



The EAA launches new API “Appoint licensed estate agent to buy off-plan properties outside Hong Kong”

(17 December 2024) To remind the public of the risks associated with purchasing off-plan properties outside Hong Kong and encourage consumers to appoint licensed estate agents for more protection, the Estate Agents Authority (“EAA”) has recently launched a new Announcement in the Public Interest (“API”) which is now broadcasting on TV and radio channels.

In addition to airing on local free and paid TV and radio channels for a year, the video version of the API is also being broadcast on the MTR in-train TV and lift lobby screens in commercial and residential buildings this December. It can also be viewed on the EAA’s Consumer Education website (smart.eaa.org.hk) and the EAA’s YouTube channel (www.youtube.com/EstateAgentsAuthority).

To increase public awareness of the subject, the EAA has also launched billboards at the Western Harbour Crossing, online advertisements on the MTR mobile app and the Google Display Network to promote the same message to the public.

For more information on the subject of purchasing off-plan properties outside Hong Kong, please visit the EAA’s designated webpage <http://outsidehk.eaa.org.hk>



地產代理監管局
ESTATE AGENTS AUTHORITY

新聞稿
Press Release



**Beware of buying off-plan properties outside Hong Kong
Appoint licensed estate agent for more protection**

<http://outsidehk.eaa.org.hk>



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