

**有關良好及有效的競爭做法的  
新執業通告將於  
2024年11月1日生效**

**New Practice Circular on good and  
effective competition practices will be  
effective on 1 November 2024**



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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!

# 有關良好及有效競爭做法的 新執業通告將於2024年11月1日生效

## New Practice Circular on good and effective competition practices will be effective on 1 November 2024



**鑑**於有數間地產代理公司涉嫌協議訂定**並**在銷售一手住宅物業時所賺取的最低實收佣金率，引起與反競爭有關的關注，為提高業界的專業水平及加強公平競爭，地產代理監管局（「監管局」）於2024年8月5日發出一份新執業通告（編號24-01(CR)）（下稱「通告」）。

該通告就持牌人在(a)所有物業買賣及租賃交易收取佣金；及(b)銷售香港一手住宅物業時向買方<sup>1</sup>提供優惠這兩方面採取良好及有效的競爭做法提供進一步指引，該通告將於2024年11月1日生效。

監管局強調，在自由市場經濟中，競爭是不爭的事實，競爭促進創新，以更優惠的價格提

In light of the anti-competition concern arisen from the suspected agreement between several estate agency companies to fix the minimum level of net commission rate that they would like to earn for the sales of first-hand residential properties, the Estate Agents Authority (“EAA”), with a view to raising the trade’s professionalism and enhancing fair play, issued a new Practice Circular (No.24-01(CR)) (“Circular”) on 5 August 2024.

The Circular provides further guidance on good and effective competition practices to be adopted by licensees in relation to (a) charging of commission in respect of all transactions of sale and purchase and letting of properties; and (b) offering of incentives to purchasers<sup>1</sup> in the sales of first-hand residential properties in Hong Kong. The Circular shall take effect on 1 November 2024.

The EAA emphasizes that competition in a free market economy is a fact of life and competition spurs innovation and generates more choices and

<sup>1</sup>「買方」包括準買家

“Purchaser” include a prospective purchaser.

供更多選擇、更優質的產品及服務，從而令消費者得益。此外，收取佣金是地產代理公司與其客戶達成的一項商業決定，監管局不會訂定佣金率或制定強制性的佣金指引。通告的指引是補充通告（編號16-01(CR)）及通告（編號13-04(CR)）載列關於釐訂佣金及提供優惠的相關指引。

在今期的《專業天地》中，我們將介紹該通告的重點內容，以提醒所有持牌人於該通告生效後須遵從新指引。此外，我們強烈建議持牌人瀏覽監管局網站，以了解該通告的詳情。

### 該通告的重點如下：

#### (a) 在所有物業買賣及租賃交易收取佣金

為展現專業水平及加強公平競爭，監管局鼓勵地產代理公司：

- 制定書面佣金政策。
- 在訂立任何臨時買賣協議或租賃協議之前，向客戶提供載有以下內容的信函：
  - (a) 收取的佣金金額或佣金率；
  - (b) 將履行的特定工作及服務；
  - (c) 所提供服務的期限；及
  - (d) 促成交易的持牌員工及其主管的姓名。
- 就佣金政策向員工發出清晰指引及提供足夠的培訓。

#### (b) 銷售香港一手住宅物業時向買方提供優惠

地產代理公司如有提供優惠：

- 不得透過所提供的那些優惠限制或妨礙買方在作出購買決定時全面考慮其決定。
- 此外，具有相當程度市場權勢的地產代理公司在提供其優惠時，不得濫用其市場權勢。
- 在為買方提交相關投標書/要約/購樓意向登記或訂立任何與購樓有關的協議或支付任何與購樓有關的款項（以最早者為準）之前，以書面形式在指定優惠書中告知買方其所提供的優惠，並遵守相關要求（包括倘優惠採用的是貨幣形式，持牌人必須在優惠書中述明優惠的實際數額或顯示如何計算優惠金額的公式）。

better quality of products and services at better prices for the benefit of consumers. Also, charging of commission is a business decision to be agreed between estate agency companies and their clients. The EAA will not fix commission rates or stipulate mandatory commission guidelines. The guidelines in the Circular are supplemental to the guidelines relating to the determination of commission and offering of incentives set out in Circular No. 16-01 (CR) and Circular No. 13-04 (CR).

In this issue of *Horizons*, we will highlight the key points of the Circular to remind all licensees to comply with the new guidelines after the Circular has come into effect. In addition, licensees are strongly advised to visit the EAA's website for details of the Circular.

