



**EAA's work in the first half of 2026 and
initiatives for the second half**

(30 July 2026) The Estate Agents Authority (“EAA”) released its latest figures today, reviewing the EAA’s work in the first half of 2026 and introducing its initiatives for the second half.

Professor Simon SIU Chak-yu, BBS, JP, Chairman of the EAA, said, “The EAA continued to adjust its efforts on different fronts in the light of the latest market trends.”

“The notable market trends in the last six months include: an active first-hand residential sales market and an active residential rental market, which are believed to have been fueled by incoming talents and students, mostly from the Chinese Mainland; the increasing prevalence of property-related advertisements on social media platforms; and signs of unlicensed persons practising estate agency work in Hong Kong.”

“In light of these trends, the EAA has adjusted its enforcement efforts. We are delighted to see during our on-site inspections of the sales sites of the first-hand residential properties that the sales activities have been largely orderly. We encourage developers and estate agents to continue with their good efforts in this regard, to bring good services to their clients.”

“There are however increasing challenges from the increasing prevalence of property-related advertisements on social media platforms, and signs of unlicensed persons doing estate agency work in Hong Kong,” Professor SIU continued.

“The advertisements on social media take different forms. Some are



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totally legitimate complying with EAA requirements. Many however are fishy, e.g., many are videos of flat-viewing or touring around the vicinity of a particular flat or development posted by an account holder of dubious identity, with the sole objective of enticing viewers to send private messages to the account holder.”

“There are clear requirements under the Estate Agents Ordinance that licensed estate agents must comply with when they issue advertisements. We appeal to the public to be extra cautious when they come across suspicious property advertisements online or offline. These advertisements may be phishing for personal data for further unscrupulous or criminal activities; these advertisements may also contain false, misleading or fabricated information.”

“The EAA has stepped up efforts in conducting cyber-patrols against such advertisements and taking actions against licensed estate agents if they have issued advertisements that do not meet the required standard. The EAA has also issued public warnings to stay wary of suspicious advertisements but there would remain large quantities of such advertisements in circulation in the days to come, and hence the public should continue to stay alert.”

“We have also noted that there are signs of unlicensed persons apparently conducting estate agency work in Hong Kong. With the assistance of the Police, a person was arrested in May. We would like to once again remind the public that conducting estate agency work without a licence and employing unlicensed persons to conduct estate agency work are both criminal offences liable to fines and imprisonment.” Prof SIU added.



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The key figures of the EAA's work in the first half of this year are available in the **Annex**. In the first half of 2026, there were 4,710 candidates participating in the qualifying examinations, representing an increase of 84% when compared to the same period of the last year. As at 30 June 2026, the number of individual licences was 38,152, which is 1.0% higher than a year ago, reflecting a steady licensee population.

In the first half of 2026, the EAA opened 114 complaint cases, an 11% decrease compared with the first half of 2025. The three most common categories of complaints in the first half of 2026 were “Issuing non-compliant advertisements”, “Mishandling the provisional agreement for sale and purchase or provisional tenancy agreement” and “Providing inaccurate or misleading property information”, same as for the first half of 2025. The EAA did not receive any complaint regarding properties situated outside Hong Kong in the first half of 2026, same as the first six months last year.

The EAA conducted a total of 368 inspections at the sale-sites of first-hand residential properties and conducted 877 spot checks on online property advertisements, representing an increase of 6% and 1.7% respectively when compared to the first six months last year. In addition, the EAA conducted 401 inspections at estate agency shops and 618 spot checks on compliance with anti-money laundering / counter-terrorist financing (“AML/CTF”) requirements.

During the above inspections and spot checks, the EAA discovered 72 non-compliant cases, which is an increase of 33.3% compared to the figure in the same period last year. The major categories of non-compliance were “Issuing non-compliant advertisements” (41 cases), “Failing to comply with AML/CTF requirements” (15 cases) and “Failing to complete



the prescribed form in accordance with such directions and instructions as are specified in the form” (12 cases).

The EAA has taken actions or imposed sanctions against a total of 189 licensees or former licensees in the first half of 2026, including suspending five licences and revoking 18 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.

In addition, the EAA complemented the commencement of the Basic Housing Units Ordinance (“Ordinance”) and issued a new practice circular in February 2026 which took effect on 1 March 2026 to provide guidance to the trade when handling the letting of subdivided units under domestic tenancies that are subject to the regulatory regime under the Ordinance. The EAA also participated in various seminars arranged by the trade throughout the first half of the year to introduce the practice circular and the regulatory regime to the trade.

