



EAA's work in the first half of 2025 and
initiatives for the second half

(30 July 2025) The Estate Agents Authority (“EAA”) released its latest figures today, reviewing the EAA’s work in the first half of 2025 and introducing its initiatives for the second half.

The EAA Chairman, Mr Simon SIU Chak-yu, BBS, JP, said, “In the first half of this year, the EAA has strived to enhance the professional standard of the industry by launching the first phase of the Mandatory Continuing Professional Development (“CPD”) Scheme; and to vigorously promote consumer education to enhance the knowledge of new arrivals in renting and buying properties in Hong Kong, thereby minimising their chances of being scammed. On the other hand, we noticed that there was an increase in the number of complaints about non-compliant advertisements in the first half of the year. The EAA will continue to strengthen online patrol and urge estate agency companies to implement proper governance to reduce publication of non-compliant advertisements by their staff.”

The key figures of the EAA for the first half of this year are available in the **Annex**. In the first half of 2025, there were 2,560 candidates participating in the qualifying examinations, representing a drop of 2% when compared to the same period of the last year. As at 30 June 2025, the number of individual licences was 37,792, which is 2.9% lower than that of 30 June 2024 and a decrease of 1.8% compared to 31 December 2024, reflecting a stable but also slight decrease in the licensee population.

In the first half of 2025, the EAA opened 128 complaint cases, which is over 60% more than the same period of the last year, among which 17



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cases involve first-hand residential properties. The overall increase in complaints was mainly due to the increase in complaints involving “issuing non-compliant advertisements”, which increased from 10 cases in the same period last year to 49 cases in the first six months this year. Most of the non-compliant advertisements involved providing incorrect information such as inaccurate property photos, selling prices or floor area. The other two most common categories of complaints included “mishandling provisional agreement for sale and purchase (or provisional tenancy agreement)” (21 cases) and “failing to enter into an estate agency agreement with the client” (10 cases). The EAA did not receive any complaint regarding properties situated outside Hong Kong in the first half of 2025, as for the corresponding period last year.

In response to the market trend and trade practices, in the first half of this year, the EAA conducted a total of 347 inspections at the sale-sites of first-hand residential properties and conducted 862 spot checks on online property advertisements, representing an increase of 39% and 21% respectively when compared to the same period last year. In addition, the EAA conducted 450 inspections at the estate agency shops and 580 spot checks on compliance with anti-money laundering/counter-terrorist financing requirements.

During the above inspections and spot checks, the EAA discovered 54 non-compliant cases, which is similar to the figure in the same period last year. The major categories of non-compliance were “issuing non-compliant advertisements” (38 cases), “failing to comply with anti-money laundering/counter-terrorist financing requirements” (13 cases) and “failing to possess property information” (5 cases).

The EAA has taken actions or imposed sanctions against a total of 138



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licensees or former licensees in the first half of 2025, including suspending three licences and revoking 33 individual or company licences. The revocation cases were adjudicated by the EAA Licensing Committee on the ground that the licensees concerned no longer met the relevant licensing requirements due to various reasons, such as criminal convictions or bankruptcy, etc, or the companies no longer fulfilling the requirement of having at least one director holding a valid estate agent's licence.

The EAA officially launched the first phase of the Mandatory Continuing Professional Development Scheme in January this year, with a view to enhancing the trade's professional standard, image and reputation by progressively imposing continuous learning requirements starting with new licensees. As at end of June, the EAA has received CPD records from 108 new licensees.

In addition, in response to the property fraud cases that some new arrivals/students encountered in recent years, the EAA has actively cooperated with the Police, the Hong Kong Talent Engage, tertiary education institutions, non-Governmental organisations that assist new arrivals, and the local media in the first half of this year to alert consumers through various channels and methods. For example, the EAA organised a webinar in March this year, which was broadcast live on both local and Mainland social media platforms to enhance the knowledge of students and new arrivals on the steps for renting and buying properties in Hong Kong and prevention of fraud. From time to time, the EAA also reminds consumers of the importance of appointing licensed estate agents to enhance their protection through publishing online advertisements in the Mainland and participating in other seminars.

Stepping into the second half of 2025, the EAA will continue to



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monitor the latest trends of the property market and the new policies from the Government, issue guidelines for the estate agents and launch relevant educational initiatives when necessary; and will also continue to facilitate communication between the Government and the estate agency trade regarding policies or legislative proposals involving estate agents.

Also, the EAA will continue to educate consumers on the salient points-to-note when renting and purchasing properties; strengthen online patrols to reduce the risk of fraud cases and deter non-compliant property advertisements.

Lastly, as the Basic Housing Units Bill is expected to be passed by the end of this year and the relevant registration system is expected to be implemented in March next year, the EAA will continue to maintain close communication with the Government and the estate agency trade. Upon passage of the Bill, the EAA will enhance the existing guidelines and step up education and publicity for the trade to ensure compliance by estate agents.