### Highlights of the Circular:

#### (a) Charging of commission in respect of all transactions of sale and purchase and letting of properties

To demonstrate professionalism and enhance fair play, state agency companies are encouraged to:

- Formulate written commission policy.
- Before entering into any preliminary agreement for sale and purchase or tenancy agreement, provide letter to clients containing:
  - (a) the amount or rate of commission to charge;
  - (b) the specific tasks and services to be performed;
  - (c) the duration of the services to be offered; and
  - (d) the names of licensed staff and his/her supervisor(s) for concluding the transaction.
- Issue clear guidelines to, and provide sufficient training for staff on the commission policy.

#### (b) Offering of incentives to purchasers in the sales of first-hand residential properties in Hong Kong

If incentives are offered by an estate agency company:

- Such incentives offered must not restrict or prevent purchasers from giving a holistic consideration when making a purchase decision.
- Also, incentives offered by an estate agency company with a substantial degree of market power must not be abusive.
- Before submission of the relevant tender/offer/registration of intent for the purchaser or entering into any agreement in connection with the purchase or making any payment in relation to the purchase, (whichever is the earliest), inform the purchaser in writing of the incentives in a specified pro-forma incentive letter and comply with relevant requirements (including if the incentives are in monetary term, licensees must state in the incentive letter the absolute amount or a formula showing how the amount of incentive would be calculated).

- 就提供的優惠向員工發出清晰指引。
- 就提供的優惠保持密切監督及訂立適當程序。
- 保存文件及紀錄作為遵守規定的證據，並應監管局的要求立即出示該證據。

### (c) 與指定優惠書有關的規定

如地產代理公司提供優惠，其必須提供及確保其員工使用公司的指定優惠書，而該優惠書必須註明日期及載有以下資料：

- 地產代理公司的相關營業詳情說明書內所述的營業名稱；
- 一個按順序及專屬的序號，使地產代理公司能夠追蹤其僱員代表地產代理公司提供的優惠；
- 發展項目的名稱，以及若發展項目以分期形式出售，該發展項目的相關期數；以及若已知悉物業的具體地址，該物業的相關地址；
- 所提供優惠的條款及形式（包括付款時間及方式）；及
- 地產代理公司一名管理層負責人的聯絡詳情（例如：該人的姓名、職位、地址、傳真號碼、電話號碼及電郵地址等），以便買方可就與優惠書有關的任何跟進事宜聯絡該名人士。
- 若優惠採用的是貨幣形式（如現金回贈），持牌人必須在優惠書中述明：
  - 回贈的實際數額；或
  - 顯示如何計算回贈金額的公式，該公式只可以買方擬購買物業的臨時買賣協議中所述購買價的一個明確百分比表述。

持牌人應仔細閱讀該通告內容，並就其相關工作作出修訂，以確保在該通告生效後符合相關的要求。持牌人如未有遵守監管局指引，將有機會被紀律處分。

為協助業界了解新指引，監管局已上載一套相關「問與答」到監管局網站以供業界參考，並為持牌人安排相關的持續專業進修講座。

- Issue clear guidelines to staff with respect to offering of incentives.
- Maintain close supervision and establish proper procedures with respect to the incentives offered.
- Keep documents and records as evidence of compliance and forthwith produce such evidence upon the EAA's request.

### (c) Requirements in relation to the pro-forma incentive letter

If incentives are offered by an estate agency company, it must provide and ensure that its staff will use its pro-forma incentive letter, which must be dated and contain the following information:

- the business name as stated in the relevant statement of particulars of business of the estate agency company;
- a unique serial number in sequence which could enable the estate agency company to track the incentives offered by its employees on the estate agency company's behalf;
- the name of the development, and where the development is to be sold in phases, the relevant phase of the development; and where the specific address of the property is known, the relevant address of the property;
- the terms and modes of the incentives so offered (including the time and manner of payment); and
- the contact details of a responsible person at managerial rank from the estate agency company (such as his/her name, position, address, fax number, phone number and email address, etc.) whom the purchaser may contact in case there is any follow-up issue with respect to the incentive letter.
- Where an incentive is in monetary term, such as a cash rebate, licensees must state in the incentive letter:
  - the absolute amount of the rebate; or
  - a formula showing how the amount of the rebate would be calculated, which may only be expressed as an explicit percentage of the purchase price as stated in the preliminary agreement for sale and purchase of the property to be acquired by the purchaser.

Licensees should read the contents of the Circular in detail and adjust their relevant work to ensure compliance with the Circular from the effective date. Licensees who fail to comply with the EAA's guidelines may be subject to disciplinary action.

To assist the trade to understand the new guidelines, the EAA has uploaded a set of related Questions and Answers to the EAA's website for the trade's reference and arranged the related CPD training activities for licensees.

