of licences, along with law enforcement and disciplinary sanctions administered by the EAA.

She said that as our society and the trade evolve, more people have come to realise the importance of estate agency services. In view of this, Mrs Ure considers it vital to keep reviewing the EAA's work and make improvement on existing regulatory framework if necessary.

Mrs Ure pointed out that the trade's response to the voluntary CPD Scheme launched by the EAA a few years ago has been positive. Last year, enrolment in CPD activities exceeded 30,000, which was encouraging. She said that continuing learning is very important and that training is indispensable for all professions. The CPD



監管局新任行政總裁余呂杏茜女士  
New CEO of the EAA, Mrs Rosanna Ure

余太指出，監管局在數年前推出自願性持續專業進修計劃，業界的反應普遍正面，上年度從業員的參與人次更突破30,000，實在令人鼓舞。她表示，持續進修十分重要，而事實上培訓對於很多專業來說，是不可或缺，其目的是令從業員的知識能與時並進，此舉不但能提升服務質素，亦可提高業界的專業形象。

地產代理從業員不僅要有專業知識，更加要有誠信，這樣才能贏得公眾的信任，行業得以健康發展。監管局一直努力在業內推動誠信的文化，曾經與廉政公署合辦講座，提高從業員的防貪意識。日後，監管局會繼續通過誠信教育，使誠信文化能夠在業內植根。

內地經濟發展迅速，香港與內地經濟融合是大勢所趨。兩地地產代理的專業資格互認大方向已經確立，監管局行政部門現正進行預備工作。

社會對地產代理服務的要求日益提高，行業的發展機會也越來越多，余太期望行業能夠把握機會，視困難為挑戰，努力不懈，提升專業水平。

加入監管局前，余太曾任政務主任逾20年，出任的職位包括公務員事務局副秘書長、禁毒專員、香港駐加拿大經濟貿易辦事處處長和廉政公署社區關係處處長等。■

Scheme aims at keeping practitioners abreast of latest developments and equipping them with necessary knowledge, which not only upgrades their standard of service, but also contributes to the professional image of the trade.

Mrs Ure commented that in addition to having professional knowledge, estate agency practitioners must have a sense of integrity, in order to win the trust of the public and promote further development of the trade. The EAA has been striving to promote this culture. For example, seminars have been organised in collaboration with the ICAC to raise awareness of corruption prevention among practitioners. In future, the EAA will continue to work hard on this front so that this culture can be embedded within the trade.

With the rapid economic development on the Mainland, Hong Kong's economic integration with the Mainland will further deepen. The EAA and Mainland authority have already made preparation towards the mutual recognition of professional qualifications of estate agents. The EAA Administration is gearing up towards implementation of the scheme.

The public has growing expectations of estate agents and new business opportunities abound for the trade. Mrs Ure hopes that the trade can take advantage of recent developments, turn challenges into opportunities and upgrade its professional standards.

Before joining the EAA, Mrs Ure was an Administrative Officer for more than twenty years. She served as Deputy Secretary for the Civil Service, Commissioner for Narcotics, Director of the Hong Kong Economic and Trade Office in Canada, and Director of Community Relations of the Independent Commission Against Corruption. ■

# 監管局與港鐵聯合行動打擊港鐵站內違規銷售活動

## Joint operation with the MTR to combat non-compliant practices at station

監管局在今年五月與港鐵聯合行動打擊從業員在港鐵站內進行違規銷售活動。監管局提醒從業員，一旦被證實在港鐵站範圍內違規推銷，滋擾途人，不單違反港鐵附例會遭受刑責，更可能遭受監管局紀律處分。

由於某大型新盤在尖沙咀東設置示範單位，吸引不少市民前往參觀，因此大批從業員未經許可，在港鐵尖東站範圍內招攬生意並派發傳單，被乘客投訴阻塞通道及對乘客造成滋擾。監管局遂與港鐵合作，一同派員在站內維持秩序。

監管局執行總監黃維豐先生提醒從業員：「未經許可在港鐵站內向乘客招攬生意或派發傳單，因而對乘客造成滋擾，阻塞通道及阻礙人流，會違反《香港鐵路附例》而被檢控，可被判罰款五千元，嚴重者可被判處監禁。」

In May 2009, the EAA and the MTR launched a joint operation to combat practitioners' non-compliant sales activities in and around an MTR station. The EAA reminds practitioners that if licensees are found to be disturbing passengers when soliciting business on station premises, they may incur criminal liabilities and face disciplinary sanctions imposed by the EAA.

The sale of a new development, with its show-flats located in Tsim Sha Tsui East, attracted a considerable number of visitors. A lot of practitioners solicited business and distributed leaflets without authorisation inside the East Tsim Sha Tsui Station, blocking the way in the station and disturbing passengers. In light of this, both the EAA and MTR deployed staff to maintain order at the station.