Estate Agents Authority
Key Figures

1. Qualifying Examinations

	Estate Agents Qualifying Examination		Salespersons Qualifying Examination			
			Paper-based		Computer-based	
	No. of participants	Pass rate	No. of participants	Pass rate	No. of participants	Pass rate
2023	3,028	26%	2,028	36%	1,676	33%
2024	3,339	31%	1,490	32%	1,433	36%
First half 2023	1,735	22%	1,280	35%	666	34%
First half 2024	1,577	33%	131	38%	903	32%
First half 2025	1,613	32%	588	33%	359	41%

2. Licensing

As at	Estate Agent's Licence (Individual)	Salesperson's Licence	Total no. of individual licences	Estate Agent's Licence (Company) [☆]	SPOB [^]
30-6-2023	18,805	22,000	40,805	3,964	7,048
31-12-2023	18,452	21,123	39,575	3,991	7,048
30-6-2024	18,035	20,883	38,918	3,998	6,802
31-12-2024	17,865	20,617	38,482	3,969	6,722
31-1-2025	17,781	20,662	38,443	3,950	6,626
28-2-2025	17,780	20,526	38,306	3,935	6,622
31-3-2025	17,635	20,384	38,019	3,933	6,604



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30-4-2025	17,623	20,304	37,927	3,919	6,587
31-5-2025	17,569	20,302	37,871	3,923	6,574
30-6-2025	17,528	20,264	37,792	3,923	6,574

✧ Limited companies must apply for an estate agent's (company) licence.

^ Companies must apply for a statement of particulars of business (SPOB) for each place of business under each business name.

3. Complaints

i. Complaint cases opened

	2023	2024	First half 2023	First half 2024	First half 2025
No. of Cases	196 (24)	162 (27)	71 (7)	77 (15)	128 (17)

() related to first-hand residential properties

ii. Major types of allegations involved in the complaint cases in the first half of 2025

(certain cases involved multiple allegations)

- a. Issuing non-compliant advertisements (49 cases)
- b. Mishandling the provisional agreement for sale and purchase (or provisional tenancy agreement) (21 cases)
- c. Failing to enter into an estate agency agreement with a client (10 cases)



iii. Number of complaint cases completed*

Result	2023	2024	First half 2023	First half 2024	First half 2025
Substantiated	178 (31)	122 (21)	67 (8)	72 (11)	51 (10)
Unsubstantiated	74 (22)	40 (7)	44 (16)	21 (6)	10 (2)
Insufficient information to pursue	25 (7)	16 (2)	16 (6)	9 (1)	2 (0)
Others (include cases withdrawn or curtailed)	39 (6)	36 (4)	19 (6)	18 (2)	15 (3)
Total	316 (66)	214 (34)	146 (36)	120 (20)	78 (15)

* Some cases were carried over from previous years
() related to first-hand residential properties

4. Compliance inspections / Spot checks

i. Number of inspections / spot checks

	2023	2024	First half 2023	First half 2024	First half 2025
No. of first-hand residential developments inspected	63	64	46	41	42
No. of inspections at first-sale sites*	826	535	486	249	347
No. of inspections at agency shops	849	1,194	465	526	450
No. of spot checks of AML/CTF	1,239	1,265	650	614	580
No. of spot checks of online property advertisements	1,331	1,474	936	712	862

* Include the development sites, sales offices and vicinity areas



ii. Number of non-compliant cases arising from compliance inspections / spot checks

2023	2024	First half 2023	First half 2024	First half 20245
101 (6)	103 (8)	50 (4)	51 (3)	54 (6)

() related to first-hand residential properties

iii. Major types of non-compliance discovered from inspections / spot checks in the first half of 2025

(certain cases involved multiple allegations)

- a. Issuing non-compliant advertisements (38 cases)
- b. Failing to comply with Anti-Money Laundering/Counter-Terrorist Financing requirements (13 cases)
- c. Failing to possess property information (5 cases)

5. Actions taken against licensees or ex-licensees

	No of licensees or ex-licensees	Actions taken*				
		Admonishment/reprimand	Fine	Attachment/Alteration of Conditions to Licence	Suspension	Revocation
2023	441	336	276	183	19	32 [#]
2024	314	222	164	148	19	45 [#]
First half 2023	180	130	107	78	9	13 [#]
First half 2024	160	124	93	68	10	18 [#]
First half 2025	138	66	53	73	3	33 [#]

* These actions were taken pursuant to powers under the Estate Agents Ordinance. Some actions were disciplinary in nature whereas others were decided by the Licensing Committee which actions included the attachment of conditions to licences upon issuance. Some cases were carried over from previous years.

[#] These cases were decided by the Licensing Committee on the ground that the licensees concerned no longer met the relevant licensing requirements.



6. Continuing Professional Development (“CPD”) Scheme

Year	No. of activities held	Enrolments	Total CPD points
2023	827	31,353	51,459
2024	973	37,186	65,344
First half 2023	438	14,006	25,639
First half 2024	418	12,513	18,635
First half 2025*	453	11,568	18,845

* Subject to further submission of number of activities, enrolments and attendance records by activity providers other than the EAA.

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