



主席的話
Chairman's Message



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今年是本人於地產代理監管局(「監管局」)董事局服務的第14年。

到達里程碑

監管局去年揭開了新的一章。我們於柴灣辦事處的同座大廈購入了另一間辦事處，大部分員工已經順利遷入。新辦事處象徵監管局的一個里程碑，為未來發展奠定了堅實穩定的基礎，讓監管局履行其監管地產代理業務的職責，推動業界的誠信及能力，同時體現監管局致力服務社會及維持可持續發展的承諾。

在這穩固的基礎下，我們攜手邁進2022年並一起見證監管局成立25周年。

相信大家也同意，與25年前相比，地產代理的執業更有規範。這正是監管局在過去四分之一世紀的耕耘所取得的成果。隨着我們建立了更有效的把關機制，行業的服務質素和專業誠信亦得以改善。我們見證了業界的轉變，例如入行人士擁有更高學歷或其他專業背景、業界進一步廣泛應用科技，並更加醒覺要保持專業。對於業界，局方倡導他們要成為「5A代理」。對於市民，我們鼓勵他們成為「精明的消費者」。對於監管局，我們繼續既緊貼業界及社會的動向，同時堅守核心專業水平及誠信。

堅定不移地面對前所未有的挑戰

監管局的成績得來不易。近年來，監管局和地產代理行業同樣抵擋了疫情及社會動盪帶來的風浪、征服了重重困難。面對香港社會及經濟前所未有的挑戰，我們堅守掌舵，繼續揚帆前航。

Chairman's Message

This is the 14th year of my service on the board of the Estate Agents Authority ("EAA").

A milestone reached

Last year, the EAA started a new chapter. We purchased our second office in Chai Wan. Most of the EAA staff reunited in our own premises located in the same building. The new office is a milestone for the EAA. It represents a strong and stable foundation on which the EAA performs its role as the regulator of the practice of the estate agents, as well as its role in promoting the integrity and competence of the estate agents. It also evidences our commitment to serving the Hong Kong society and maintaining a sustainable development of the EAA.

With this stable foundation, we step into 2022 and will celebrate the 25th anniversary of the EAA's establishment.

I believe you will agree with me that the practice of the estate agents today is better regulated than 25 years ago. This is the accomplishment of the EAA in the past quarter of a century. With the effective gatekeeping mechanism in place, there was an improvement in the quality and integrity of the trade's services. We have witnessed dynamic changes in the trade, take for instance, entrants to the trade came with higher educational level or other professional backgrounds, technology was widely adopted in the practice of estate agency trade, and the trade's alertness on professionalism heightened. To the trade, we advocate the value of being a "5A agents". To the public, we encourage them to be "smart consumers". To ourselves, we strive to continue our work closely in touch with the changing trends of the trade and the community but without any compromise on the core professional standard and integrity.

Facing unprecedented challenges, the EAA stood strong

The accomplishments of the EAA do not come easily, especially in the recent years. The EAA and the estate agency industry have both weathered the storm and overcome the obstacles triggered by the pandemic and the social unrest in the recent years. Facing the unprecedented challenges to Hong Kong society and the economy, we maintained a firm grab of the helm and sailed on.



監管局的主要法定職能是規管和監察地產代理的運作，必須制定嚴格及有效的紀律監管機制。本人曾擔任紀律委員會主席八年、牌照委員會主席兩年、第28條調查委員會主席兩年，並為現任監管局主席，為業界執業操守制定公平及嚴謹的紀律機制，一直是監管局的優先工作。我們利用先進的數據分析技術，巡查物業網站及廣告是否合規。我們對違規個案進行嚴厲制裁，阻止不當行為。

一個良好的規管制度，不能單靠紀律制裁維繫，更需要以教育、宣傳及培訓並行。除了向持牌人灌輸培訓的重要性外，監管局亦不遺餘力地教育公眾留意在物業交易中的潛在陷阱。特別是有關境外物業買

The EAA's principal statutory function is to regulate and control the practice of the estate agents. A firm and effective scheme on disciplinary matters is essential. I could tell from my experience as the Chairman of the Disciplinary Committee for 8 years, the Licensing Committee for two years, the Section 28 Investigation Committee for two years, and being the Chairman of the Authority, the maintenance of a fair and firm scheme on disciplinary matters regulating the practice of the trade has always been a priority. Advanced data analysis technology was adopted in the conduct of online compliance checks on property portals and advertisements. Strict sanctions would be imposed in the right cases and malpractices deterred.