EAA Director of Operations Mr Anthony Wong said, "Practitioners conducting sales activities or distributing leaflets without authorisation in MTR stations cause inconvenience to passengers, block exits and restrict pedestrian traffic flow. This may constitute a breach of



監管局提醒從業員，切勿在港鐵站內阻塞通道。  
The EAA reminds practitioners not to block exits at MTR stations.

黃維豐先生又表示，根據監管局發出的《操守守則》，從業員在執業時必須避免從事可能觸犯法律的活動，也應避免任何可能影響行業聲譽的行為。因此，從業員倘若觸犯上述香港法例，也可能遭受監管局的紀律處分。

此外，根據《地產代理常規（一般責任及香港住宅物業）規例》，地產代理公司管理層有責任妥善監督前線員工的工作，如果前線員工行為操守有問題，公司管理層有可能被追究。■

the Mass Transit Railway By-laws, leading to a fine of \$5,000 or, for serious offenders, imprisonment.”

Mr Wong added that according to the EAA's Code of Ethics, practitioners must refrain from activities during their practice which may infringe the law or bring disrepute to the estate agency trade. Therefore, breaches of the By-laws may also result in disciplinary action against the practitioners.

Under the Estate Agents Practice (General Duties and Hong Kong Residential Properties) Regulation, the management of estate agencies is responsible for properly supervising their frontline practitioners. The managers may be held accountable for frontline practitioners' malpractice. ■

## 牌費寬免計劃的進展

### Update on the fee concession scheme

由5月1日至9月30日，監管局就牌費寬免計劃發出了超過7,000張退款支票；同期，共有逾10,000個新批出和獲續期的牌照獲得牌費寬免。

為減輕業界的經濟負擔而推出的牌費寬免計劃已於5月1日生效。寬免期內（2009年5月1日至2010年4月30日），持牌從業員和新批牌照的人士，可獲得一次過寬免六個月的牌費。

倘若從業員持有24個月牌照，而牌照於2009年5月1日前開始生效，2010年4月30日後才屆滿，可在寬免期內透過申請退款，獲得寬免。監管局正分批向該類持牌人發出通知。■

From 1 May to 30 September 2009, the EAA sent out more than 7,000 licence-fee refund cheques, issued under the fee concession scheme. During the same period, over 10,000 newly-granted and renewed licences have enjoyed the concession.

The fee concession scheme, whose purpose is to provide economic relief to the trade, was launched on 1 May. During the concession period (from 1 May 2009 to 30 April 2010), licensed practitioners and new licence applicants are eligible for a one off, six-month licence-fee concession.

Those holding a 24-month licence whose validity period began before 1 May 2009 and will end after 30 April 2010 can obtain the concession by applying for a refund during the concession period. The EAA is sending reminders to these licensees in batches. ■



## 新刊物及進修活動

### New publications and CPD activities

監管局與個人資料私隱專員公署（公署）合作出版了《地產代理妥善處理客戶個人資料》小冊子，為從業員提供相關的實務指引。小冊子已上載於監管局和公署的網頁。去年8月，監管局與公署展開為期一年的「地產代理業保障私隱活動」，出版此小冊子屬這個活動的其中一個環節。該活動自啟動至今，公署舉辦了27場相關的培訓講座，逾1,200人次參加。

此外，保安局禁毒處出版了有關打擊清洗黑錢及恐怖分子融資活動的小冊子，為不同行業提供有關方面的實用指南。小冊子已上載於監管局網頁。本年至今，監管局共舉辦了四場關於打擊清洗黑錢和防止賄賂措施的持續專業進修講座，共逾300人次參加。■

The EAA and the Office of the Privacy Commissioner for Personal Data (PCPD) have jointly published a pamphlet entitled *Proper Handling of Customers' Personal Data by Estate Agents* to provide practitioners with practical guidelines on such matters. The pamphlet, which is available on the websites of the EAA and the PCPD, was one of the highlights of the one-year Personal Data Privacy Campaign for the Estate Agency Trade. The Campaign was launched by the EAA and the PCPD in August 2008. So far, the PCPD has organised 27 seminars on the subject, attracting an enrolment of over 1,200.

Separately, the Narcotics Division of the Security Bureau recently published a booklet on anti-money laundering and counter-terrorist financing, providing a useful guide for different sectors on the subject. The web version of the booklet is available on the EAA website. Since the beginning of the year, the EAA has organised four CPD seminars to enhance practitioners' understanding of the measures to combat money laundering and bribery, attracting an enrolment of over 300. ■



## 活動紀要

### Events and activities



# 15/7/2009

監管局執行總監黃維豐先生主持第二次網上物業廣告研討會。

EAA Director of Operations Mr Anthony Wong hosts the second forum on online property advertisements.

