



培訓及考試 TRAINING AND EXAMINATIONS

在是年度，培訓及考試組舉辦多項培訓活動，為業內人士提升專業水平。《專題論集》系列將會陸續出版、為業界引進，在二零零四年推出的自願參予式的「持續專業進修計劃」亦在籌備當中，此外為有興趣投身地產代理行業人士而設的資格考試亦會繼續舉行。

During the year under review, the Training and Examinations Section organised various training programmes aimed at enhancing professional standards among licensees. The series of EAA Monographs continued to be published to complement these activities. Apart from these efforts, planning and preparation was also made for the voluntary phase of the Continuing Professional Development scheme which will be introduced to the trade in 2004. In addition, qualifying examinations continued to be held for those who aspired to joining the estate agency trade.

培訓 TRAINING

專題講座及研討會

監管局在是年度舉辦了共24場專題講座及6場研討會，題目與地產代理業務息息相關。此外，就地產代理業不同時期的發展，亦介紹新題目予從業員。講座主題可見下表。在是年度的講座中，由中國內地有關官員及資深代理主講，探討內地房地產代理工作的講座最為注目。專題講座的錄影帶亦在資源中心放映，以供從業員及市民觀看。

SEMINARS ON TOPICS OF PROFESSIONAL INTEREST

Twenty-four seminars and six workshops in various disciplines related to estate agency were organised for members of the trade. A number of fresh topics were introduced on account of their timely relevance to estate agency practice (please see box for full list). One of the highlights of the year was a seminar on estate agency work in the Mainland, with senior government officials from the relevant bureaux and veteran practitioner as speakers. Video recordings of the seminar sessions are kept at the Resource Centre as reference materials for both practitioners and members of the public.

講座及工作坊題目

Topics Covered by Seminars and Workshops



法律 Law

- 物業轉易程序 Conveyancing
- 租務法律 Tenancy Law
- 合約法 Contract Law
- 產權負擔 Encumbrances
- 《保障投資者條例》— 與物業發展有關的投資計劃
Protection of Investors Ordinance and Property Investment Arrangements
- 有關物業轉易與租務常見問題
Frequently Asked Questions Regarding Conveyancing and Tenancy
- 平等機會 Equal Opportunities
- 代理法 Agency Law



執業實務 Compliance and Practice

- 認識土地查冊 Interpretation of a Land Search
- 工商物業租務 Leasing of Commercial and Industrial Properties
- 執業實務 Compliance
- 執業規例 Practice Regulation



操守 Ethics

- 地產代理專業操守 Professional Ethics in Estate Agency Work



管理及服務 Management and Services

- 地產代理市場銷售技巧及客戶服務
Sales and Marketing Skills and Customer Service in Estate Agency Work
- 地產代理業務管理技巧 Estate Agency Management Skills
- 地產代理市場銷售技巧及店舖營運管理
Sales and Marketing Skills and Shop Management in Estate Agency Work
- 按揭 Mortgage



其他 Others

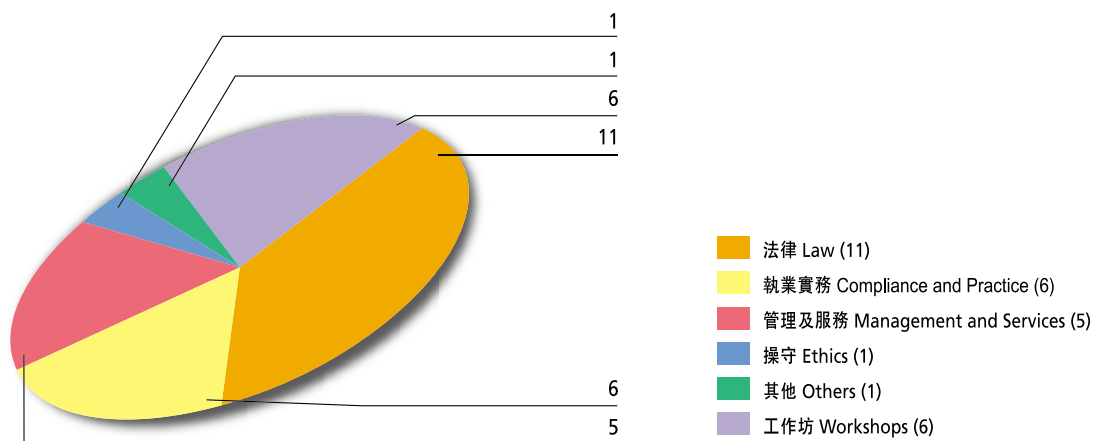
- 中國房地產代理工作 Estate Agency Work in the Mainland

工作坊 Workshops

- 田土廳查冊工作坊 Land Search Demonstration Workshop
- 物業查冊工作坊 Property Information Search Workshop

