



166 estate agency shops awarded CPD Mark

(10 December 2008) A total of 166 estate agency shops will be awarded the CPD Mark in recognition of their active participation in the Continuing Professional Development (CPD) Scheme of the Estate Agents Authority (EAA).

In June 2008, the EAA launched the CPD Mark for Estate Agencies Award Scheme (CPD Mark) to encourage greater participation in the scheme by estate agency shops and practitioners. Under the scheme, on a certain date each year, if an estate agency shop or office has 50% or more of its employed licensees (including the shop or branch manager) meeting the CPD point requirement, the shop or the office may qualify for the CPD Mark.

This year, 166 estate agency shops met the requirement and will be awarded the 2008 CPD Mark. This figure makes up around 4% of the total number of estate agency shops. The shops will be entitled to display the 2008 CPD Mark decal in their shops and have the mark printed on their documents and employees' business cards in 2009.

“Given the scheme was launched only earlier this year, we find the participation rate very encouraging,” said Mr Eric Lee, Chairman of Professional Development Committee of the EAA. “The 166 awardees come from not only big firms, but also small and mid-sized shops throughout the territory.”

“Estate agencies who fulfil the criterion for the 2008 CPD Mark can still submit their applications,” said Mr Lee “The EAA will process them as soon as possible. We believe the display of the CPD Mark will help build a more professional image for the company.”

To further enhance the professional standards of the trade, which will in turn foster greater public confidence in the trade, the EAA is pursuing a number of additional initiatives to enhance the CPD Scheme.

First, for the convenience of licensees, the CPD period for all licences



will be standardised to end on 30 September of each year, irrespective of the validity period of the licences. The first standardised CPD period will commence on 1 October 2009 (that is, from 1 October 2009 to 30 September 2010). There will be special arrangements during the transitional period.

Second, effective from 1 October 2009, the number of CPD points required will be increased from 10 to 12 a year. The current six-point requirement for core subjects remains unchanged.

Third, the criterion for the award of the CPD Mark will be raised from 50% to 80% of licensed employees (including the shop or branch manager) attaining the CPD points target in their previous CPD period. The new criterion will be adopted for applications for the CPD Mark in 2011 and thereafter. That means, at least 80% of licensed employees (including the shop or branch manager) must have attained the CPD points target in the CPD period of 1 October 2010 to 30 September 2011 before they can qualify for the 2011 CPD Mark.

A list of shops awarded the 2008 CPD Mark will later be posted on the EAA website (www.eaa.org.hk). Details of the award scheme are also available on the EAA website.

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