

# 監管局回顧2024年上半年工作及簡介下半年工作重點

## The EAA reviews its work in the first half of 2024 and introduces its initiatives for the second half

監管局早前發表今年上半年的統計數字，回顧局方在2024年上半年的工作概況，並簡介下半年的工作重點。

監管局主席蕭澤宇先生BBS，JP表示：「在2024年上半年，我們很高興看到政府適時地撤銷樓市『辣招』，為樓市締造更正面及有活力的環境。然而，樓市仍受多項因素影響，例如整體供求、利率走向、經濟情況和展望、外圍因素等，地產代理業界仍然面對挑戰。」

2024年上半年共有2,611名考生參加資格考試，較去年同期下跌29%。另外，截至2024年6月30日，個人牌照數目為38,918個，較2023年同日減少4.6%，亦較2023年12月31日減少1.7%，反映持牌人數出現輕微流失情況。

監管局於2024年上半年共開立77宗投訴個案，較去年同期輕微上升8%，當中有15宗涉及一手住宅物業。整體投訴中最常見的性質類別為「不妥善地處理臨時買賣合約（或臨時租約）」（26宗）。同時，局方於2024年上半年並沒有接獲有關香港境外物業的投訴個案，而去年同期則接獲一宗相關個案。

局方今年上半年巡查地產代理商舖526次，比去年同期增加13%，另外，局方期內共抽查網上物業廣告712次，及抽查有關遵守反洗錢及打擊恐怖份子資金籌集規定614次。此外，局方期內共巡查一手樓盤銷售點共249次，較去年同期減少49%。

另一方面，監管局於2024年上半年合共對160名持牌人或前持牌人採取行動或作出處分，包括暫時吊銷10個牌照及撤銷18個牌照。

踏入2024年下半年，監管局將繼續密切留意樓市最新發展及政府推出的新措施，並適時向地產代理發出新指引及推出相關教育工作。

The EAA released its half year figures, reviewed its work in the first half of 2024 and introduced its initiatives for the second half of the year.

The EAA Chairman, Mr Simon SIU Chak-yu, BBS, JP, said, "In the first half of 2024, we were pleased to see the Government's timely decision to end the "harsh measures" for the property market which has resulted in a more favourable and dynamic market environment. That said, the property market is still affected by an array of factors, such as the overall demand and supply, interest rate trends, the economic situation and outlook and external factors, hence the estate agency trade is still facing challenges."

In the first half of 2024, there were 2,611 candidates participating in the qualifying examinations, representing a drop of 29% compared to the same period of last year. At the same time, the number of individual licences as of 30 June 2024 was 38,918, which is 4.6% less than the same day in 2023 and 1.7% less than 31 December 2023, reflecting a slight runoff of the licensee population.

The EAA opened 77 complaint cases, a slight increase of 8% compared to the same period of last year, with 15 cases involving first-hand residential properties in the first half of 2024. The most common category of complaint is the "mishandling provisional agreement for sale and purchase (or provisional tenancy agreement)" (26 cases). At the same time, there was no cases relating to properties situated outside Hong Kong, while there was one case in the same period of last year.

The EAA conducted 526 inspections at estate agency shops, representing a year-on-year increase of 13%. The EAA also conducted 712 spot checks on online property advertisements and 614 spot checks on the compliance of anti-money laundering / counter-terrorist financing requirements in the first half of this year. Separately, the EAA conducted 249 inspections at the sale-sites of first-hand residential properties in this period, which was 49% less than the same period of last year.

On the other hand, the EAA has taken actions or imposed sanctions against a total of 160 licensees or former licensees in the first half of 2024. Ten licences were suspended, and 18 licences were revoked.

Stepping into the second half of 2024, the EAA will keep abreast of the latest trends of the property market and the new policies from the Government, and issue guidelines for estate agents to follow and educate the trade when necessary.

# 提醒公眾委託持牌地產代理的宣傳措施

## Publicity measures to remind the public of appointing licensed estate agents

**金監** 於最近有內地學生在一宗涉及透過無牌地產代理租賃香港物業的懷疑騙案中蒙受金錢損失，地產代理監管局（「監管局」）已採取措施提醒市民委託持牌地產代理以保障自身權益的重要性。

監管局於2024年7月30日發布了一則題為「委託持牌地產代理處理物業交易」的新聞稿，建議消費者應委託持牌地產代理以為其權益帶來更佳保障。由於持牌地產代理的執業和行為操守均受到監管局的規管，如果在委託過程中，有市民懷疑持牌地產代理的操守有問題，可向監管局作出投訴。

此外，監管局於2024年6月25日和7月31日分別向本地十所大學的學生事務處發出電郵，敦促他們提醒非本地學生在香港租屋時要謹慎，並建議閱讀載於監管局網頁的《非本地學生在香港租屋指南》小冊子，以及瀏覽監管局有關「牌照目錄」的網頁，以查核地產代理是否持有牌照。

監管局還透過YouTube和Google展示廣告網絡推出了一系列網上廣告，以提醒公眾委託持牌地產代理的重要性。

In light of a suspected fraud case in which some mainland students suffered monetary loss while renting flats in Hong Kong through an unlicensed estate agent, the Estate Agents Authority (“EAA”) has taken steps to remind the public of the importance of appointing licensed estate agents to safeguard their rights.