# 13/8/2009

監管局行政總裁余呂杏茜女士（前排左七）及執行總監黃維豐先生（前排左四）接待東莞市房產管理局的官員和房地產業界的代表。

EAA Chief Executive Officer Mrs Rosanna Ure (first row, seventh from left) and Director of Operations Mr Anthony Wong (first row, fourth from left) receive officials from the Dongguan Municipal Bureau of Housing and Real Estate Management and delegates from the real estate sector of Dongguan.



# 15/9/2009

監管局主席陳韻雲女士出席香港地產代理業界慶祝中華人民共和國成立60周年聯歡大會。

EAA Chairman Ms Vivien Chan officiates at a banquet organised by estate agency trade associations, celebrating the 60<sup>th</sup> anniversary of the founding of the People's Republic of China.



# 統計數字 Statistics

牌照數目 (於2009年9月30日計算)

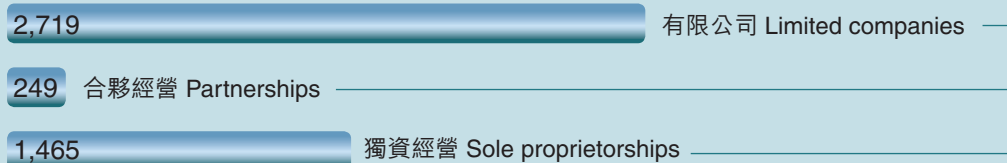
Number of licences (as at 30/9/2009)



個人牌照總數  
Total no. of individual licences  
**24,316**

營業詳情說明書數目 (於2009年9月30日計算)

Number of statements of particulars of business (SPOBs) (as at 30/9/2009)



總數  
Total  
**4,433**

接獲的投訴及破產個案數目 (2009年1月1日至9月30日)

Number of complaint and bankruptcy cases received (1/1/2009 – 30/9/2009)

投訴個案  
Complaint cases

**522**

破產個案  
Bankruptcy cases

**91**

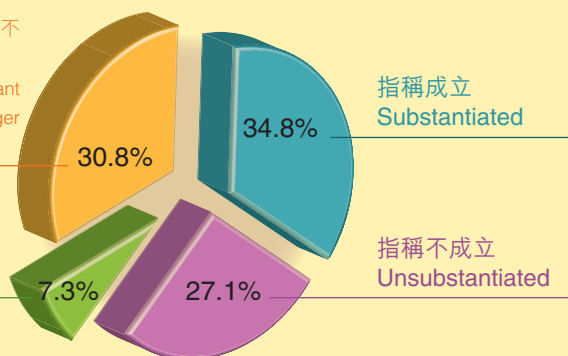
已處理的投訴個案結果\*

Results of completed complaint cases\*

其他 (例如投訴人撤回投訴或由於被投訴人不再是持牌人而終止調查)

Others (e.g. cases withdrawn by the complainant or curtailed because the complaine was no longer a licensee)

資料不足  
Insufficient information to pursue



個案數目  
No. of cases

● 167

● 130

● 35

● 148

總數 Total **480**

於2009年1月至9月，監管局共處理了81\*宗破產個案。

From January to September 2009, the EAA completed 81\* bankruptcy cases.

\*部分是往年接獲的個案 Some cases were carried over from previous years



巡查次數 (2009年1月1日至9月30日)

Number of compliance inspections (1/1/2009 – 30/9/2009)

878

「一手」樓盤  
First-sale sites

642

代理商舖  
Agency shops

總數  
Total

1,520

經巡查或抽查而發現並成立的違規個案 (2009年1月1日至9月30日)

Number of substantiated non-compliance cases arising from inspections or spot checks

(1/1/2009 – 30/9/2009)

55\*

網上物業廣告抽查次數 (2009年1月1日至9月30日)

Number of spot checks of online property advertisements (1/1/2009 – 30/9/2009)

394

\* 部分是往年接獲的個案

Some cases were carried over from previous years

紀律處分 (2009年1月1日至9月30日)

Disciplinary actions (1/1/2009 – 30/9/2009)

被暫時吊銷的牌照數目

Number of licences suspended

21

被撤銷的牌照數目

Number of licences revoked

0

考試及考試日期

Examination and date

參加人數

No. of candidates

合格率

Pass rate

地產代理資格考試

Estate Agents Qualifying Examination

26/2/2009

535

61%

23/4/2009

732

41%

20/8/2009

1,543

70%

營業員資格考試

Salespersons Qualifying Examination

27/2/2009

371

67%

24/4/2009

498

66%

26/6/2009

1,044

57%

21/8/2009

1,215

67%

# 紀律處分

## Disciplinary actions (1/4/2009–31/8/2009)

監管局紀律委員會根據《地產代理條例》第30(1)條對下述持牌人行使了紀律制裁權：

The Disciplinary Committee of the EAA has exercised its disciplinary powers under section 30(1) of the EAO against the following licensees:

持牌人 (牌照號碼) Licensee (Licence no.)	所判處分 Disciplinary actions	有關事項 Matters concerned
置業18物業代理有限公司 18 Property Agency Limited C-030140	譴責及罰款 Reprimand and fine	違反《常規規例》第9(2)條 Breach of section 9(2) of the Practice Regulation
邦基發展有限公司以建基地產公司名稱經營 * Bonker Development Limited trading as Kin Kee Property Agency Company C-007950	暫時吊銷牌照 (26/9/2009 — 25/10/2009) Suspension of licence (26/9/2009 — 25/10/2009)	沒有遵守《操守守則》第3.7.2段 Failure to comply with paragraph 3.7.2 of the Code of Ethics
忠正行物業顧問有限公司 C & C Properties Consultants Limited C-018150	譴責 Reprimand	沒有遵守《操守守則》第3.2.1段 Failure to comply with paragraph 3.2.1 of the Code of Ethics
世紀21中華物業有限公司 Century 21 Culture Center Property Limited C-021446	訓誡 Admonishment	沒有遵守《操守守則》第3.2.1段 Failure to comply with paragraph 3.2.1 of the Code of Ethics
世紀21日昇地產代理有限公司 Century 21 Sunrise Property Agency Limited C-026092	譴責 Reprimand	違反《條例》第40(3)(a)條 Breach of section 40(3)(a) of the EAO
世紀21日昇地產代理有限公司 Century 21 Sunrise Property Agency Limited C-026092	譴責及罰款 Reprimand and fine	沒有遵守《操守守則》第3.7.2段 Failure to comply with paragraph 3.7.2 of the Code of Ethics
世紀21煒業地產有限公司 Century 21 Wai Yip Property Limited C-025828	譴責 Reprimand	沒有遵守《操守守則》第3.7.2段 Failure to comply with paragraph 3.7.2 of the Code of Ethics
陳忠燕 * Chan Chung Yin Christina E-099274	在牌照上附加條件 Attachment of conditions to the licence	不符合《條例》第19(1)(c)條的規定 Failure to comply with the requirement under section 19(1)(c) of the EAO
陳健強 * Chan Kin Keung John S-119066	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	違反《常規規例》第13(4)條 Breach of section 13(4) of the Practice Regulation
陳國義 * Chan Kwok Yee Ringo S-105940	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	違反《常規規例》第13(4)條和沒有遵守《操守守則》第3.4.1段 Breach of section 13(4) of the Practice Regulation and failure to comply with paragraph 3.4.1 of the Code of Ethics
陳薪新 * Chan Sun Sun Annie E-097928	訓誡及在牌照上附加條件 Admonishment and attachment of a condition to the licence	沒有遵守《操守守則》第3.5.1段 Failure to comply with paragraph 3.5.1 of the Code of Ethics
鄭少芳 * Cheng Siu Fong E-241862	暫時吊銷牌照 (22/8/2009 — 21/9/2009)及在牌照上附加條件 Suspension of licence (22/8/2009 — 21/9/2009) and attachment of conditions to the licence	沒有遵守《操守守則》第3.5.1段和違反《常規規例》第13(4)條 Failure to comply with paragraph 3.5.1 of the Code of Ethics and breach of section 13(4) of the Practice Regulation