# 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。

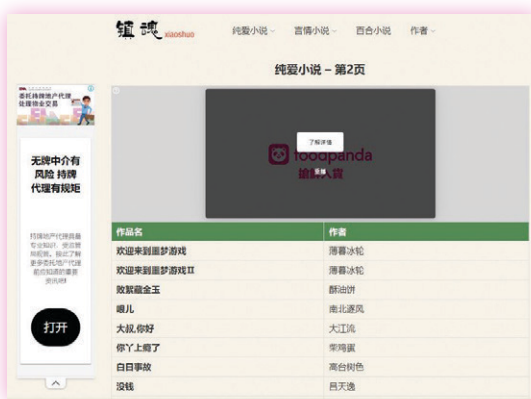
監管局還透過YouTube和Google展示廣告網絡推出了一系列網上廣告，以提醒公眾委託持牌地產代理的重要性。

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

# 持續專業進修講座 — 認識樓宇維修保養技術 — 風火水電篇

## CPD Seminar - Introduction to Building Maintenance - Ventilation, Fire, Plumbing & Drainage, Electricity

為讓持牌人能夠認識樓宇維修保養的相關知識，監管局於2024年7月15日舉辦了「認識樓宇維修保養技術—風火水電篇」的持續專業進修講座。監管局邀請了香港測量師學會代表李德康測量師擔任是次講座的主講嘉賓。

席間，李德康測量師向參加者講解有關電力、水管裝置、通風及空氣調節系統的安裝及保養知識、樓宇外牆維修的注意事項，以及常見節省樓宇維修保養的成本措施。是次講座共有116名持牌人出席，參加者均對是次講座給予正面的評價和支持。

由於反應熱烈，監管局將於2024年10月14日舉辦「認識樓宇維修保養技術—滲水篇」，歡迎有興趣的持牌人報名參加。活動詳情請瀏覽監管局網頁：[www.eaa.org.hk/zh-hk/cpd-event-detail?eventNo=EAA-24-028-24-001](http://www.eaa.org.hk/zh-hk/cpd-event-detail?eventNo=EAA-24-028-24-001)

To allow licensees to have brief knowledge of building maintenance, the EAA organised a CPD seminar on “Introduction to Building Maintenance” on 15 July 2024. The EAA invited a representative of the HKIS, Mr Dick Li, to be the guest speaker for the seminar.

During the seminar, Mr Li explained to the participants the knowledge of installation and maintenance of electrical, plumbing, ventilation and air-conditioning systems, points to note in building exterior wall repairs, as well as common cost-saving measures for building repairs and maintenance. A total of 116 licensees attended the seminar and positive feedback was received.

Because of the positive responses received, the EAA has scheduled another seminar titled “Introduction to Building Maintenance - Water Seepage” on 14 October 2024. Licensees who are interested are welcome to enroll. For more details about the seminar, please visit the EAA website: [www.eaa.org.hk/en-us/cpd-event-detail?eventNo=EAA-24-028-24-001](http://www.eaa.org.hk/en-us/cpd-event-detail?eventNo=EAA-24-028-24-001)



香港測量師學會代表李德康測量師（台上）擔任主講嘉賓。

Mr Dick Li (on stage), representative of HKIS, is the speaker of the seminar.

在《專業天地》內，我們會分享近期常見的投訴個案或違規情況，作為對持牌人的提醒。

In *Horizons*, we will share some recent common complaints or malpractice as a reminder to licensees.

監管局早前接獲涉及內地學生租賃香港物業的查詢及投訴。部分個案涉及持牌人先以香港持牌地產代理身份向內地學生介紹租賃物業，繼而以二房東身份簽訂租約並收取物業按金及租金，有部分學生在到港後被拒入住相關物業，亦未能取回全數按金及租金，他們在翻查租約後才發現他們並非與業主直接簽訂租約。

監管局提醒持牌人，若持牌人同時以業主或二房東身份出租物業，他必須向租客披露其業主或二房東的身份，作出詳盡的利益披露。同時，若該出租物業屬《業主與租客(綜合)條例》第IVA部下的分間單位（俗稱劏房），如持牌人以此雙重身份行事，亦其不得向租客收取佣金，否則有可能觸犯該條例下的罪行。

除有可能會被監管局紀律處分外，如持牌人涉嫌詐騙按金、租金或有其他屬刑事性質的行為，監管局亦會轉介相關個案予警方作刑事調查。

此外，亦有內地學生不滿持牌人未有於租約期內妥善處理物業維修的事宜，或不滿退租時就退還按金作出的安排而投訴。一般而言，當持牌人就有關物業與客戶達成租賃協議後，其他向客戶提供的服務包括租務管理事宜，並不屬於「地產代理工作」的範疇。但若持牌人曾向客戶作出提供這些服務的承諾，則其有責任履行相關承諾。

