



**EAA reminds the public and trade members be wary of  
fraudsters impersonating licensed estate agents**

(5 December 2025) The Estate Agents Authority (“EAA”) has recently received a report that an unscrupulous individual is impersonating a licensed estate agent. The EAA hereby reminds members of the public and the estate agency trade to stay vigilant and not to make any payments or provide any personal or clients’ information to such individuals before verifying their identity.

The EAA recently received a report from a licensee that a fraudster had distributed business cards bearing the licensee’s licence number and a name very similar to the licensee’s. The licensee has also reported the matter to the Police. In this regard, the EAA would like to remind the public and the trade to carefully check and verify the identity of the person concerned before engaging him/her or collaborating with him/her on property transactions.

Members of the public may verify whether an individual or company holds a valid estate agent’s or salesperson’s licence through the “Licence List” on the EAA website ([www.eaa.org.hk/en-us/Licence-list](http://www.eaa.org.hk/en-us/Licence-list)). Simply entering the licensee’s name, the estate agency company’s name or business name, the licence number or the number of the Statement of Particulars of Business will reveal whether the concerned person or company currently holds a valid licence.

The public may also request the individual concerned to show his/her estate agent card (issued by the EAA, bearing the licensee’s recent photo, licence number and licence expiry date).



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The public may also verify the agent's identity by visiting the estate agency company/shop to which the agent attaches. An estate agency business, regardless of whether in the form of a sole proprietorship, a partnership or a company, is required to apply for a statement of particulars of business for each estate agency business operating at any place under a particular business name. The statement of particulars of business must be displayed at a conspicuous position at the relevant place of business.

The EAA reminds the public and the trade to report any suspected fraud to the relevant law enforcement agent.

Furthermore, the EAA once again reminds the public that the internet is flooded with property advertisements and it is hard to verify the identity of the sender. The public should not easily trust the information posted on social media, and should always carefully verify whether the person concerned is a licensed estate agent. Without positive confirmation, personal information or money should never be handed over to the other party.

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