

主席的話

Chairman's Message

“ 不論市況如何，監管局將繼續提升業界的專業水平及誠信，令地產代理服務的用家獲得更佳保障。

Regardless of what the market sentiment is, the EAA will continue to upgrade the trade's professionalism and integrity so that users of estate agents' services will be better protected. ”

主席

梁永祥 太平紳士，SBS

Chairman

William

LEUNG Wing-cheung, SBS, JP





主席的話

Chairman's Message

市況不穩 迅速行動

對於地產代理業界來說，2015/16無疑是困難的一年，充滿不利因素。成交數字低迷，對業界及持牌人的生計造成深遠的影響。

在這顛簸的路途上，我們明白業界的競爭越趨激烈及部分持牌人因而面對前所未有的巨大壓力。在這種充滿挑戰的環境下，監管局必須時刻保持警覺，積極及迅速地行動，盡力遏止及預防從業員做出任何的違規行為。

多管齊下 加緊積極

持牌人在物業交易的過程中擔當着重要的角色。而監管局的職責就是要好好監察他們的執業手法，確保他們守法循規。

年內，監管局致力從各方面監察地產代理的執業。除了加強巡查傳媒焦點所在的一手樓盤銷售點外，鑑於網上推廣活動漸趨盛行、有時甚至過於便利，我們的團隊也積極抽查網上物業廣告，及密切監察網上物業平台的情況。

我們關注到有關持牌人的投訴個案最近有所增加，情況讓人憂慮。投訴數字的上升，可能與持牌人因為要追求銷售成績而承受沉重壓力有密切關係。我們未能查證，究竟這些壓力是源於持牌人本身、地產代理公司的管理層，抑或兩者俱有。無論如何，我們會密切留意業界的執業情況，並在需要時採取行動，以減少因不恰當的管理模式而導致員工作出違規行為。

A turbulent year that requires swift action

It is undeniable that 2015/16 was a turbulent year for the estate agency trade, with low transaction figures creating a far-reaching impact on the trade and the livelihood of our licensees.

We appreciate the fierce competition among the trade on this bumpy road and the consequential enormous pressure faced by some licensees. In this challenging environment, the EAA must stay proactive, remain vigilant and act swiftly to deter and prevent as much as possible any non-compliance acts by practitioners.

Stepping up our efforts on multiple fronts

Our licensees play an important role in the process of property transaction and it is the EAA's duty to monitor their practices and ensure their compliance of the regulations.

During the year, the EAA reinforced its efforts on monitoring estate agents' practices on multiple fronts. In addition to inspecting the first-sale sites which have been under the media spotlight, our team also stepped up cyber patrols to closely monitor online property advertisements and online property portals as online promotion has become more popular and sometimes too convenient.

The recent rise in complaint cases against licensees is worrying. We are concerned that licensees are suffering from tremendous pressure in producing sales results and we suspect that the number of complaints may be closely linked to sales pressure. What we have not ascertained is whether the pressure comes from the licensees themselves or is originated by the management of estate agency companies or both. We will watch the practices of our licensees closely and, if necessary, take actions to discourage undue management practices that cause malpractices of their employees.



監管局作為一個監管機構，執法無疑是主要責任之一。然而，要成就一個持續備受尊重的專業，業界自律是不可或缺的。因此，我們會繼續致力教育業界，以提高他們的專業水平和意識。

舉例我們今年推出了一本新小冊子，透過闡述真實的研訊個案，教導業界在處理一手銷售交易時，應遵守的相關指引及道德操守。

而為鼓勵持牌人參與持續專業進修計劃，監管局繼推出優越嘉許獎章「金章」和「銀章」後，將會推出全新結構性地產代理實務證書課程，務求進一步改進持牌人對規管的知識，好讓他們能在實務上實踐該知識。

此外，監管局也繼續推出多項新構思教育大眾。我們舉辦了兩場分別有關一手住宅銷售及住宅租賃事宜的公開講座。除了推出新的電視廣告外，我們今年還透過全新設計的網站提供豐富的教育資訊，以便公眾及持牌人不論在家中、辦公室，抑或路途上，都能夠輕易獲取所需資訊。

自我完善 邁向廿載

踏入2017年，監管局將成為一個20歲的年輕人。我們將繼續提升工作質素，以提供更優質的服務。

局內，監管局一直透過培訓及發展計劃，協助員工發揮潛能。正因如此，監管局憑藉在人力培訓及發展的傑出成績，首次獲僱員再培訓局嘉許為「人才企業」。

While law enforcement is undoubtedly the strongest tool for a regulatory body like the EAA, self-discipline is not to be neglected as it is vital to the sustainability of a respectable profession. In this regard, we continue to optimise our efforts on educating the trade to enhance their awareness and professional standard.