為免產生誤會，持牌人應向內地學生清楚解釋其在租約期內的角色，例如應清楚說明是否僅作為業主及租客的溝通橋樑。反之，如持牌人承諾協助處理維修及退租事宜，則應以書面具體說明其服務範圍，以免日後出現爭議。

The EAA recently received enquiries and complaints from Mainland students concerning property rental issues in Hong Kong. In some cases, the concerned licensee firstly acted as a licensed estate agent in Hong Kong and introduced properties for lease to Mainland students, and later signed the tenancy agreements and collected the deposits as a principal tenant. Some students were refused to move into the relevant properties when they arrived in Hong Kong and were not reimbursed a full refund of their deposits and rental payments. Only when they checked the tenancy agreements did they realise that they did not enter into the tenancy agreements with the landlord directly.

The EAA would like to remind licensees that if they are the landlord or principal tenant of leased properties while acting as estate agents, they must disclose their capacity as the landlord or principal tenant and make a full disclosure of interests to their tenant clients. If the leased property is a subdivided unit under Part IVA of the Landlord and Tenant (Consolidation) Ordinance ("the Ordinance"), the licensee, who acts in such a dual capacity, is not allowed to charge commission from the tenant, or else he/she may commit an offence under the Ordinance.

Apart from the possibility of being disciplined by the EAA, if a licensee is suspected of defrauding deposits, rents or committing any other acts of a criminal nature, the EAA may also refer the relevant cases to the Police for criminal investigation.

In addition, some Mainland students also lodged complaints against licensees for failing to properly handle matters relating to property maintenance during the tenancy period or failing to make arrangements for the return of their deposits when the tenancy agreements ended. In general, after the signing of a tenancy agreement, other services provided by an estate agent to his/her client, such as services related to tenancy matters are not considered as "estate agency work". However, if the licensee had promised his/her client that he/she would provide such services, he/she must honour the relevant promises.

In order to avoid misunderstandings, licensees should clearly explain to the Mainland students their role during the tenancy period; for example, clearly explaining that they only act as the middlemen to facilitate communication between the landlord and tenant. In cases where licensees agree to assist in handling repair works or surrender of tenancy, they should specify the scope of services in writing to avoid disputes in the future.



## 紀律研訊個案 Disciplinary hearing case

# 未有遵守有關處理劏房租賃的指引 Failure to comply with the guidelines regarding the handling of subdivided units tenancies

### 引言

地產代理在處理《業主與租客（綜合）條例》第IVA部所規管的分間單位（俗稱「劏房」）租賃時，必須遵從監管局發出的相關執業通告（編號22-01(CR)）（「該執業通告」）的指引，否則有機會被監管局紀律處分。

### Introduction

When handling tenancies in respect of subdivided units (“SDUs”) under Part IVA of the Landlord and Tenant (Consolidation) Ordinance, estate agents must comply with the guidelines set out in the relevant Practice Circular (No. 22-01(CR)) (“Practice Circular”) issued by the EAA. Estate agents failing to do so may be disciplined by the EAA.

### 事件經過

監管局接獲一宗有關劏房租賃的投訴，指一名營業員於處理該宗劏房租賃的交易時，沒有向租客提供臨時租約之副本，其所屬地產代理公司亦沒有向租客發出佣金收據。

監管局的調查發現，除上述指稱外，該營業員亦沒有遵從該執業通告的指引，當中包括：

- (i) 沒有告知租客臨約中不應載有「租期為一年死約一年生約」及「業主與租客各分擔一半印花稅」等與該《條例》的規定不一致的條款；

### Incident

The EAA received a complaint about a salesperson who did not provide a copy of the provisional tenancy agreement to the tenant when handling the letting of an SDU. In addition, the estate agency company of that salesperson did not issue a commission receipt to the tenant.

Upon investigation, the EAA found that in addition to the above allegations, the salesperson failed to comply with the guidelines set out in the Practice Circular, including that:

- (i) The salesperson failed to advise the tenant that the provisional tenancy agreement should not contain provisions, such as “it shall be a fixed term tenancy in the first year with an option to renew in the second year” and “Stamp Duty shall be borne by the Landlord and the Tenant in equal shares”, which are inconsistent with the requirements stipulated in the Ordinance;

- (ii) 在安排租客簽署臨約前，沒有向租客提供該執業通告附件之副本；及
- (iii) 在安排租客簽署臨約前，沒有提醒租客臨約中有關水電收費的條款可能違反該《條例》的規定。
- (ii) Before arranging for the signing of the provisional tenancy agreement with the tenant, the salesperson failed to provide the tenant with a copy of the Annex of the Practice Circular; and
- (iii) Before arranging for the signing of the provisional tenancy agreement with the tenant, the salesperson failed to advise the tenant that the terms in relation to water and electricity charges contained in the said agreement may be contrary to the Ordinance.

