



香港地產建設商會

THE REAL ESTATE DEVELOPERS ASSOCIATION OF HONG KONG

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To : **REDA Corporate Members**
(Members of Executive Committee & Legal Subcommittee via fax)

Date : 7 October 2009

Subject : **Sales Descriptions of Uncompleted Residential Properties**

Dear Members

With the view of further improving the quality of information provided in the sales brochures of our members, we have agreed with the Transport and Housing Bureau to bring in a set of Enhancement Measures (attached) to our Guidelines for Sales Descriptions of Uncompleted Residential Properties with effect from November 2009.

Please note that sales brochures bearing a "Printing Date" from November 2009 onwards will be subject to these new measures.

Your continued support and compliance are most appreciated.

Stewart Leung
Vice Chairman, Executive Committee

**Measures to
further enhance the clarity and transparency of information in
the sales brochures and advertisements
of uncompleted first-hand residential development**

Proposals on sales brochure

1. For each uncompleted first-hand residential development (or a specific phase/grouping of the development as appropriate) under the Lands Department's Consent Scheme (the Consent Scheme), all information as required under the Consent Scheme, the respective pre-sale consent letter and REDA's guidelines (as appropriate) should be contained in one booklet entitled "sales brochure" (售樓說明書). Any other booklets (e.g. promotional materials) made available to the prospective purchasers should not be called "sales brochure".
2. The "sales brochure" must not include any promotional materials including artist impression pictures/graphics.
3. The "sales brochure" may include a one-page to-scale close-up picture showing the outer appearance/building elevation of the development endorsed by the appointed architect.
4. The "sales brochure" should begin with those property information following the sequence as far as possible as set out in Annex A, before presenting other required information.
5. The postal address of the development must be provided.
6. The location plan should also have the name of nearby streets specified and the location of the concerned residential development highlighted.
7. Apart from those communal facilities and features as stipulated in REDA's guidelines of 10 October 2008, various other communal facilities and features should also be shown on the location plan as appropriate. The revised list of communal facilities and features is at Annex B.
8. The size of the location plan and the Outline Zoning Plan should be at least 16cm (length) X 16cm (width), and the font size of the related legends should be at least 10 (see sample at Annex C)

9. The Area Schedule of the Units (單位面積表) should follow the area presentation format in the standardized price list template of REDA (see example at Annex D).
10. The public open space/public facilities should be shaded or coloured in the plans showing their respective locations in the same colour, format or pattern as stipulated in the relevant conditions of the Government Lease (if applicable).
11. Details of all important service agreements concerning respective units which the developer has agreed with respective service providers prior to delivery of the Units, including the telecommunications services, should be listed out explicitly.
12. The most updated version of the bilingual “Notes to Purchasers of First-hand Residential Properties” jointly published by the Estate Agents Authority and the Consumer Council should be reproduced in full.
13. Developers should provide the Chinese translation, in addition to the English version, of the salient points of the Deed of Mutual Covenant. Developers shall put a statement in both English and Chinese stating that ‘where there is discrepancy in meaning between the English and Chinese versions, the English version shall prevail’ ‘中英文版本如有歧義，以英文版本為準’.

Proposal on advertisement

- Printed promotional materials/advertisements on uncompleted first-hand residential development showing the artistic impression of the development and/or its surrounding areas (which must not be contained in the sales brochures) must carry the statement, in Chinese (Annex E) or English (Annex F).
- For promotional materials/advertisements of or smaller than a half-page standard newspaper, the font size of the statement should not be smaller than 10.
- For promotional materials/advertisements of a size larger than a half-page standard newspaper, the font size of the statement should not be smaller than 12.

**Sequence of
property information in the first part of the sales brochure**

1. Basic information of the development (發展項目基本資料)
 - Including the postal address of the development.
2. Design of the development and property management (物業設計及管理)
3. Location Plan of the development (物業位置圖)
4. Relevant Outline Zoning Plan (當區分區計劃大綱圖)
5. Master Layout Plan of the Development (物業整體規劃圖)
6. Floor Plan (樓層平面圖)
7. Area Schedule of Units (單位面積表)
8. Floor Plan of the car park (停車場平面圖)
 - Including the area schedule of the car parking system.
9. Salient Points of Deed of Mutual Covenant (大廈公共契約重要條款)
 - Including the details on maintenance of slope.
10. Salient Points of the Government Lease (政府租契重要條款)
11. Public Open Space and Facilities (公共空間及設施)
12. Matters relating to preliminary agreement for sale and purchase (有關臨時買賣合約事宜)
13. Notes to Purchasers of First-hand Residential Properties (一手住宅物業買家須知)

[NOTE: Other required information, including the one-page to-scale close-up picture showing the outer appearance/building elevation of the development endorsed by the appointed architect, shall be presented in the remaining parts of the sales brochure, and headings should be provided.]