2002/03年度舉辦的講座總數

Total numbers of Seminars and Workshops held during the year 2002/03



培訓課程及備試課程

大專院校及培訓機構在是年度繼續為地產代理從業員提供培訓活動，培訓課程包括為應付資格考試而設的精修課程，及就實務而設的專題課程，如香港物業轉易及租務、房地產投資策略、中國房地產及地產代理店舖管理。



推廣行業

監管局不時向社會大眾推廣地產代理專業，尤其是對行將就業的大學、中學畢業生及擇業人士。是年度，監管局參加了由勞工處和香港貿易發展局合辦的「教育及職業博覽」，以及到各大專院校舉行巡迴講座及展覽。

TRAINING COURSES AND EXAMINATION PREPARATORY COURSES

During the year under review, training activities continued to be offered by tertiary/vocational institutions. Some of these courses aimed at preparing candidates for the qualifying examinations, while others were specialised courses on matters related to estate agency practice such as Conveyancing and Tenancy Law in Hong Kong, Investment Strategy of Real Properties, Real Estate in the Mainland, and Estate Agency Shop Management.

PROMOTION OF CAREER OPPORTUNITIES IN ESTATE AGENCY

The EAA aimed at promoting the trade to the community at large, especially job seekers and fresh graduates at tertiary and secondary levels. Efforts mounted during the year included participation at the annual Education and Careers Expo jointly organised by the Labour Department and the Hong Kong Trade Development Council and career talks and exhibitions at various University campuses.



培訓教材

編製培訓教材是培訓及考試組其中一項主要工作。在是年度監管局出版了三冊專題論集，包括《產權負擔》、《認識土地查冊》及《代理法》。此外監管局亦全面更新網頁，方便使用者下載培訓資料。



TRAINING MATERIALS

The compilation of training materials was another important area of work of the Training and Examinations Section. During the year under review, the EAA published three more Monographs, on Encumbrances, Land Search and Agency Law. The revamping of the EAA's website during the year enabled visitors to download most of the EAA's training materials for ease of use.

培訓動向

在是年度，培訓及考試組投入了不少資源，策劃和發展持牌人自行參予的「持續專業進修計劃」。此項計劃獲准於二零零四年推出，目的提升地產代理從業員專業知識和技能。與此同時，教育統籌局最近將地產代理業納入為技能提升計劃的其中一個行業，而監管局行政總裁亦被邀請加入培訓工作小組。課程目的主要提升專業技能，並於二零零三年五月開課。

FUTURE TRAINING INITIATIVES

During the year under review, the Training and Examinations Section spent a considerable amount of its resources on the planning and development of the Voluntary Continuing Professional Development (CPD) scheme for the licensees, and the EAA had recently approved its introduction to the trade in 2004. The primary purpose of the CPD is the professional development and enhancement of the licensees. In parallel and complementary to the CPD Scheme, the Education and Manpower Bureau has recently placed the estate agency industry under its Skills Upgrading Scheme and the Chief Executive Officer of the EAA was invited to join the working party on training programmes for estate agents. Aimed at providing practitioners with opportunities to enhance their core skills, the courses will start in May 2003.