持牌人 (牌照號碼) Licensee (Licence no.)	所判處分 Disciplinary actions	有關事項 Matters concerned
蔡潤來 Choi Yun Loi E-091001	譴責及罰款 Reprimand and fine	不符合《條例》第19(1)(c)條的規定 Failure to comply with the requirement under section 19(1)(c) of the EAO
莊小綺以家居地產名稱經營 Chong Siu Yee trading as Ka Kui Property E-160042	訓誡 Admonishment	違反《常規規例》第6(2)條 Breach of section 6(2) of the Practice Regulation
蔡詠詩* Choy Wing Sze S-036968	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	沒有遵守《操守守則》第3.2.1段及違反《常規規例》第13(4)條 Failure to comply with paragraph 3.2.1 of the Code of Ethics and breach of section 13(4) of the Practice Regulation
徐偉洪* Chui Wai Hung E-085581	譴責、罰款及在牌照上附加條件 Reprimand, fine and attachment of a condition to the licence	沒有遵守《操守守則》第3.4.1段及違反《常規規例》第13(4)條 Failure to comply with paragraph 3.4.1 of the Code of Ethics and breach of section 13(4) of the Practice Regulation
盈豐地產代理有限公司 Grand Hill Properties Agency Limited C-015351	譴責 Reprimand	違反《常規規例》第9(1)條 Breach of section 9(1) of the Practice Regulation
何卓庭* Ho Cheuk Ting S-277850	譴責、罰款及在牌照上附加條件 Reprimand, fine and attachment of a condition to the licence	違反《常規規例》第13(4)條 Breach of section 13(4) of the Practice Regulation
何國本* Ho Kwok Poon E-113499	在牌照上附加條件 Attachment of conditions to the licence	不符合《條例》第19(1)(c)條的規定 Failure to comply with the requirement under section 19(1)(c) of the EAO
高信置業顧問有限公司 Homelife Property Consultants Limited C-020016	訓誡 Admonishment	違反《常規規例》第3(2)(a)條和第3(2)(c)條 Breach of section 3(2)(a) and 3(2)(c) of the Practice Regulation
盈嘉置業顧問有限公司 Homeplus Property Consultants Limited C-028262	訓誡及罰款 Admonishment and fine	違反《條例》第36(1)(a)(i)條 Breach of section 36(1)(a)(i) of the EAO
韓月珍以盛隆地產公司名稱經營 Hon Yuet Chun trading as Great Success Property Co. E-121425	訓誡 Admonishment	違反《常規規例》第6(2)條 Breach of section 6(2) of the Practice Regulation
香港置業(地產代理)有限公司以香港置業名稱經營 Hong Kong Property Services (Agency) Limited trading as Hong Kong Property C-018893	譴責 Reprimand	違反《常規規例》第9(1)條 Breach of section 9(1) of the Practice Regulation
洪麗青* Hung Lai Ching E-237703	訓誡及在牌照上附加條件 Admonishment and attachment of a condition to the licence	違反《常規規例》第6(3)(b)條 Breach of section 6(3)(b) of the Practice Regulation
洪盈嶺* Hung Ying Ling S-206292	譴責及在牌照上附加條件 Reprimand and attachment of conditions to the licence	沒有遵守《操守守則》第3.4.1段 Failure to comply with paragraph 3.4.1 of the Code of Ethics
洪于雯* Hung Yu Man Bonny S-034612	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	沒有遵守《操守守則》第3.5.1段及第3.2.1段 Failure to comply with paragraphs 3.5.1 and 3.2.1 of the Code of Ethics

持牌人 (牌照號碼) Licensee (Licence no.)	所判處分 Disciplinary actions	有關事項 Matters concerned
莊耀全 Jong Yiu Chuen S-069369	譴責及罰款 Reprimand and fine	沒有遵守《操守守則》第3.7.2段 Failure to comply with paragraph 3.7.2 of the Code of Ethics
甘明基 * Kam Ming Kei Heaven S-059882	暫時吊銷牌照 (22/8/2009 — 4/9/2009)及在牌照上附加條件 Suspension of licence (22/8/2009 — 4/9/2009) and attachment of a condition to the licence	不符合《條例》第21(2)(c)條的規定 Failure to comply with the requirement under section 21(2)(c) of the EAO
姜錦賢 * Keung Kam Yin E-016509	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	沒有遵守《操守守則》第3.2.1段 Failure to comply with paragraph 3.2.1 of the Code of Ethics
姜禮歡 * Keung Lai Foon E-147029	譴責及在牌照上附加條件 Reprimand and attachment of conditions to the licence	違反《常規規例》第13(4)條 Breach of section 13(4) of the Practice Regulation
京士活物業代理有限公司以京士活物業代理名稱經營 Kingswood Property Agency Limited trading as Kingswood Property Agency C-019027	訓誡及罰款 Admonishment and fine	違反《常規規例》第9(2)條 Breach of section 9(2) of the Practice Regulation
林亮恒 * Lam Leung Hang E-068034	暫時吊銷牌照 (30/5/2009 — 29/6/2009) 及罰款 Suspension of licence (30/5/2009 — 29/6/2009) and fine	不符合《條例》第19(1)(c)條的規定 Failure to comply with the requirement under section 19(1)(c) of the EAO
劉志光 Lau Chi Kwong S-033691	訓誡 Admonishment	沒有遵守《操守守則》第3.7.2段 Failure to comply with paragraph 3.7.2 of the Code of Ethics
劉喜燕 Lau Hei Yin Janet S-190166	譴責 Reprimand	沒有遵守《操守守則》第3.5.1段 Failure to comply with paragraph 3.5.1 of the Code of Ethics
李嘉明 Lee Ka Ming Cecilia E-213003	訓誡 Admonishment	沒有遵守附加於牌照上的指明條件 Failure to comply with a specified condition attached to the licence
李本立 * Lee Pun Lap Alex S-002154	暫時吊銷牌照 (23/5/2009 — 29/5/2009) 及在牌照上附加條件 Suspension of licence (23/5/2009 — 29/5/2009) and attachment of conditions to the licence	不符合《條例》第21(2)(c)條的規定 Failure to comply with the requirement under section 21(2)(c) of the EAO
李耀光 * Lee Yiu Kwong S-080481	暫時吊銷牌照 (3/10/2009 — 16/10/2009) 及在牌照上附加條件 Suspension of licence (3/10/2009 — 16/10/2009) and attachment of a condition to the licence	不符合《條例》第21(2)(c)條的規定 Failure to comply with the requirement under section 21(2)(c) of the EAO
梁巧儀 * Leung Hau Yee Vivian S-019954	訓誡及在牌照上附加條件 Admonishment and attachment of a condition to the licence	違反《常規規例》第3(3)(b)條 Breach of section 3(3)(b) of the Practice Regulation

