

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.