

緊記「三言兩與」 Always be a “5A” agent

監管局於2019年推出「5A」代理宣傳計劃，推廣專業地產代理應具備的「三言兩與」特質，提醒消費者委託具備該等特質的地產代理。自計劃推出以來，具代表性的「5A」代理廣受業界歡迎。

監管局會於《專業天地》中，提醒持牌人如何成為消費者尋求的「5A」代理。

首先，大家一起來溫故知新 — 宣傳計劃中的「三言兩與」特質，其實是代表了五句以「言」或「與」字為首的成語（而英文版本則同樣是以A字為首），當中包括「言出必行」(Adherence)、「言之有物」(Ability)、「言而有信」(Accountability)、「與時並進」(Advancement)及「與客同行」(Affinity)。這些重要的特質都是地產代理為顧客提供優質服務時應具備的。

過去數年，監管局推出多個宣傳活動向公眾展示業界的正面形象。然而，單靠宣傳而沒有持牌人的實際行動，要改變公眾對地產代理的既定印象並不容易。因此，一方面局方會繼續向公眾灌輸「5A」代理的概念，而另一方面，持牌人應緊記這不僅是宣傳口號，更是專業地產代理的核心價值。行動勝於空談，讓我們攜手努力，保持業界的專業水平，向公眾展示正面形象。

監管局會在未來的《專業天地》分享更多關於「A級」特質。



The EAA launched the publicity campaign of the “5A Agent” in 2019 to promote the important “5A” qualities that a professional licensed estate agent should possess, and which consumers should focus on when choosing an estate agent to appoint. The iconic 5A Agent has gained popularity among the trade since then.

Here in *Horizons*, we will remind licensees how to become this “5A agent” whom every consumer will look for.

First of all, let us refresh our memory – the “5A” qualities introduced in the campaign are literally five qualities which start with the letter “A”, namely “Adherence”, “Ability”, “Accountability”, “Advancement” and “Affinity”. These are the essential qualities that all estate agents should possess in order to deliver a professional service to their clients.

Publicity campaigns on the subject were carried out in the past few years by the EAA. However, it is not easy to change the public’s perception of estate agents through those campaigns alone without the commitments from the licensees. While the EAA will continue to instill this “5A agent” concept to the public, licensees should remember that it is not only a promotional slogan but it is a core value of being a professional estate agent. Actions speak louder than words. Let us work together to keep up the professional standard of the trade and demonstrate the positive image to the public.

In the coming issues of *Horizons*, we will write more about each of these “Grade A” qualities.