## 結果

個案交由監管局紀律委員會審理。紀律委員會認為，該營業員違反了執業通告中的多項規定。考慮到個案的性質、該營業員及其所屬地產代理公司的違規紀錄，紀律委員會決定紀律處分該營業員，包括向其罰款6,000港元及在其牌照附加進修條件，並訓誡其所屬地產代理公司。

## Result

The case was presented to the EAA Disciplinary Committee. The Disciplinary Committee was of the view that the salesperson failed to comply with a number of requirements stipulated in the Practice Circular. Having considered the nature of the case, the disciplinary record of both the salesperson and her estate agency company, the Disciplinary Committee decided to, inter alia, impose a fine of HK\$6,000, and attach a condition of attending CPD courses to her licence. Her estate agency company is also admonished.



何潔芝女士  
地產代理人協會主席  
**Ms Rosanna Ho**  
Chairman, Property Agents Association

## ■ 業界意見 Comment from trade

我相信今次事件對處理劏房業務的地產代理帶來警惕。地產代理公司應加強對代理的培訓，因處理出租《業主與租客（綜合）條例》第IVA部下的分間單位的處理指引，以及《2024年水務設施（修訂）條例》相對較新，地產代理未必熟悉這些條例，希望業界日後會提高對處理劏房業務的警覺性。

I believe that this case will alert estate agents who handle sub-divided units. Estate agency companies should enhance the training provided to their agents as the guidelines for handling sub-divided units under Part IVA of the Landlord and Tenant (Consolidation) Ordinance and the Waterworks (Amendment) Ordinance 2024 are relatively new to them and they may not be familiar with these ordinances. I hope that the trade will be more vigilant in handling sub-divided units in the future.

## 刑事個案 Criminal case

### 申領牌照時沒有申報刑事定罪紀錄

### Failure to disclose a criminal record in connection with an application for a licence

#### 引言

牌照申請人如有任何刑事紀錄，必須在向監管局申請牌照時作出披露(除非有關罪行屬夾附於補充表格的「毋須向地產代理監管局申報的輕微罪行列表」所列的輕微罪行)，以便監管局考慮其是否符合發牌的適當人

#### Introduction

Licence applicants must disclose their criminal records (unless the offences are under the "List of Minor Offences Requiring No Disclosure to the EAA" attached to the Supplementary Form) when applying for a licence for the EAA's consideration of whether they fulfil the "fit and proper person" criterion of granting a licence. According to Sections 55(1)(c) and

選資格。根據《地產代理條例》（《條例》）第55(1)(c)條及第55(1)(d)條，任何人無合理辯解而在申請批給牌照或牌照續期方面，作出任何在要項上是虛假或具誤導性的陳述或提供任何虛假或具誤導性的資料，即屬犯罪。

55(1)(d) of the Estate Agents Ordinance (“EAO”), a person, without reasonable excuse, makes any false or misleading statement or furnishes any false or misleading information in connection with an application for the grant or renewal of a licence, commits an offence.

### 事件經過

監管局在向警方查核持牌人/牌照申請人的刑事定罪紀錄時，發現一名牌照申請人分別在2004年、2007年、2012年及2023年向監管局提出營業員及地產代理（個人）牌照的申請或續期申請時，未有在有關的申請表格及補充表格申報其定罪紀錄。由於事件涉及違返《條例》第55(1)(c)條及第55(1)(d)條，監管局遂將個案轉介予警方跟進。

### Incident

During the EAA's inspection with the Police about licensees' / licence applicants' criminal records, it was discovered that a licence applicant failed to disclose his previous convictions in the relevant application forms and supplementary forms when applying for / renewing his salesperson's and estate agent's (individual) licence in 2004, 2007, 2012 and 2023 respectively. The EAA referred the case to the Police as it involved a breach of section 55(1)(c) / section 55(1)(d) of the EAO.

### 結果

警方完成調查後，案件交由裁判法院審理。結果，法院裁定該牌照申請人在申請批給地產代理（個人）牌照及營業員牌照或牌照續期方面，作出在要項上是虛假的或是具誤導性的陳述或提供在要項上是虛假的或是具誤導性的資料罪名成立，被判罰款1,000港元及監禁兩個月，緩刑三年。該牌照申請人曾持有的牌照已於較早前屆滿，而其於2023年作出的牌照申請亦被監管局拒絕。

### Result

Upon the completion of the investigation by the Police, the case was taken to court. As a result, the licence applicant was convicted of making false or misleading statement or providing false statement or misleading information in the application or renewal of an estate agent's (individual) licence and a salesperson's licence. He was fined HK\$1,000 and sentenced to imprisonment for two months, suspended for three years. The licence formerly held by this licence applicant had expired earlier and his application for the grant of a licence submitted in 2023 was refused by the EAA.