A good regulatory regime should not be maintained only by disciplinary sanction. Education, promotion and training must go hand in hand with sanction. In addition to instilling to the licensees the importance of training, the EAA spared no effort in the education of the public on their awareness of possible pitfalls in property transactions. We have

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賣，雖然這並不屬於監管局的法定職能之內，但我們仍然推出了不少教育，以協助消費者作出明智選擇。過往，我們曾舉辦多場公眾講座，為消費者提供實用的建議，推動地產代理在不同的物業買賣中，時刻保持專業水平。

服務大眾

我們一同為香港人服務，啟發業界為社會作出貢獻，推動業界積極參與我們舉辦的企業社會責任計劃。在2021/22年度，監管局推出了第四個企業社會責任項目－「節能有『理』嘉許計劃」。正如項目名稱所示，計劃目的在於節能。活動的結果令人鼓舞。逾900家地產代理商舖參加計劃，合共節省超過25萬度電，相當於一部一匹冷氣機連續運行25萬小時的耗電量！

提升專業水平為重中之重

「5A代理」不僅是一個口號，更是我們為持牌人制定的目標，期望他們能堅守專業。雖然持續專業進修計劃的必要內容是地產代理業的知識、法規及執業，我們同樣重視實踐，以協助持牌人獲得「三言兩與」的特質，例如「言之有物」及「與時並進」。當然，「言而有信」及「言出必行」特質也是業界和監管局基石的一部分。

迎接未來25年

為紀念監管局今年成立25周年，局方將推出一系列活動。這正是回顧過去、擁抱未來的時機。踏入25「歲」，我們已積累經驗、打好基礎，從中汲取教訓，從而改善我們的工作。正如我們的周年紀念標語「成就專業 服務香港」帶出，監管局在過去25年來為香港社會提供卓越服務，未來亦將繼續緊守崗位，有效地履行法定職能。監管局仍然年輕和充滿活力，局方和地產代理行業尚有很大的成長空間，未來也有無限可能待我們探索。

also walked an extra mile to cover important area of non-local property purchases although strictly speaking this is not within the ambit of our statutory function. We promoted and impressed on consumers' awareness of making informed and smart choices. We organised many seminars and workshops to give practical tips to consumers on this area. We advocated a healthy and professional environment for the practice of the estate agents in all aspects of property transactions.

Together we serve

Together, we serve. We serve Hong Kong people. We inspired the trade to contribute to the society. One of our initiatives is the Corporate Social Responsibility ("CSR") projects with active participation of the trade. In 2021/22, the EAA launched the fourth CSR project, the "Estate Agents Energy Saving Award Scheme". As the name of the project suggests, energy saving was the target. The results were encouraging. Over 900 estate agency shops participated and over 250,000 units of electricity were saved – which is equal to the electricity consumption of a one-HP air conditioner running continuously for 250,000 hours!

Professionalism is the pinnacle

The "5A agent" is not only a slogan but a target for our licensees. We expect our licensees to uphold professionalism. While learning the knowledge, law and practice of estate agency are essential focus of our Continuing Professional Development Scheme ("CPD Scheme"), we place equal emphasis on practical courses to facilitate licensees to attain the "5A" qualities such as "Ability" and "Advancement". The qualities of "Accountability" and "Adherence" are also part of the cornerstone of the trade and the EAA.

Embrace our next 25 years

To commemorate our 25th anniversary this year, the EAA will launch a series of events. It is a time to review the past and embrace the future. At the "age" of 25, we accumulated experiences and laid our foundation, we learnt some lessons from which we modified and advanced our works. As we put forward through our anniversary slogan: "Together we **E**stablish, **A**dvocate and **A**chieve (成就專業 服務香港)". The EAA has delivered an exemplary service to Hong Kong society over the past 25 years. It will continue to discharge the statutory functions faithfully and effectively. The EAA is still young and energetic. There is plenty of room for the EAA and the estate agency trade to grow and there are also infinite possibilities for us to explore.



在我們揭開新一章、攜手創造美好明天的同時，本人必須向所有前任及現任董事局成員、監管局行政部門、政府當局、地產代理業和監管局的其他持份者致敬，感謝他們多年來堅定不移的支持。正是因為大家攜手合作，才能令行業不斷進步。讓我們一同在不同崗位上共同向未來啟航、乘風破浪，探索新領域。

廖玉玲太平紳士
主席

While we turn to a new chapter and work towards a better tomorrow, I must pay tribute to all former and present Board members, EAA Administration, the Government, the estate agency trade and other stakeholders of the EAA, for their continuing support along these years. It is our concerted effort that made the industry advance. Let us set sail for the future in different capacities, break the waves and discover our new continent together.

Elaine LIU, JP
Chairman