考試

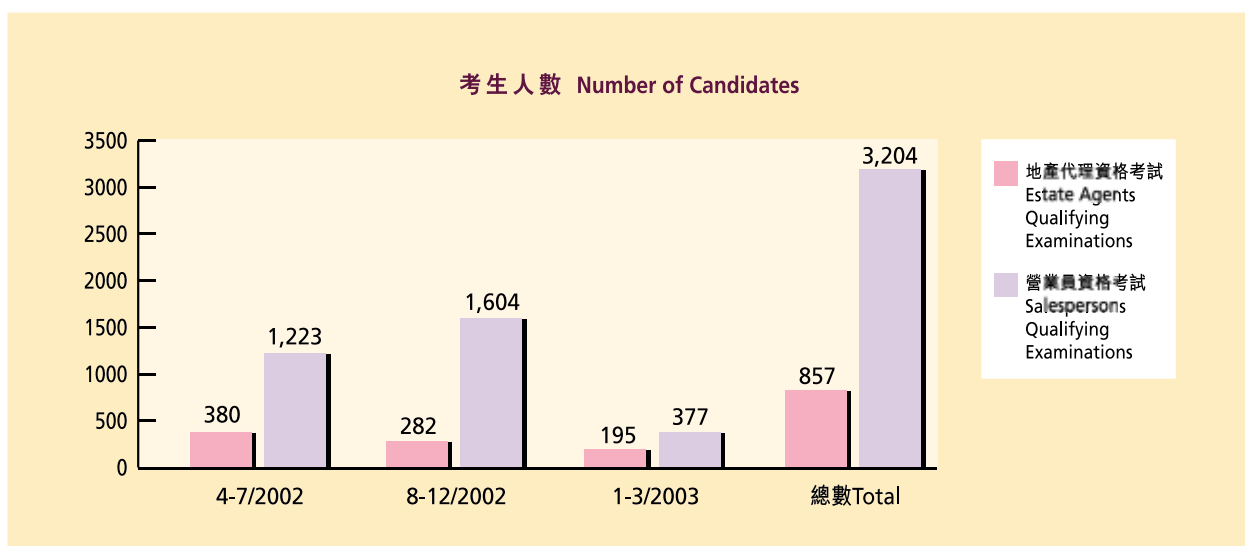
EXAMINATIONS

報考人數

地產代理資格考試分別於二零零二年七月、十二月及二零零三年三月舉行，共有857名考生報考。營業員資格考試方面，合共3,204名考生報考本年度的電腦化或筆試形式考試。地產代理資格考試約有80.5%的考生是新入行人士，其餘為希望晉昇為地產代理的營業員牌照持有人。

NUMBER OF CANDIDATES AT THE QUALIFYING EXAMINATIONS

The Estate Agents Qualifying Examinations were conducted in July and December 2002, and March 2003. A total of 857 candidates registered for the examinations. For the Salespersons Qualifying Examinations, a total of 3,204 candidates registered for either the computerised or paper-based format of the examination for the year under review. Approximately 80.5% of candidates who registered for the Estate Agents Qualifying Examination were new entrants to the trade, while the rest were holders of salesperson's licence who wished to upgrade themselves by taking the Estate Agents Qualifying Examination.

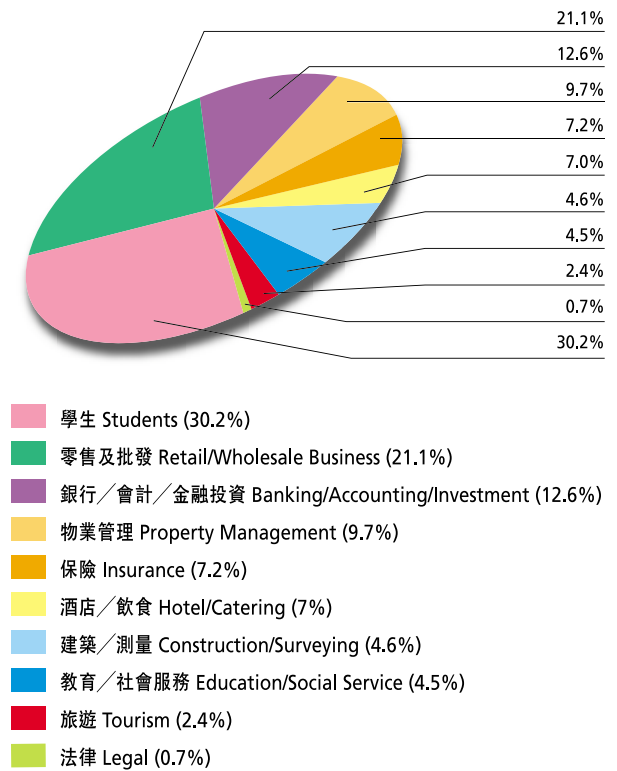
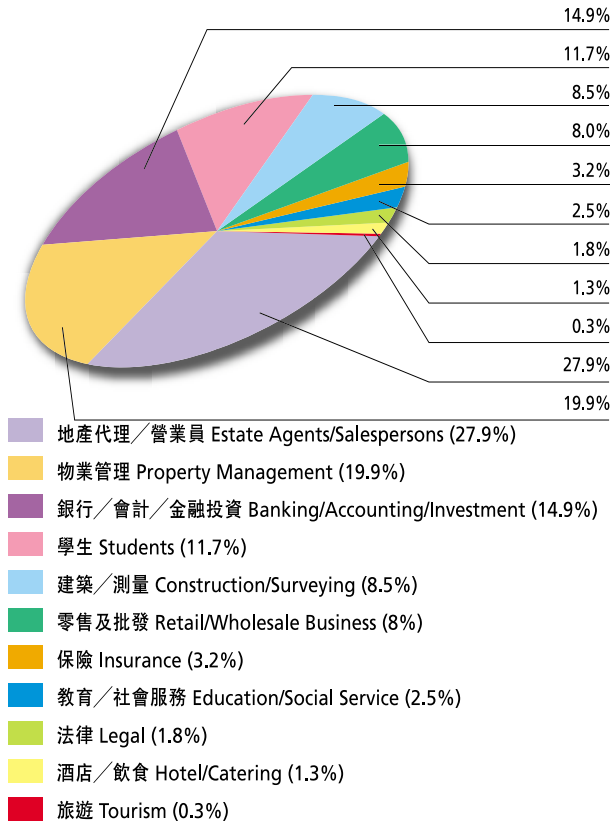


考生背景

CANDIDATES' BACKGROUND

地產代理資格考試 Estate Agents Qualifying Examinations

營業員資格考試 Salespersons Qualifying Examinations



共599名地產代理資格考試考生提供職業背景資料。
A total of 599 candidates in the Estate Agents Qualifying Examinations provided information with respect to their occupational backgrounds.