On 30 July 2024, the EAA issued a press release entitled “Appoint licensed estate agents to handle property transactions” to advise consumers to appoint licensed estate agents for better protection of their rights. As the practice and conduct of licensed estate agents are regulated by the EAA, if one suspects any misconduct on the part of the licensed estate agent during the appointment period, he/she could lodge a complaint with the EAA.

In addition, the EAA also sent emails to the student affairs offices of 10 local universities on 25 June and 31 July 2024, urging them to remind their non-local students to be cautious when renting a flat in Hong Kong and read the e-booklet *Tenancy Guide for Non-local Students in Hong Kong* as well as visiting the link of the “license list” on the EAA’s website to ascertain whether an estate agent is licensed.

Furthermore, the EAA has also launched an online advertising campaign through YouTube and Google Display Network to remind the public of the importance of appointing licensed estate agents.



透過Google展示廣告網絡在國內和香港的網站上刊登廣告。Banner advertisements are displayed on websites of Mainland and Hong Kong through Google Display Network.

# 強制性持續專業進修計劃將於 2025年向新持牌人推出

## Mandatory Continuing Professional Development ("CPD") Scheme to be launched in 2025 for new licensees

監管局將於2025年首季推出《第一階段

的強制性持續專業進修計劃》。強制性計劃對象為於實施日期後參加並通過資格考試而獲取相關牌照的人士。一年牌照的持牌人其進修要求為牌照有效期內取得4個持續專業進修學分。對於牌照有效期為2年的持牌人，他們需要在申請牌照續期前，累積獲取總共8個持續專業進修學分。

強制性計劃的實施日期及指引將容後公布，有關計劃詳情，請瀏覽監管局網頁：[www.eaa.org.hk/zh-hk/CPD-Scheme/Mandatory-CPD-Scheme](http://www.eaa.org.hk/zh-hk/CPD-Scheme/Mandatory-CPD-Scheme)

### 全新網上學習活動 - 「執業通告精選系列」

監管局推出全新的「執業通告精選系列」網上學習活動。此系列將結集同一主題的執業通告，透過互動的情境模擬以及各種趣味小測試，讓持牌人更輕鬆地掌握實務工作中需要注意的相關執業通告！

首兩個課程現已推出，詳情如下：

The EAA is going to launch the Phase I of Mandatory CPD Scheme in the first quarter of 2025. The targets are individuals who are going to take and pass the qualifying examinations of the EAA, and obtain relevant licences after the implementation date. The CPD requirement for a licensee holding a one-year licence is to obtain 4 CPD points within the licence validity period. For licensees whose licence is valid for 2 years, they need to accumulate a total of 8 CPD points prior to applying for licence renewal.

The implementation date and the guidelines of the scheme will be announced in due course. For details of the scheme, please visit: [www.eaa.org.hk/en-us/CPD-Scheme/Mandatory-CPD-Scheme](http://www.eaa.org.hk/en-us/CPD-Scheme/Mandatory-CPD-Scheme)

### New series of e-Learning programmes - Highlights of Practice Circulars

The EAA has launched a new series of e-Learning programmes namely "Highlights of Practice Circulars". This series will consolidate Practice Circulars on a common theme and through interactive scenario simulations and various interesting quizzes, assist licensees in easily grasping the relevant Practice Circulars they need to focus on in their practical work.

The first two courses have now been launched, details as follows:

| 課程名稱<br>Programme Title   | 課程內容<br>Content  | 課程長短<br>Course Duration | 學分<br>CPD Point |
|---|--|-------------------------|-----------------|
| 執業通告精選系列 -<br>有關發出廣告宣傳的注意事項*<br>Highlights of Practice Circulars - Points to<br>Note on the Issue of Advertisements*            | 簡介有關就廣告宣傳發出的執業通告的重<br>點內容及須注意的事項<br>Introduction to the contents of Practice<br>Circulars related to advertisements                                    | 16 分鐘 minutes           | 0.25            |
| 執業通告精選系列 -<br>有關一手住宅物業銷售須知*<br>Highlights of Practice Circulars - Points<br>to Note on First Sale of Residential<br>Properties* | 簡介有關就一手住宅物業銷售發出的執業<br>通告的重點內容及須注意的事項<br>Introduction to the contents of Practice<br>Circulars related to First-sale Sites of<br>Residential Properties | 26 分鐘 minutes           | 0.5             |

\* 暫時只提供中文版本；英文版本製作中

\* Currently available in Chinese only; English version under preparation

歡迎持牌人登入電子服務參加上述的網上學習活動！

Licensees are welcome to log in the e-Services and join the above e-Learning programmes.