持牌人 (牌照號碼) Licensee (Licence no.)	所判處分 Disciplinary actions	有關事項 Matters concerned
梁建文以建發置業名稱經營 Leung Kin Man trading as Kin Fat Real Estate E-098451	訓誡 Admonishment	違反《常規規例》第6(1)條 Breach of section 6(1) of the Practice Regulation
梁綠潔 Leung Luk Kit S-051114	訓誡 Admonishment	沒有遵守附加於牌照上的指明條件 Failure to comply with a specified condition attached to the licence
梁秀娥 * Leung Sau Ngo S-158396	訓誡及在牌照上附加條件 Admonishment and attachment of a condition to the licence	不符合《條例》第21(2)(c)條的規定 Failure to comply with the requirement under section 21(2)(c) of the EAO
梁耀明 * Leung Yiu Ming E-231350	在牌照上附加條件 Attachment of conditions to the licence	不符合《條例》第19(1)(c)條的規定 Failure to comply with the requirement under section 19(1)(c) of the EAO
廖衛玲 * Liu Wai Ling E-257477	暫時吊銷牌照 (29/8/2009 — 11/9/2009) 及在牌照上附加條件 Suspension of licence (29/8/2009 — 11/9/2009) and attachment of conditions to the licence	沒有遵守《操守守則》第3.7.2段 Failure to comply with paragraph 3.7.2 of the Code of Ethics
盧康元 * Lo Hong Yuen Eric S-087263	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	沒有遵守《操守守則》第3.2.1段和違反《常規規例》第13(4)條 Failure to comply with paragraph 3.2.1 of the Code of Ethics and breach of section 13(4) of the Practice Regulation
羅焜成 * Lo Kwan Shing E-056222	在牌照上附加條件 Attachment of conditions to the licence	不符合《條例》第19(1)(c)條的規定 Failure to comply with the requirement under section 19(1)(c) of the EAO
盧麗嘉 Lo Lai Ka Fion E-239213	譴責 Reprimand	違反《常規規例》第13(4)條 Breach of section 13(4) of the Practice Regulation
駱依萍以朗晴地產代理公司名稱經營 Lock Yee Ping trading as Himalaya Property Agency Co. E-077364	訓誡 Admonishment	違反《常規規例》第14(3)(a)條 Breach of section 14(3)(a) of the Practice Regulation
美聯物業代理有限公司以美聯物業名稱經營 Midland Realty International Limited trading as Midland Realty C-000982	訓誡及罰款 Admonishment and fine	違反《常規規例》第9(2)條 Breach of section 9(2) of the Practice Regulation
美聯物業代理有限公司以美聯物業名稱經營 Midland Realty International Limited trading as Midland Realty C-000982	訓誡 Admonishment	違反《條例》第48(2)條 Breach of section 48(2) of the EAO
美聯物業代理有限公司以美聯物業名稱經營 Midland Realty International Limited trading as Midland Realty C-000982	譴責 Reprimand	違反《常規規例》第6(2)條 Breach of section 6(2) of the Practice Regulation
美聯物業代理有限公司以美聯物業名稱經營 Midland Realty International Limited trading as Midland Realty C-000982	譴責及罰款 Reprimand and fine	違反《常規規例》第9(1)條 Breach of section 9(1) of the Practice Regulation