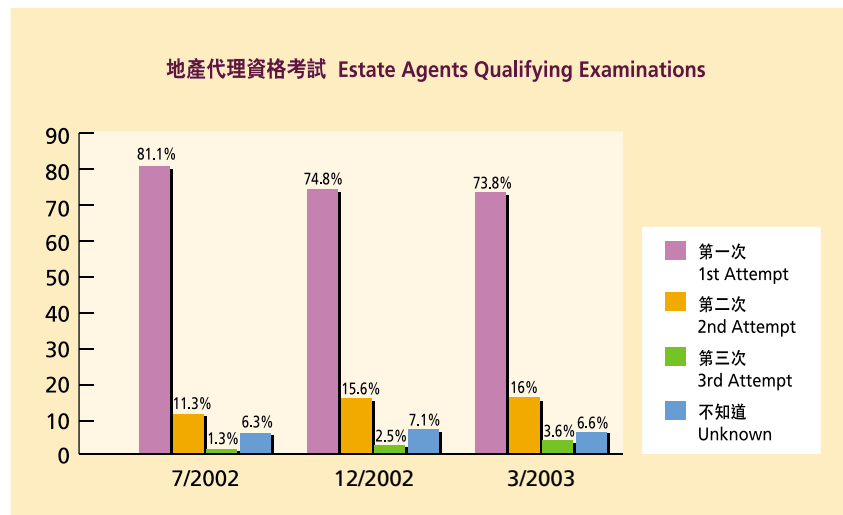
共754名營業員資格考試考生提供職業背景資料。
A total of 754 candidates in the Salespersons Qualifying Examinations provided information with respect to their occupational backgrounds.

考生參加考試次數

NUMBER OF ATTEMPTS AT EXAMINATIONS

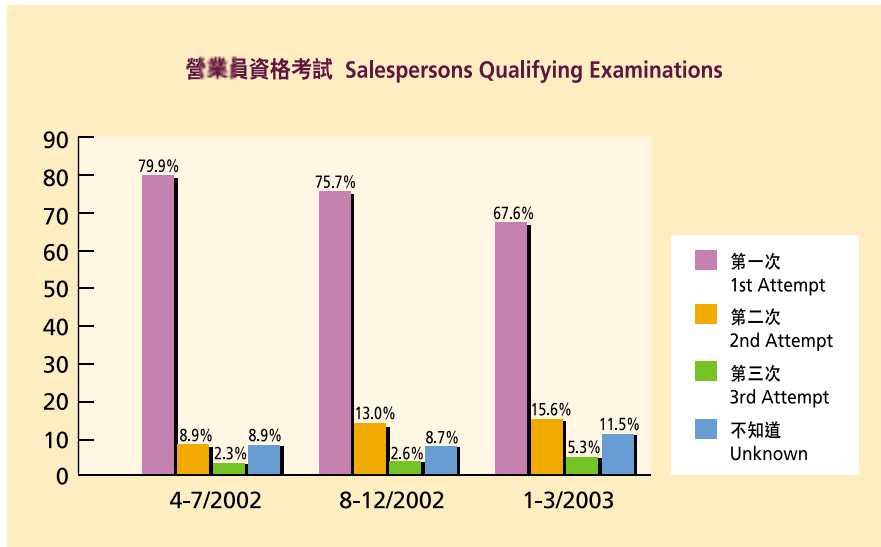
平均有76.6%報考地產代理資格考試的考生是第一次應考。

About 76.6% of candidates who sat the Estate Agents Qualifying Examinations were on their first attempt.



平均有74.4%報考營業員資格考試的考生是第一次應考。

About 74.4% of candidates who sat the Salespersons Qualifying Examinations were on their first attempt.



及格率

本年度的三次地產代理資格考試及格考生人數為466，及格率是54.4%。至於營業員資格考試，共有2,134考生及格，及格率為66.6%。資格考試整體及格率為64%。

PASS RATE

In the year under review, a total of 466 candidates passed the three sets of the Estate Agents Qualifying Examination, giving a pass rate of 54.4%. For the Salespersons Qualifying Examinations, a total of 2,134 candidates passed, giving a pass rate of 66.6%. The overall pass rate for both Qualifying Examinations was 64%.