**Communal facilities/features
to be shown in the location plan**

The location plan should show clearly and identify all free standing and purpose-built facilities, including but not limited to:-

1.	crematorium and columbarium	火葬場/靈灰安置所
2.	mortuaries	殮房
3.	slaughterhouses	屠房
4.	bus and railway depots	巴士廠/鐵路車廠
5.	ventilation shafts (MTR)	通風井 (香港鐵路)
6.	libraries and museums	圖書館/博物館
7.	barracks	軍營
8.	cargo working area	貨物裝卸區
9.	petrol and LPG filling stations	加油站/石油氣加氣站
10.	oil depots/aviation and marine fuel depots	油庫/航空及船舶燃油庫
11.	sewage treatment works and facilities	污水處理廠及設施
12.	landfill or ex-landfill	堆填區或前堆填區
13.	landfill gas flaring plants	堆填區廢氣燃燒裝置
14.	power plants and electricity sub-stations	發電廠及電力變壓站
15.	pylons(high voltage power line)	高壓電纜塔架
16.	correctional institutions/prisons	懲教所/監獄
17.	addiction treatment centres	戒毒中心
18.	helicopter landing pad	直昇機坪
19.	clinics	診所
20.	fire stations and ambulance depots	消防局/救護站
21.	funeral parlours and cemeteries	殯儀館/墳場
22.	judicial facilities (e.g. courts and magistracies)	司法機構(如法院及裁判法院等)
23.	refuse collection points	垃圾收集站
24.	hospitals	醫院
25.	markets (e.g. wet market and	市場(如街市及批發市場等)

	wholesale market)	
26.	police stations	警署
27.	public carparks and lorry parks	公眾停車場/貨車停泊處
28.	public conveniences	公廁
29.	public transport terminus and rail stations	公共交通總站及鐵路站
30.	public utility installations	公共事業設施
31.	religious institutions (e.g. Church, temple and Tsz Tong)	宗教機構(如教堂、廟宇及祠堂等)
32.	schools (e.g. kindergartens, primary schools, secondary schools, vocational training schools etc.)	學校(如幼稚園、小學、中學及職業訓練學校等)
33.	social welfare facilities (e.g. elderly centres, homes for mentally disabled)	社會福利設施 (如長者中心及智障院舍)
34.	sports facilities and sports grounds	體育設施/運動場

Template of the Location Plan

Size: 16cm (Length) x 16cm (Width)

Legend (10 pt)

巴士總站	Bus Terminus	醫院	Hospital
公眾停車場	Public Carpark	亭	Pavilion
診療所	Clinic	加油站／石油氣加氣站	Petrol/LPG Filling station
商場	Commercial Centre	郵政局	Post Office
社區中心	Community Centre	長者中心	Elderly Centre
電力變壓站	Electricity sub-station	公廁	Public Toilet
中學	Secondary School	小學	Primary School
市政大廈	Municipal Services Building	運動場	Sports Ground
消防局	Fire Station	泳池	Swimming Pool
酒店	Hotel	廟宇	Temple
街市	Wet Market	戲院	Cinema
小巴總站	Minibus Terminus	警署	Police Station
殯儀館	Funeral Parlour	裁判法院	Magistracy
垃圾收集站	Refuse Collection Point	公眾殮房	Public mortuary
巴士廠	Bus Depot	通風井(香港鐵路)	Ventilation Shaft (MTR)
公共圖書館	Public Library	污水處理廠	Sewage Treatment Work
堆填區	Landfill	高壓電纜塔架	Pylon (high voltage power line)

