

兩段推廣地產代理正面形象的 YouTube專題短片

Two feature videos on YouTube to promote the positive image of estate agents



三位地產代理在影片中分享他們的故事。
Three estate agents shared their stories in the video.

為推廣地產代理的正面形象及增加公眾對地產代理的認識，監管局與一個受歡迎的YouTube頻道合作，於十月推出兩段有關地產代理的專題短片。短片帶出地產代理的正面故事，也介紹了地產代理的日常工作。

在其中一段名為【地產代理多面睇】的短片中，三位來自不同背景的地產代理分享了他們在日常工作以外的故事。透過訪談，各人都表現出對從事地產代理行業的熱誠，以及他們如何回饋社會。

另一段短片【實試做地產代理】則透過「一日學徒」的有趣經驗，向公眾展示地產代理的日常工作。正如影片中的「學徒」所言，地產代理工作繁複，需要充足的預備及具備專業知識。而「學徒」的「師父」亦分享了很多公眾未必知道的棘手地產代理工作。

兩段短片可於YouTube頻道觀看：youtube.com/米紙

To promote the positive image and enhance public understanding of estate agents, the EAA has partnered with a popular YouTube channel and launched two feature videos about estate agents in October. The videos share the positive stories of estate agents and highlight estate agents' daily duties.

In one of the videos titled “地產代理多面睇”，three estate agents from different backgrounds shared their stories beyond their daily estate agency work. Through the interviews, they showed their enthusiasm to be an estate agent and how they contribute to the community.

The other video namely “實試做地產代理”，shows the public the complexity of an estate agent's daily work through the interesting experience of a “one-day apprentice”. As the “apprentice” concluded in the video, estate agency work is indeed complicated and requires much homework and professional knowledge. The “mentor” of the “apprentice” also shared a lot of the complicated duties of estate agents that the public might not know.

Both videos are available on the YouTube channel at youtube.com/米紙
(Note: the videos are only available in Cantonese)



主持以「一日學徒」形式體驗地產代理工作。
The host experienced the daily work of an estate agent by being a “one-day apprentice”.