如牌照申請人在監管局裁定其個案當日起計的前5年內曾因干犯《條例》下所訂的任何罪行並已就此被判處監禁(不論是否緩刑)，其牌照申請一般會被拒絕。

It should be noted that if a licence applicant was, within a period of five years prior to the date when his case is being determined by the EAA, convicted of any offence under the EAO and in respect of which he has been sentenced to imprisonment (whether suspended or not), his licence application will normally be refused.



汪敦敬博士  
香港專業地產顧問商會會長  
**Dr Lawrence Wong, MH**  
President, Hong Kong Chamber of  
Professional Property Consultants

### ■ 業界意見 Comment from trade

個案中的牌照申請人被法院裁定違反了《地產代理條例》而被定罪，判予罰款及監禁，意味着他未來5年也可能失去持有牌照的資格。因此，各從業員應引以為鑑，切勿犯上同類錯誤。

The licence applicant in this case has been convicted of breaching the Estate Agents Ordinance and sentenced to a fine and imprisonment by the court, which means the applicant may also be disqualified from holding a licence in the next five years. Hence, all practitioners should learn a lesson from this case and make sure they do not make a similar mistake.



## 反洗錢

為加深持牌人對反洗錢及反恐怖分子資金籌集（「反洗錢」）議題的認知，我們會在《專業天地》這個「反洗錢專區」為大家提供有關反洗錢的不同資訊及最新消息。

To enhance licensees' knowledge on the subject of anti-money laundering ("AML") and counter-terrorist financing ("CTF"), we will provide various information and updates about AML in the "AML Corner".



財務行動特別組織（「FATF」）早前對FATF成員的四個把關行業（即律師、會計師、信託和公司服務供應商及地產代理）進行了橫向檢討，以審視它們在履行FATF建議的一些關於對客戶進行盡職審查、實施內部監控，以及賦予監管機構足夠權力以進行風險為本的監管措施的基礎責任上的合規情況，因為這些行業在預防和偵查洗錢及上游犯罪包括貪污等方面發揮重要作用，而它們亦可能故意助長貪污和相關的洗錢行為。該檢討評估了有關的情況，以及指出FATF成員須在哪些範疇上優先作出改善。

橫向檢討的結果已刊登於2024年7月中發布的《財務行動特別組織就把關行業在貪污方面的技術性合規的橫向檢討報告》（「報告」）。根據該報告，香港的技術性合規水平名列前茅，並已在四個把關行業制定相關措施，而這些行業亦有根據FATF的標準實施大部分的預防措施。此外，香港的監管機構亦擁有足夠的權力和工具在四個把關行業內實施監管措施。有關香港地產代理業在盡職審查、合規及規管/監管方面的分數，請參閱該報告第32頁：<https://www.fatf-gafi.org/content/dam/fatf-gafi/reports/HRGTC.pdf.coredownload.inline.pdf>



The Financial Action Task Force ("FATF") has conducted a horizontal review of four gatekeeper sectors (i.e. lawyers, accountants, trust and company service providers and real estate agents) of FATF members' compliance with some cornerstone obligations of the FATF Recommendations with respect to conducting customer due diligence, implementing internal controls and providing a supervisor with adequate powers to conduct risk-based supervision as they play a role in preventing and detecting money laundering and predicate offences including corruption and could knowingly enable corruption and related money laundering. The review assessed the state of play and identify areas that FATF members must prioritize for further improvement.

Findings of the horizontal review are set out in the FATF Report Horizontal Review of Gatekeepers' Technical Compliance Related to Corruption ("Report"), which was issued in July 2024. According to the Report, Hong Kong ranked among the highest level of technical compliance and has put in place requirements to cover the four gatekeeper sectors, which are required to implement most of the preventive measures pursuant to the FATF Standards. Also, Hong Kong's supervisors have most of the powers and tools to implement supervisory programs on the four gatekeeper sectors. For the scores given to Hong Kong's real estate agents sector in terms of due diligence, compliance and regulation/supervision, you may refer to page 32 of the Report: <https://www.fatf-gafi.org/content/dam/fatf-gafi/reports/HRGTC.pdf.coredownload.inline.pdf>



在《專業天地》內，我們會解答持牌人的一些常見提問。

In *Horizons*, we will answer questions commonly asked by licensees.



**?** 地產代理公司應如何就一手樓盤編配物業編號以發出廣告？

**?** How should estate agency companies assign a Property Number(s) to a first-hand property development for the purpose of issuing advertisements?