Template for Presentation of Floor Area in Sales Brochures and Price Lists

樓盤名稱 Name of Development, 期數(如有) Phase (if any), 地區 Location

座數	樓層	單位	實用面積 (包括露台及工作平台) (平方呎) Saleable Area (including balcony and utility platform) (sq.ft.)	另		單位有蓋面積 (平方呎) Unit Covered Area (sq.ft.)	單位所分攤的 公用地方面積 (平方呎) Apportioned Share of Common Area (sq.ft.)	建築面積 (平方呎) Gross Floor Area (sq.ft.)	[單位其他面積 (平方呎)] [Other Area of the unit (sq.ft.)] • 如天台、平台、冷氣機平台 等其他面積應分別列出。 • Area of other items of the unit such as roof, flat roof or A/C platform should be listed separately.	訂價	
				露台 (平方呎) Bay Window (sq.ft.)	冷氣機房 (平方呎) A/C Plant Room (sq.ft.)						
5	1	A	581 (露台:22) (工作平台:16)	12	12	605	153	758	-	\$3,000,000	
		B	-	-	-	-	-	-	-	-	
		C	-	-	-	-	-	-	-	-	-
		D	-	-	-	-	-	-	-	-	-
		E	-	-	-	-	-	-	-	-	-
5	2	A	581 (露台:22) (工作平台:16)	12	12	605	153	758	-	\$3,025,000	
		B	-	-	-	-	-	-	-	-	
		C	-	-	-	-	-	-	-	-	-
		D	-	-	-	-	-	-	-	-	-
		E	-	-	-	-	-	-	-	-	-

- 準買家請參閱發展商所提供售樓書內有關上述資料之詳情。
Prospective purchasers please refer to the sales brochure provided by the developer for further details of the above information.
- 實用面積包括露台面積及工作平台面積。
Saleable Area includes area of the balcony and utility platform.
- 單位有蓋面積包括實用面積、露台(如有)及冷氣機房(如有)面積。
Unit Covered Area includes the Saleable Area, area of bay window (if any) and A/C plant room (if any).
- 建築面積包括單位有蓋面積及單位所分攤的公用地方面積。
Gross Floor Area includes the Unit Covered Area and the apportioned share of common area of the unit.

附註詳見於後頁
See Remarks overleaf

附註 (Remarks):

- 1 單位所分攤的公用地方面積包括住宅之各樓層之電梯大堂、電梯槽、機電房、垃圾房、會所面積等等 (如有把面積計算在內)。
Apportioned Share of Common Area includes lift lobbies, lift shafts, electrical meter rooms, refuse room, clubhouse area etc (if such area is included in calculation of Apportioned Share of Common Area of the Unit).
- 2 有關之建築圖則、分區計劃大綱圖、政府租契及已待批核之大廈公契等各項文件之副本，均可向售樓處免費查閱。
Copies of the related Building Plans, Outline Zoning Plan, Government Lease and the approved/draft DMC are available for free inspection at the sales office(s).
- 3 單位樓面至樓面高度 (指該樓層之石屎地台面與上一層石屎地台面之高度距離)。
Floor-to-floor height (refer to the height between the top surface of the structural slab of a floor and the top surface of the structural slab of its immediate upper floor).
- 4 層數較高單位由於結構牆較低層單位稍薄，因而室內空間或會稍為增多。
The internal space of units on upper floors may be slightly larger than those of the same type on the lower floors due to reduced thickness of structural walls on those upper floors.
- 5 詳細之訂正圖則以政府有關部門最後批准之圖則為準。
All plans are subject to final approval by the relevant Government Authorities.
- 6 本價目表 / 付款辦法 / 有關之優惠隨時調整，恕不另行通知。
All prices, payment terms and contents of this price list are for information only and are subject to change without prior notice.
- 7 有關本發展項目之公眾休憩用地/設施之管理/維修責任，請參閱發展商提供之售樓說明書內「參考資料」所載政府租契/公用契約/大廈公契之相關條款。
(如有) For details of the management/maintenance responsibilities of the public open space/facilities of the development, please refer to the relevant terms of the Government Lease/Deed of Dedication/Deed of Mutual Covenant stated in the "Information for Reference" section of the sales brochures provided by the developer.
- 8 (其他條款按個別樓盤情況自訂)
.....(Other terms and conditions etc depending on each development)

REDA Price List Template

Figures shown in the template are for illustration only.

Template for Presentation of Floor Area in Sales Brochures and Price Lists

樓盤名稱 Name of Development, 期數 (如有) Phase (if any), 地區 Location)

單位 (Unit)		A	B	C
實用面積 (包括露台及工作平台) (平方呎) Saleable Area (including balcony and utility platform) (sq.ft.)		905 (露台 : 22) (工作平台 : 12)	755 (露台 : 22) (工作平台 : 12)	605 (露台 : 22) (工作平台 : 12)
另	窗台 (平方呎) Bay Window (sq.ft.)	40	30	20
	冷氣機房 (平方呎) A/C Plant Room (sq.ft.)	15	15	15
單位有蓋面積 (平方呎) Unit Covered Area (sq.ft.)		960	800	640
單位所分攤的公用地方面積 (平方呎) Apportioned Share of Common Area (sq.ft.)		240	200	160
建築面積 (平方呎) Gross Floor Area (sq.ft.)		1,200	1,000	800
[單位其他面積 (平方呎)] [Other Area of the unit (sq.ft.)] • 如天台、平台、冷氣機平台等其他面積應分別列出。 • Area of other items of the unit such as roof, flat roof or A/C platform should be listed separately.				
樓層 (Floor)		訂價 (Price) (\$)		