For instance, we published a new booklet this year to educate the trade the relevant guidelines and ethics that they should comply with when handling first-sale transactions, through illustrations of real inquiry hearing cases.

To encourage licensees' participation in the Continuing Professional Development ("CPD") Scheme, after introducing the "Gold" and "Silver" Premium CPD Attainment Symbols, the EAA will soon introduce a new structured CPD programme that will further improve our licensees' regulatory knowledge, as well as equip them with the skills to implement that knowledge in their practice.

On another front, the EAA has also continued to educate the public by a number of new initiatives. We organised two public seminars about first-sale and tenancy matters of residential properties respectively. In addition to a new TV commercial, we also provided a wealth of educational information on our newly redesigned website this year, facilitating members of the public and our licensees to acquire the information they need, no matter if they are at home, in the office, or on the go.

Approaching 20 years of age

The EAA is a teenager turning to be 20 years of age in 2017. We shall continue to improve on our work quality for the provision of better services.

Internally, the EAA keeps on providing training and development programmes to our staff to help them realise their potential. As a result, for the first time, the EAA has been acknowledged as a "Manpower Developer" by the Employees Retraining Board for outstanding achievements in manpower training and development.



主席的話

Chairman's Message



我們也首次獲香港社會服務聯會頒發「同心展關懷」標誌，表揚我們對社會發展的貢獻，以及對關懷社區、關愛員工及關注環境的承諾。

同時，監管局的兩名員工，成為50位「2015申訴專員嘉許獎」得主中的其中兩人。這是首次有監管局人員基於提供優質客戶服務的傑出表現而獲得表揚。

對於上述的種種讚譽，我們虛心致謝，也鼓勵我們繼續把工作做得更好。

We were also awarded, for the first time again, the “Caring Organisation” logo by the Hong Kong Council of Social Service in recognition of our contribution to social development and commitment to Caring for the Community, Caring for the Employees and Caring for the Environment.

In addition, two EAA staff were among the 50 recipients of “The Ombudsman’s Awards 2015”. This was the first time that EAA officers were commended for their outstanding performance in providing quality customer service.

We are thankful and modest for all the above recognition which has encouraged us to improve our work continuously.



準備就緒 迎接未來

去年，監管局一如以往，致力確保為持牌人提供合適的指引及專業培訓。

有如本文開首所述，我們明白2017年也將可能會充滿波動，但監管局滿懷信心，定當堅守追求卓越的承諾。

不論市況如何，監管局將繼續提升業界的專業水平及誠信，令地產代理服務的用戶獲得更佳保障。

由衷致謝

最後，本人謹藉此機會，感謝本局全體管理團隊及董事局成員的努力不懈，令監管局運作得以暢順。本人同時歡迎兩位於2015年11月加入董事局的新成員凌潔心女士及吳啟民先生。

本人亦衷心感謝政府及地產代理業界對監管局的不斷鼎力支持，讓本局的各項措施得以順利推行。我期待與各界繼續攜手，一同邁進標誌着監管局成立20周年的2017年。

梁永祥 太平紳士，SBS
主席

Fasten our seatbelts for the future

Last year, the EAA once again worked hard to ensure that appropriate guidelines and professional training are in place for our licensees.

As mentioned in the very beginning of my message here, we know 2017 will probably be a bumpy ride, but we are confident that the EAA's commitment to excellence will remain.

Regardless of what the market sentiment is, the EAA will continue to upgrade the trade's professionalism and integrity so that users of estate agents' services will be better protected.

Appreciations

In closing, I would like to take this opportunity to thank all of our dedicated management team and Board members for working relentlessly to ensure the EAA's smooth operation. I also welcome two new Board members, Ms Imma Ling Kit-sum and Mr Ng Kai-man, who newly joined us in November 2015.

My heartfelt appreciation also goes to the Government and the estate agency trade, for their staunch and continuous support, without which the EAA's initiatives could not have been carried out smoothly. I look forward to continuing this journey together in 2017, a year that marks the EAA's 20th anniversary.

William LEUNG Wing-cheung, SBS, JP
Chairman