持牌人 (牌照號碼) Licensee (Licence no.)	所判處分 Disciplinary actions	有關事項 Matters concerned
美聯物業代理有限公司以美聯物業名稱經營 Midland Realty International Limited trading as Midland Realty C-000982	譴責及罰款 Reprimand and fine	違反《常規規例》第9(3)條 Breach of section 9(3) of the Practice Regulation
美聯物業代理有限公司以美聯物業名稱經營 Midland Realty International Limited trading as Midland Realty C-000982	譴責及罰款 Reprimand and fine	違反《常規規例》第9(1)條 Breach of section 9(1) of the Practice Regulation
美聯物業代理有限公司以美聯物業名稱經營 Midland Realty International Limited trading as Midland Realty C-000982	譴責 Reprimand	違反《常規規例》第15條 Breach of section 15 of the Practice Regulation
吳劍華 * Ng Kim Wah S-074735	暫時吊銷牌照 (3/10/2009 — 16/10/2009) 及在牌照上附加 條件 Suspension of licence (3/10/2009 — 16/10/2009) and attachment of conditions to the licence	不符合《條例》第21(2)(c)條的規定 Failure to comply with the requirement under section 21(2)(c) of the EAO
吳少芬 * Ng Siu Fun E-065644	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	違反《常規規例》第13(4)條 Breach of section 13(4) of the Practice Regulation
伍惠明 * Ng Wai Ming S-032540	訓誡及在牌照上附加條件 Admonishment and attachment of a condition to the licence	不符合《條例》第21(2)(c)條的規定 Failure to comply with the requirement under section 21(2)(c) of the EAO
東方置業(控股)有限公司以東方置業名稱經營 Oriental Property (Holdings) Limited trading as Oriental Property Agency C-026266	譴責 Reprimand	違反《發牌規例》第14(1)(b)條 Breach of section 14(1)(b) of the Licensing Regulation
龐德華以川龍地產名稱經營 Pong Tak Wah trading as Stream Dragon Property Agency E-155376	譴責 Reprimand	違反《發牌規例》第14(1)(d)條 Breach of section 14(1)(d) of the Licensing Regulation
龐紫穎以龐氏川龍地產名稱經營 Pong Tse Wing trading as Pong's Stream Dragon Property Agency E-192265	譴責 Reprimand	違反《發牌規例》第14(1)(d)條 Breach of section 14(1)(d) of the Licensing Regulation
潘熇民 * Poon Ho Man E-010422	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	沒有遵守《操守守則》第3.7.2段 Failure to comply with paragraph 3.7.2 of the Code of Ethics
溥頓行物業代理有限公司以溥頓行名稱經營 Preston Realty Limited trading as Preston Realty C-029644	譴責 Reprimand	沒有遵守《操守守則》第3.5.1段 Failure to comply with paragraph 3.5.1 of the Code of Ethics
萬寶地產代理有限公司 Primacy Properties Agency Limited C-020636	譴責及罰款 Reprimand and fine	違反《常規規例》第9(1)條 Breach of section 9(1) of the Practice Regulation
高盛物業代理有限公司 Priority Property Agency Limited C-032139	譴責 Reprimand	違反《常規規例》第9(2)條 Breach of section 9(2) of the Practice Regulation

持牌人 (牌照號碼) Licensee (Licence no.)	所判處分 Disciplinary actions	有關事項 Matters concerned
潘錦 * Pun Kam E-141379	譴責、罰款及在牌照上附加條件 Reprimand, fine and attachment of a condition to the licence	沒有遵守《操守守則》第3.5.1段和違反《發牌規 例》第10(1)條 Failure to comply with paragraph 3.5.1 of the Code of Ethics and breach of section 10(1) of the Licensing Regulation
潘永紅以樂居地產代理公司名稱經營 * Pun Wing Hung trading as Fortune Land Property Agency Co. E-179624	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	違反《常規規例》第6(2)條 Breach of section 6(2) of the Practice Regulation
利嘉閣地產有限公司 Ricacorp Properties Limited C-002504	訓誡 Admonishment	違反《常規規例》第3(2)(c)條 Breach of section 3(2)(c) of the Practice Regulation
順誠物業顧問有限公司 Shine Properties Consultants Company Limited C-014873	譴責 Reprimand	沒有遵守《操守守則》第3.2.1段 Failure to comply with paragraph 3.2.1 of the Code of Ethics
蕭遠章 Siu Yuen Cheung S-191466	罰款 Fine	不符合《條例》第21(2)(c)條的規定 Failure to comply with the requirement under section 21(2)(c) of the EAO
司徒翠雲 * Szeto Chui Wan S-007036	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	違反《常規規例》第13(4)條 Breach of section 13(4) of the Practice Regulation
鄧寶玉 * Tang Bo Yuk E-125751	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	違反《常規規例》第13(1)(a)條 Breach of section 13(1)(a) of the Practice Regulation
日月紅地產代理有限公司 The Sun & The Moon Property Agency Company Limited C-005918	譴責 Reprimand	沒有遵守《操守守則》第3.7.2段 Failure to comply with paragraph 3.7.2 of the Code of Ethics
湯劍忠 Tong Kim Chung Tony S-152860	訓誡 Admonishment	違反《常規規例》第10(b)條 Breach of section 10(b) of the Practice Regulation
唐君萍以栢維地產(物業代理)名稱經營 Tong Kwan Ping trading as Pak Vi Property Agency E-067396	訓誡 Admonishment	違反《常規規例》第6(2)條 Breach of section 6(2) of the Practice Regulation
徐健華 * Tsui Kin Wa E-250877	譴責、罰款及在牌照上附加條件 Reprimand, fine and attachment of conditions to the licence	違反《常規規例》第13(4)條 Breach of section 13(4) of the Practice Regulation
徐玉英 * Tsui Yuk Ying Angel E-143380	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	違反《常規規例》第10(b)條 Breach of section 10(b) of the Practice Regulation
中達物業代理有限公司 Vision Properties Agency Limited C-031459	譴責及罰款 Reprimand and fine	違反《條例》第36(1)(a)(i)條 Breach of section 36(1)(a)(i) of the EAO
創富物業代理有限公司 Wealth Property Agency Limited C-029069	訓誡 Admonishment	違反《常規規例》第6(2)條 Breach of section 6(2) of the Practice Regulation
黃卓康 * Wong Cheuk Hong E-150692	暫時吊銷牌照 (8/8/2009 — 14/8/2009)及在牌照上附加條件 Suspension of licence (8/8/2009 — 14/8/2009) and attachment of a condition to the licence	沒有遵守《操守守則》第3.7.2段 Failure to comply with paragraph 3.7.2 of the Code of Ethics

