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韓婉萍
行政總裁

Ruby HON Yuen-ping
Chief Executive Officer

請時刻緊記做一個專業的地產代理，才能贏得大眾的尊重。

Remember to be a professional estate agent at all times if you were to earn the respect of the public.

時刻保持專業

Be professional at all times

時間過得真快，轉眼間已進入2024年最後一季。監管局早前回顧了今年上半年的工作和數字，我希望藉此機會鼓勵一下業界要繼續保持專業。

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%。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）」。局方於今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。

雖然投訴數字與去年同期大致相若，但我想提醒地產代理業界，要秉持良好的執業手法和道德，時刻保持專業。業界應該注意到，公眾對他們的期望不斷提高，他們的表現不再單單受監管局的注視，同時也被公眾時刻密切監察着。舉例來說，最近消費者委員會就發表報告，表示接獲有關地產代理向客戶提供誤導性資料的投訴。該報告受到媒體廣泛報道並引起公眾關注，而時不時地也有媒體報道地產代理的一些嚴重違規行為，損害了業界的聲譽。

所以，我在此再三提醒所有持牌人，要多留意自己的表現和服務質素。建立忠誠的客戶群是沒有捷徑可走的，而不負責任地達成交易並希望不會帶來後果，更是不切實際。正所謂一子錯滿盤皆落索，一個錯誤的行動非但會損害你自己的聲譽，甚至會危害整個行業的公眾形象。相反，請時刻緊記做一個專業的地產代理，才能贏得大眾的尊重。我出任監管局行政總裁已有超過10年，多年來見證地產代理業不斷進步，我衷心期望地產代理業界未來能繼續努力成為受尊敬的專業。請繼續做好本份，不要退步！

Time flies and we are finally in the last quarter of 2024. Earlier the EAA reviewed its work and figures in the first half of this year and I would like to take this opportunity to encourage the trade to keep up their professionalism.

In the first half of 2024, the EAA opened 77 complaint cases, a slight increase of 8% compared to the same period of last year. The most common category of complaint was "mishandling provisional agreement for sale and purchase (or provisional tenancy agreement)". There were no cases relating to properties situated outside Hong Kong in the first half of this year, while there was one case in the same period of last year.

While the complaint figures were more or less similar to the same period of last year, I would like to remind the estate agency trade to uphold its good practice and ethics and remain professional at all times. They should note that the expectations from the public is ever-increasing and their performance will be monitored by everyone, not only the EAA. For example, recently there was a report from the Consumer Council that they received complaints concerning estate agents providing misleading information to their clients. The report was widely covered by the media and raised public concern. Occasionally, there are media reports concerning serious malpractice of estate agents that damages the reputation of the trade.

I would therefore like to remind all licensees that they should pay much attention to their performances and quality of services. There is no short cut to building loyal customer base and closing a deal irresponsibly in the hope that it would not attract consequences is fanciful. One bad move could cost your own reputation or even harm the public image of the whole industry. Rather, remember to be a professional estate agent at all times if you were to earn the respect of the public. As I have been the EAA's CEO for more than 10 years, I have witnessed continuous improvements of the estate agency trade and I sincerely hope that the trade will keep striving to be a respectable profession in the future. Please keep up with your good work and do not regress!