**...** 根據監管局發出的執業通告（編號18-02(CR)）第13段，地產代理公司必須就每個為賣方/業主客戶發出廣告的物業編配一個獨有的識別編號（「物業編號」）。編配專屬物業編號的要求，旨在增加透明度讓消費者能清楚識別廣告中所涉及可供出售的物業。

**...** According to paragraph 13 of the Practice Circular No. (18-02 (CR)) issued by the EAA, estate agency companies must assign a unique identification number (“Property Number”) to each property which they will issue an advertisement(s) for their vendor/landlord clients. The requirement to assign a unique Property Number aims at enhancing transparency so that consumers can clearly identify the property being listed for sale in an advertisement.

一般而言，一手樓盤的可供出售單位均會清楚列明於一手樓盤的價單內，故此，如有關的廣告是為推廣某個一手樓盤而發出，地產代理公司只需為所推廣的樓盤編配一個物業編號，而無須為個別出售單位編配其專屬的物業編號。

Generally speaking, units available for sale in first-hand property developments will be clearly set out in the price list of such developments. Hence, if the relevant advertisement is for the purpose of promoting a first-hand property development, estate agency companies are only required to assign one Property Number to that first-hand property development. They are not required to assign a unique Property Number to each individual unit available for sale.



## 監管局即將推出的持續專業進修計劃活動 Upcoming CPD activities offered by EAA

詳情請瀏覽《持續專業進修計劃》的網頁：

Please visit the webpage of the CPD Scheme for details:



### 講座

日期 (月/年) Date (Month/Year)	課程名稱 Course title	學分 CPD Points	語言 Language	類別 Category
10/2024	認識樓宇維修保養技術 — 滲水篇	1.5	廣東話	全面提升發展

### 網絡研討會

日期 (月/年) Date (Month/Year)	課程名稱 Course title	學分 CPD Points	語言 Language	類別 Category
10/2024	監管局《操守守則》及執業通告	3	廣東話	合規及有效管理 Compliance and Effective Management
10/2024	其他與地產代理工作相關的法律及實務			
10/2024	地產代理業防貪講座 (管理人員)	1.5		
11/2024	物業轉易須知	3		
12/2024	物業租賃實務知識			
12/2024	掌握土地查冊			
12/2024	Corruption Prevention Measures for Estate Agency Industry (Management)	2		

### 其他活動

#### 競爭事務委員會主辦活動

#### 《競爭條例》網上講座

日期	時間	語言	課程費用
23/10/2024	15:30-17:30	廣東話	免費

查詢電郵：event@compcomm.hk

查詢電話：3462 2118

26/6/2024



監管局行政總裁韓婉萍女士（右五）、執行總監陳汝做先生（右四）及地產代理商會代表出席「優化營銷電話行業規管計劃」啟動禮。

The EAA Chief Executive Officer Ms Ruby HON (fifth from right), Director of Operations Mr CHAN U Keng (fourth from right) and representatives of the estate agency trade attend the Launch Ceremony of the Enhanced Industry Regulatory Scheme for Marketing Calls.

5/7/2024

監管局與業界主要代表舉行聯絡會議，會上討論多個議題。

The EAA holds a liaison meeting with the representatives of major trade associations and various issues are discussed during the meeting.



31/7/2024, 9/8/2024



監管局分別在油麻地及大埔區舉辦與前線持牌人交流的聚焦小組會議。席間，監管局代表與出席的持牌人談及關於劏房、發牌、規管及持續專業進修等不同範疇的事項。

The EAA holds focus group meetings with frontline licensees in Yau Ma Tei District and Tai Po District respectively. During the meetings, EAA representatives discuss with the participating licensees on topics regarding Subdivided Units, licensing, compliance and the CPD Scheme while licensees share the issues they encounter in their daily practices.

27/8/2024

監管局行政總裁韓婉萍女士（右三）出席「強拍條例小業主支援中心」開幕儀式。

The EAA Chief Executive Officer Ms Ruby HON (third from right) attends the opening ceremony of the Support Service Centre for Minority Owners under Compulsory Sale.



12/2007

著名專欄作家、電視及電台節目主持岑逸飛先生為監管局持續專業進修計劃主講「管理智慧講座」。

Mr Fabian Shum, a renowned writer and TV and radio show host, gives a CPD talk to licensees titled "The Wisdom of Management".



9/2014

監管局參與招聘進修博覽，藉此提升公眾對監管局工作的了解。

The EAA participates in a recruitment fair to enhance the public understanding of the EAA's work.



3/2016

監管局舉辦「住宅租賃知多啲」公開講座。

The EAA organises a public seminar titled "Learn more about the tenancy matters of residential properties".



