

監管局提醒從業員不應作出失實陳述

EAA reminds practitioners not to make misrepresentations

監管局約見六大地產代理公司的管理層，提醒從業員推銷一手樓盤時不可作出失實陳述。監管局同時於持續專業進修計劃講座加入城市規劃的內容，讓從業員掌握有關知識，為買家提供準確的物業資料。

今年6月初，傳媒報道「環保觸覺」的成員假扮買家接觸從業員時，有從業員涉嫌就馬鞍山某一手樓盤附近項目的發展密度，提供誤導性的資料。監管局隨即於6月8日約見獲發展商授權作推廣活動之六間地產代理商的管理層，要求他們提醒轄下的從業員，就有關發展項目的陳述，範圍應限於發展商所提供的售樓書及文件中的資料。從業員亦應採取一切合理步驟及盡一切應盡努力核實該等資料。同時，監管局亦主動接觸「環保觸覺」，了解事件，並就「環保觸覺」的指稱作出調查。

The EAA met the management of six estate agencies to remind practitioners not to make misrepresentations during first-sale activities. In addition, the EAA included a section on town planning in a CPD seminar to enable practitioners to provide accurate information on the subject to buyers.

In early June 2009, there were media reports of practitioners allegedly providing misleading information on the density of developments around a first-sale site in Ma On Shan to members of “Green Sense” who posed as potential buyers. On June 8, the EAA held a meeting with the management of six estate agency firms appointed by the developer to promote the development. In the meeting, the management was asked to remind their estate agency practitioners to restrict representations about the property to information contained in the sales brochure and documents supplied by the developer. Practitioners should also take all reasonable steps and exercise all due diligence to verify such information. In addition, the EAA approached “Green Sense” to obtain more information about the incident and is now investigating the allegations made by “Green Sense”.



監管局執行總監黃維豐先生（左四）與六大地產代理公司的管理層會面，提醒他們確保屬下的從業員推銷一手樓盤時遵守秩序和法規。
EAA Director of Operations Mr Anthony Wong (fourth from left) meets the management of six estate agency firms and reminds them to ensure their practitioners keep order and comply with the laws and regulations at first-sale sites.