## 持牌人 (牌照號碼) Licensee (Licence no.)

## 所判處分 Disciplinary actions

## 有關事項 Matters concerned

黃祖慧 * Wong Cho Wai S-205812	譴責及在牌照上附加條件 Reprimand and attachment of conditions to the licence	沒有遵守《操守守則》第3.5.1段和違反《常規規例》第13(4)條 Failure to comply with paragraph 3.5.1 of the Code of Ethics and breach of section 13(4) of the Practice Regulation
汪君華 * Wong Kwan Wah S-007920	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	違反《常規規例》第13(4)條 Breach of section 13(4) of the Practice Regulation
黃敏 Wong Man E-254417	譴責 Reprimand	沒有遵守《操守守則》第3.2.1段 Failure to comply with paragraph 3.2.1 of the Code of Ethics
黃樹旋 Wong Shu Shuen E-127427	譴責及罰款 Reprimand and fine	違反《發牌規例》第10(1)條 Breach of section 10(1) of the Licensing Regulation
黃月珍 * Wong Yuet Chun E-249125	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	違反《常規規例》第13(4)條 Breach of section 13(4) of the Practice Regulation
胡國強 * Wu Kuok Keong S-211242	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	違反《常規規例》第13(4)條 Breach of section 13(4) of the Practice Regulation
楊浩然 * Yeung Ho Yin S-109301	譴責、暫時吊銷牌照 (19/9/2009 — 25/9/2009) 及在牌照上附加條件 Reprimand, suspension of licence (19/9/2009 — 25/9/2009) and attachment of a condition to the licence	沒有遵守《操守守則》第3.7.2段和違反《常規規例》第10(b)條 Failure to comply with paragraph 3.7.2 of the Code of Ethics and breach of section 10(b) of the Practice Regulation
楊啟康 * Yeung Kai Hong S-090001	在牌照上附加條件 Attachment of conditions to the licence	不符合《條例》第21(2)(c)條的規定 Failure to comply with the requirement under section 21(2)(c) of the EAO
葉鏡冰 * Yip Keng Ping S-147546	譴責及在牌照上附加條件 Reprimand and attachment of a condition to the licence	沒有遵守《操守守則》第3.4.1段和第3.2.1段 Failure to comply with paragraphs 3.4.1 and 3.2.1 of the Code of Ethics
余振明 * Yu Chun Ming Simon E-006739	暫時吊銷牌照 (29/8/2009 — 11/9/2009) 及在牌照上附加條件 Suspension of licence (29/8/2009 — 11/9/2009) and attachment of conditions to the licence	沒有遵守《操守守則》第3.7.2段 Failure to comply with paragraph 3.7.2 of the Code of Ethics

### 註 Notes

\* 有關個案已刊於政府憲報 (2009年第20期至2009年第40期) , 詳情可登入政府憲報網頁 ([www.gld.gov.hk/egazette](http://www.gld.gov.hk/egazette)) 參閱。

\* These cases were also published in the Gazette (nos. 20/2009 to 40/2009). For details, please refer to the Gazette (website: [www.gld.gov.hk/egazette](http://www.gld.gov.hk/egazette)).

### 凡例

《條例》—《地產代理條例》

《常規規例》—《地產代理常規 (一般責任及香港住宅物業) 規例》

《發牌規例》—《地產代理 (發牌) 規例》

### Legend

EAO – Estate Agents Ordinance

Practice Regulation – Estate Agents Practice (General Duties and Hong Kong Residential Properties) Regulation

Licensing Regulation – Estate Agents (Licensing) Regulation

《專業天地》由監管局寄發。如果你不希望再收到此刊物，請致電2151 2900，或電郵至enquiry@eaa.org.hk通知監管局。