## 考試 Examination

### 營業員資格考試 (電腦應考模式) Salespersons Qualifying Examination (Computer-based)



參加人數 No. of candidates      合格率 Pass rate

考試日期 Examination date 8/2024

169      43%

### 營業員資格考試 (筆試應考模式) Salespersons Qualifying Examination (Paper-based)



參加人數 No. of candidates      合格率 Pass rate

考試日期 Examination date 7/2024

688      30%

### 地產代理資格考試 (筆試應考模式) Estate Agents Qualifying Examination (Paper-based)



參加人數 No. of candidates      合格率 Pass rate

考試日期 Examination date 8/2024

654      37%

## 牌照數目 (截至2024年8月31日) Number of licences (As at 31/8/2024)

### 營業員牌照

Salesperson's Licence



20,761

### 地產代理(個人)牌照 Estate Agent's Licence (Individual)



17,962

### 個人牌照總和

Total no. of  
Individual Licences



38,723

### 地產代理(公司)牌照 Estate Agent's Licence (Company)



4,001

## 營業詳情說明書 (截至2024年8月31日)

### Number of statements of particulars of business (As at 31/8/2024)

合夥經營  
Partnerships



160

獨資經營  
Sole proprietorships



1,412

有限公司  
Limited companies



5,212

總數 Total



6,784

## 活躍持牌人 Active Licensees

64.1%



截至2024年8月，活躍持牌人<sup>1</sup>的百分比約為64.1%。

The estimated percentage of licensees who are active<sup>1</sup> as at end of August 2024: 64.1%.

<sup>1</sup> 活躍持牌人指於過去12個月內的任何時間 (1)曾從事地產代理工作但非受僱於任何物業發展公司或物業管理公司，及(2)同時沒有參與其他行業業務的個人牌照持有人。  
An individual licensee is considered active if at any time during the past 12 months: (1) has practised estate agency work but not employed by any property development companies or property management companies; and (2) is not engaged in the business of any other industries concurrently.

## 已處理的投訴個案結果\* (2024年1月至8月)

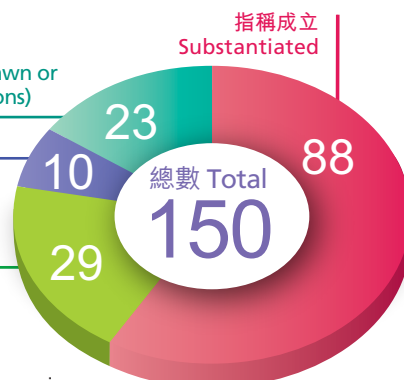
### Results of completed complaint cases\* (January to August 2024)



其他(例如投訴人撤回投訴或  
因其他原因而終止調查)  
Others (include cases withdrawn or  
closed because of other reasons)

資料不足  
Insufficient information  
to pursue

指稱不成立  
Unsubstantiated



\* 部分是往年接獲的個案  
Some cases were carried over from previous years

### 開立的投訴個案宗數 (2024年1月至8月) Number of complaint cases opened (January to August 2024)

110



### 巡查次數 (2024年1月至8月) Number of compliance inspections (January to August 2024)

一手樓盤銷售點  
First-sale sites

308

地產代理商舖  
Estate agency shops

763

網上物業廣告  
Online property advertisements

959



### 巡查發現主動調查的個案 (2024年1月至8月) Number of cases arising from self-initiated investigations during inspections (January to August 2024)

主動調查的個案  
Cases arising from  
self-initiated investigations

68

主動調查而指稱成立的個案\*  
Cases completed from  
self-initiated investigations and  
were substantiated\*

62



\* 部分是往年展開調查的個案  
Some cases were carried over from  
previous years

### 向持牌人或前持牌人採取的行動\* (2024年1月至8月) Actions taken against licensees or ex-licensees\* (January to August 2024)

有關的持牌人或  
前持牌人人數  
No of licensees or  
ex-licensees



225

### 行動 Actions Taken



訓誡/譴責  
Admonishment/ reprimand

157

罰款  
Fine

121

於牌照附加/更改條件  
Attachment/ alteration of  
conditions to licence

102

暫時吊銷牌照  
Suspension

14

撤銷牌照  
Revocation


34<sup>#</sup>

\* 以上行動是根據《地產代理條例》所賦予的權力而採取的。當中部分行動屬紀律性質，其他則是由牌照委員會裁定的，包括在批出牌照時在牌照上附加條件。部分是往年接獲的個案。  
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.

# 這些個案由牌照委員會裁定。理由是持牌人不再符合相關發牌條件。  
These cases were decided by the Licensing Committee on the ground that the licensees concerned no longer met the relevant licensing requirements.



**EAA** 地產代理監管局  
ESTATE AGENTS AUTHORITY

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 [www.eaa.org.hk](http://www.eaa.org.hk)

