



## **CPD Mark for Estate Agencies**

(16 June 2008) The Estate Agents Authority (EAA) today announced the introduction of the CPD Mark for Estate Agencies to encourage greater participation in the Continuing Professional Development (CPD) Scheme by estate agency shops.

Chairman of the EAA Professional Development Committee Mr Joseph Tsang said, “The EAA launched the CPD Mark for Estate Agencies to foster stronger participation in the CPD Scheme by agency firms and frontline practitioners, in a bid to enhance practitioners’ professional knowledge. Agencies with the CPD Mark may display the mark in their shop or office, which will be conducive to building a more professional image for the company.”

On 1<sup>st</sup> October each year, if an estate agency shop or office has 50% or more of its employed licensees (amongst them must be the shop or branch manager) awarded the CPD Attainment Certificate for their previous CPD period, the shop or the office may apply for the CPD Mark.

The CPD Mark will be valid for one year, from 1 January to 31 December of the following year. During this period, the shop may display the CPD Mark decal and print it on its pamphlets, brochures, and documents, as well as on the business cards of its employees.

Furthermore, at the end of this year, a new “Estate Agency Management Course” will be held for branch managers and other licensees responsible for managing estate agency businesses.

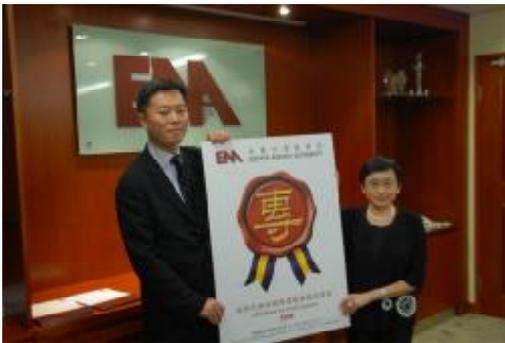
The course aims to enhance licensees’ management and supervisory knowledge and skills, so that they can effectively manage their estate agency businesses and ensure practitioners under their supervision comply with the relevant laws and regulations.

The EAA will also organise a new Putonghua course, with two levels –



basic and advanced – to suit the different needs of practitioners.

For further details of the CPD scheme, please call the EAA's Professional Development Hotline (2150 2468) or visit the EAA website ([www.eaa.org.hk](http://www.eaa.org.hk)).



Chairman of the Professional Development Committee of the Estate Agents Authority (EAA) Mr Joseph Tsang (left) and Director of Services of the EAA Ms Ruby Hon (right) introduce the CPD Mark for Estate Agencies to the media.

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