



Continuing Professional Development Scheme (CPD)

(5 May 2005) To raise the competence of practitioners and keep them abreast with the latest developments in professional knowledge, the Estate Agents Authority (EAA) will implement a Continuing Professional Development (CPD) Scheme for practitioners in the estate agency profession from May 2005. It will initially operate on a voluntary basis for two years. The opportune time to progress to the mandatory phase will be determined in light of experience gained during the voluntary phase.

With “Professional Excellence Through Learning” as the slogan, the Scheme is intended to raise the level of professionalism and reinforce good practice, thereby enhancing public confidence and consumer protection in the estate agency trade. For individual practitioners, continuing professional development allows for personal growth, professional satisfaction and career development.

The CPD programmes are classified into core and non-core subjects. Generally speaking, matters that bear a close relationship with estate agency law and practice, compliance or supervisory issues are core-subjects. Other matters that may be conducive to raising the standard of practitioners are non-core subjects.

The following is a broad classification:

Core (“C”) subjects	Non-core (“N”) subjects
(C1) Law and subsidiary legislation relating to estate agency work	Marketing skills and techniques
(C2) Compliance matters	Business management
(C3) Practice related knowledge and issues	Financial services
(C4) Professional ethics	Property management
	Property valuation



(C5) Management and supervisory skills	Estate agency practice in other jurisdictions
(C6) Language skills for estate agency work	
	Information technology

All CPD activities are assigned CPD points on the basis of the nature of the activity and the input required of the learner. Both estate agents and salespersons are encouraged to participate and fulfill the target of 10 CPD points per CPD period (generally 12 months), comprising 6 credit points from core subjects and 4 credit points from non-core subjects.

The modes of learning may include seminars and conventional classroom lectures, e-quiz, workshops and web-based distance learning, etc.

While non-participation will not attract penalties during the voluntary phase, a Certificate of CPD Attainment will be awarded to practitioners meeting the target 10 CPD points as a token of appreciation of their self-enrichment efforts and support for the CPD Scheme.

Each licensee will receive a CPD Information Pack from the EAA comprising bilingual Guidelines and other essential information.

All EAA recognised CPD activities, after successful completion, will be acknowledged by a certificate of attendance. Practitioners should keep the original certificate filed in the Information Pack folder.

Materials and news on CPD related matters will be posted on the EAA website (<http://www.eaa.org.hk>) for speedy and reliable dissemination.

For enquiries on the CPD Scheme, please contact the EAA through the Professional Development Hotline 2150 2468 or the EAA e-mail address at eaatraining@eaa.org.hk.



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