

持續專業進修活動 — 新執業通告 (編號24-01(CR)) — 良好及有效的競爭做法(1) - 收取佣金及提供優惠

CPD Activity – New EAA Practice Circular (No. 24-01 (CR)) – Good and Effective Competition Practices (1) – Charging of Commission and Offering of Incentives

為提高業界專業水平及促進行業內公平競爭，監管局於2024年8月5日發出一份新執業通告(編號24-01(CR))，就持牌人在物業買賣及租賃交易中收取佣金、以及在銷售一手住宅物業時向買方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的指引。新執業通告已於2024年11月1日起生效。

為協助持牌人了解新執業通告的規定，監管局分別於2024年9月24日及10月4日舉辦了兩場以英文及中文講解的「新執業通告—良好及有效的競爭做法(1)—收取佣金及提供優惠(通告編號24-01(CR))」的網絡研討會。

席間，監管局代表向持牌人詳細講解新執業通告的內容及規定。除此之外，監管局亦就此新執業通告推出相關的「網上學習活動」。詳情請瀏覽監管局網頁：<https://www.eaa.org.hk/zh-hk/CPD-Scheme/e-Learning-programmes>

To enhance the professionalism of the trade and advocate fair competition within the industry, the EAA issued a new Practice Circular (No. 24-01(CR)) (“Circular”) on 5 August 2024 to provide additional guidance on good and effective competition practices to be adopted by licensees in relation to the charging of commission for transactions of sale and purchase and letting of properties, as well as offering of incentives to purchasers in the sale of first hand residential properties. The new Circular took effect on 1 November 2024.

In order to assist licensees in grasping the requirements of the new Circular, the EAA has launched two CPD webinars in English and Chinese on 24 September and 4 October 2024 respectively, entitled “New EAA Practice Circular (No. 24-01 (CR)) – Good and Effective Competition Practices (1) – Charging of Commission and Offering of Incentives”.

During the webinars, representative from the EAA clearly elucidated to licensees the contents and requirements of the new Circular. Additionally, the EAA has launched relevant e-Learning programmes pertaining to this new Circular. For further information, please visit the EAA website: <https://www.eaa.org.hk/en-us/CPD-Scheme/e-Learning-programmes>

新執業通告的網絡研討會

良好及有效的競爭做法(1) –
收取佣金及提供優惠

通告編號24-01(CR)

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(預錄版本)**

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(內容乃取材自地產代理監管局於2024年10月4日舉辦的《新執業通告 – 良好及有效的競爭做法(1) – 收取佣金及提供優惠 (通告編號24-01(CR))》網絡研討會)