Stepping into the second half of 2026, the EAA will continue to 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 as necessary. We will also continue to facilitate communication between the Government and the estate agency trade regarding policies or legislative proposals involving estate agents.

As the EAA has just launched the revamped consumer education website (<https://smart.eaa.org.hk>) in July 2026, the EAA will continue to promote this website to the public in the Chinese mainland so that the home buyers, tenants and students from the Chinese mainland can navigate the



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local property market more confidently. Last but not least, the EAA will continue to spare no effort in combatting unlicensed estate agency work.



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
2024	3,339	31%	1,490	32%	1,433	36%
2025	3,100	29%	2,662	34%	741	38%
First half 2024	1,577	33%	131	38%	903	32%
First half 2025	1,613	32%	588	33%	359	41%
First half 2026	2,142	32%	2,216	30%	352	41%

2. Licensing

As at	Estate Agent's Licence (Individual)	Salesperson's Licence	Total no. of individual licences	Estate Agent's Licence (Company) [†]	SPOB [^]
30-6-2024	18,035	20,883	38,918	3,998	6,802
31-12-2024	17,865	20,617	38,482	3,969	6,722
30-6-2025	17,528	20,264	37,792	3,923	6,574
31-12-2025	17,498	20,246	37,744	3,948	6,591
31-1-2026	17,433	20,243	37,676	3,940	6,545
28-2-2026	17,397	20,277	37,674	3,952	6,544



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31-3-2026	17,424	20,437	37,861	3,950	6,537
30-4-2026	17,442	20,506	37,948	3,963	6,557
31-5-2026	17,534	20,523	38,057	3,968	6,568
30-6-2026	17,508	20,644	38,152	3,987	6,589

✧ 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

	2024	2025	First half 2024	First half 2025	First half 2026
No. of Cases	162 (27)	253 (40)	77 (15)	128 (17)	114 (11)

() related to first-hand residential properties

ii. Major types of allegations involved in the complaint cases in the first half of 2026

(certain cases involved multiple allegations)

- a. Mishandling the provisional agreement for sale and purchase (or provisional tenancy agreement) (32 cases)
- b. Issuing non-compliant advertisements (30 cases)
- c. Providing inaccurate or misleading property information (10 cases)



iii. Number of complaint cases completed*

Result	2024	2025	First half 2024	First half 2025	First half 2026
Substantiated	122 (21)	75 (13)	72 (11)	51 (10)	48 (5)
Unsubstantiated	40 (7)	16 (3)	21 (6)	10 (2)	5 (1)
Insufficient information to pursue	16 (2)	11 (0)	9 (1)	2 (0)	9 (1)
Others (include cases withdrawn or curtailed)	36 (4)	27 (6)	18 (2)	15 (3)	12 (4)
Total	214 (34)	129 (22)	120 (20)	78 (15)	74 (11)

* 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

	2024	2025	First half 2024	First half 2025	First half 2026
No. of first-hand residential developments inspected	64	73	41	42	29
No. of inspections at first-sale sites*	535	668	249	347	368
No. of inspections at agency shops	1,194	932	526	450	401
No. of spot checks of AML/CTF	1,265	1,120	614	580	618
No. of spot checks of online property advertisements	1,474	1,691	712	862	877

* Include the development sites, sales offices and vicinity areas



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

2024	2025	First half 2024	First half 2025	First half 2026
103 (8)	113 (8)	51 (3)	54 (6)	72 (13)

() related to first-hand residential properties

iii. Major types of non-compliance discovered from inspections / spot checks in the first half of 2026

(certain cases involved multiple allegations)

- a. Issuing non-compliant advertisements (41 cases)
- b. Failing to comply with Anti-Money Laundering (AML) /Counter-Terrorist Financing (CTF) requirements (15 cases)
- c. Failing to complete the prescribed form in accordance with such directions and instructions as are specified in the form (12 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
2024	314	222	164	148	19	45 [#]
2025	319	144	115	156	9	83 [#]
First half 2024	160	124	93	68	10	18 [#]
First half 2025	138	66	53	73	3	33 [#]
First half 2026	189	123	99	86	5	18 [#]

* 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
2024	972	36,450	63,908
2025	931	33,264	66,715
First half 2024	416	12,417	18,397
First half 2025	483	13,171	23,585
First half 2026*	344	11,674	18,290

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

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