- 準買家請參閱發展商所提供售樓書內有關上述資料之詳情。
Prospective purchasers please refer to the sales brochure provided by the developer for further details of the above information.
- 實用面積包括露台面積及工作平台面積。
Saleable Area includes area of the balcony and utility platform.
- 單位有蓋面積包括實用面積、窗台(如有)及冷氣機房(如有)面積。
Unit Covered Area includes the Saleable Area, area of bay window (if any) and A/C plant room (if any).
- 建築面積包括單位有蓋面積及單位所分攤的公用地方面積。
Gross Floor Area includes the Unit Covered Area and the apportioned share of common area of the unit.

制表日期
Date of Printing: _____ d/m/y

附註 (Remarks):

1. 單位所分攤的公用地方面積包括住宅之各樓層之電梯大堂、電梯槽、機電房、垃圾房、會所面積等等 (如有把面積計算在內)。
Apportioned Share of Common Area includes lift lobbies, lift shafts, electrical meter rooms, refuse room, clubhouse area etc (if such area is included in calculation of Apportioned Share of Common Area of the Unit).
2. 有關之建築圖則、分區計劃大綱圖、政府租契及已/待批核之大廈公契等各項文件之副本，均可向售樓處免費查閱。
Copies of the related Building Plans, Outline Zoning Plan, Government Lease and the approved/draft DMC are available for free inspection at the sales office(s).
3. 單位樓面至樓面高度 (指該樓層之石屎地台面與上一層石屎地台面之高度距離)。
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4. 層數較高單位由於結構牆較低層單位稍薄，因而室內空間或會稍為增多。
The internal space of units on upper floors may be slightly larger than those of the same type on the lower floors due to reduced thickness of structural walls on those upper floors.
5. 詳細之訂正圖則以政府有關部門最後批准之圖則為準。
All plans are subject to final approval by the relevant Government Authorities.
6. 本價目表 / 付款辦法 / 有關之優惠隨時調整，恕不另行通知。
All prices, payment terms and contents of this price list are for information only and are subject to change without prior notice.
7. 有關本發展項目之公眾休憩用地/設施之管理/維修責任，請參閱發展商提供之售樓說明書內「參考資料」(如有) 所載政府租契/公用契約/大廈公契之相關條款。
For details of the management/maintenance responsibilities of the public open space/facilities of the development, please refer to the relevant terms of the Government Lease/Deed of Dedication/Deed of Mutual Covenant stated in the "Information for Reference" section of the sales brochures provided by the developer.
8. (其他條款按個別樓盤情況自訂)
.....(Other terms and conditions etc depending on each development)

REDA Price List Template

Figures shown in the template are for illustration only.

**Statement on the printed promotional materials/advertisements
on uncompleted first-hand residential developments showing artist impression
of the development and/or its surrounding areas**

本廣告內載列的相片、圖像、繪圖或素描顯示的純屬畫家對該發展地盤之想像感覺。有關圖片並非按照比例繪畫或/及可能經過電腦圖像修飾處理。準買家如欲了解本發展項目的詳情，請參閱售樓說明書。發展商亦建議買方到該發展地盤作實地考察，以獲取對該發展地盤以及其周圍地區的公共設施及環境較佳的了解。
(font size 10 for advertisements of or smaller than a half-page standard newspaper.)

本廣告內載列的相片、圖像、繪圖或素描顯示的純屬畫家對該發展地盤之想像感覺。有關圖片並非按照比例繪畫或/及可能經過電腦圖像修飾處理。準買家如欲了解本發展項目的詳情，請參閱售樓說明書。發展商亦建議買方到該發展地盤作實地考察，以獲取對該發展地盤以及其周圍地區的公共設施及環境較佳的了解。(font size 12 for advertisements larger than a half-page standard newspaper.)

**Statement on the printed promotional materials/advertisements
on uncompleted first-hand residential developments showing artist impression
of the development and/or its surrounding areas**

The photographs, images, drawings or sketches shown in this advertisement represent the artist's imaginative impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerised imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The developer also advises purchasers to conduct on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby. (font size 10 for advertisements of or smaller than a half-page standard newspaper.)

The photographs, images, drawings or sketches shown in this advertisement represent the artist's imaginative impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerised imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The developer also advises purchasers to conduct on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby. (font size 12 for advertisements larger than a half-page standard newspaper.)