## 關懷有「理」迎中秋

### Estate Agents' community service for Mid-Autumn Festival

監管局一直致力透過推動關愛共融，促進地產代理業界履行企業社會責任。監管局最近與土瓜灣社區客廳合作，邀請地產代理業界的義工在中秋節前夕為劏房居民送上關懷和祝福。

監管局於2024年9月16日在土瓜灣社區客廳為15位劏房居民安排燈籠製作工作坊，監管局行政總裁韓婉萍女士聯同13位來自地產代理業界的義工也一同參與製作蝶古巴特燈籠拼貼。由於土瓜灣社區客廳於今年7月初才剛剛啟用，因此這是該區劏房居民在該社區客廳的首個慶祝中秋節活動。

此外，監管局亦捐贈了一百個中秋節禮物包，除了送予參加活動的劏房居民外，亦透過土瓜灣社區客廳送給其他劏房家庭，禮物包內有低糖月餅、食物和日常用品等。

是次活動是監管局舉辦的其中一項企業社會責任活動。監管局過去曾舉辦多項企業社會責任活動，例如「童『理』歡樂嘉年華 — 地產代理兒童服務日」和「家在香港 — 地產代理清潔海岸日」。未來，監管局會繼續舉辦更多不同的企業社會責任活動，以幫助有需要的人，並促進業界的參與，一同為社會作出貢獻。

The EAA is committed to enhancing corporate social responsibility ("CSR") within the estate agency trade by fostering community care and embracing social inclusion. In a recent collaboration with the To Kwa Wan Community Living Room ("TKWCLR"), the EAA invited volunteers from the estate agency trade to provide community services for the residents living in subdivided units ("SDU") on the day before Mid-Autumn Festival.

On 16 September 2024, the EAA arranged a lantern making workshop at the TKWCLR for 15 SDU residents. Ms Ruby HON, the Chief Executive Officer of EAA, and 13 volunteers from the estate agency trade also joined in crafting decoupage lanterns. Since the TKWCLR had just opened in July this year, it was the first Mid-Autumn Festival celebrative event for the SDU residents in the district.

Additionally, the EAA donated 100 Mid-Autumn Festival gift bags containing low-sugar mooncakes, food items, and daily necessities to the participating SDU residents, as well as to other SDU families through the TKWCLR.

This initiative is part of the EAA's ongoing CSR efforts, which have included previous events such as the "Estate Agents' Children Service Day" and "Coastal Clean-up Day". Looking ahead, the EAA will continue to organise more CSR activities aiming at supporting those in need and encouraging the trade to actively contribute to the community.



監管局行政總裁韓婉萍女士與地產代理業界義工於中秋節前夕為劏房居民送上關懷和祝福。

The EAA CEO Ms Ruby HON joins the volunteers from the estate agency trade to provide community services for the residents living in subdivided units on the day before Mid-Autumn Festival.



監管局捐贈一百個中秋節禮物包予參加活動的劏房居民，禮物包內有低糖月餅、食物和日常用品等。

The EAA donates 100 Mid-Autumn Festival gift bags containing low-sugar mooncakes, food items, and daily necessities to the participating SDU residents.

## 有關活躍持牌人的估算 Estimate of active licensees

並非所有持牌人都活躍地參與地產代理工作，有些可能只為了保留牌照但並沒有執業。為更了解持有有效牌照而有參與地產代理工作的人力規模，監管局有自行估算活躍持牌人的比例。監管局所採用的估算模型，最近已由外部顧問通過對持牌人投入行業的活躍情度進行獨立調查後作出驗證和優化。由今期《專業天地》開始，最新的估算活躍持牌人百分比會定期在《專業天地》內的統計數字欄目內刊登。

Not all licensees are actively participating in estate agency work as some may merely keep their licences without practising. To better understand the size of the licensed workforce of the estate agency trade, the EAA has been making its own estimation of the proportion of licensees who are active in the trade. The estimation model adopted by the EAA has recently been validated and fine-tuned by an external consultant through conducting an independent survey on the activeness of licensees in the market. From this issue of *Horizons* onwards, the latest estimated percentage of licensees actively practising estate agency work ("active licensees") will be published regularly in the "Statistics" chapter of the *Horizon*.

## 監管局獲頒「ERB人才企業嘉許計劃 2022-2024」「企業大獎」

### The EAA receives the Grand Prize Award of the ERB Manpower Developer Award Scheme 2022-2024

監管局再度榮獲僱員再培訓局頒發「ERB人才企業嘉許計劃」下的「企業大獎」，以表揚監管局在推動人才培訓及發展方面的成果。

監管局提供各種資源以提升員工的競爭力，例如為員工舉辦內部工作坊、提供外部培訓課程，及資助員工持續進修等。此外，監管局致力提供優質的工作環境和投放資源，以推動員工的良好身心發展。

The EAA received its second "Grand Prize Award" from the Employees Retraining Board, under the "ERB Manpower Developer Award Scheme", in recognition of the EAA's achievements in manpower training and development.

The EAA provides various kinds of resources to enhance the competitiveness of its employees, such as organising internal training workshops, offering external training programmes to employees and providing subsidies for continuous training. In addition, the EAA strives to provide a quality work environment and devotes resources to promoting the wellness and well-being of its employees.



監管局代表（左四）出席頒授典禮。  
The EAA representative (fourth from left) attends the presentation ceremony.