



**Estate Agents Authority demands management of
estate agency companies to pay attention to
practitioners' behaviour
at first-sale sites**

(26 February 2005) The Estate Agents Authority (EAA) has expressed deep regret at the alleged fighting incident among several estate agents at a first-sale site at Kowloon Bay yesterday (25 February), and demanded management of the two concerned estate agency companies to pay serious attention to the practice and behaviour of their employees. The incident is now under investigation by the police and the EAA.

2. This morning (26 February), Mr Steven Poon Kwok-lim, Chairman, together with Ms Sandy Chan, Chief Executive Officer of the EAA, and the developer visited the Kowloon Bay first-sale site. Mr Poon said, "Management of the two concerned estate agency companies must deal with the case seriously. Appropriate action should be taken to prevent the happenings of similar incident in future."

3. Mr Steven Poon had met with the senior management of the two concerned companies during the visit. He reminded them that the management had the responsibility to supervise their employees effectively and to ensure that they were law-abiding and well-disciplined at work. Aside from issuing clear guidelines for employees, management should be present at the first-sale sites to give appropriate instructions to the employees."

4. Mr Poon added, "The EAA attaches great importance to the practice of estate agents including their behaviour at first sale sites. Offenders will be subject to the EAA's disciplinary action, including suspension/revocation of licence in the case of serious offences."

5. Mr Poon was given a briefing by the developer about the latest situation on site. The developer has emphasised that they do not tolerate any behavior that would damage public interests at their sale sites.

6. The figures of the EAA show that in 2004, the EAA has



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exercised the disciplinary powers in 17 cases concerning suspension and/or revocation of licences, of which 6 are related to fighting incidents.

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