

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.



**?** 根據執業通告（編號(24-01(CR)) 第11段，若地產代理公司提供優惠，持牌人須將其提供予準買家的優惠以書面形式告知準買家。這是否指：若地產代理公司提供的優惠不是以書面形式作出，地產代理公司便不用兌現其所作出的承諾？

**?** According to paragraph 11 of the Practice Circular No. (24-01 (CR)) issued by the EAA, should incentives be offered by estate agency companies, licensees are required to inform prospective purchasers and set out in writing the incentives that are offered to them. Does it mean that an estate agency company needs not honour its promise if the incentives offered by it was not reduced in writing?

**...** 否。

地產代理公司會否向準買家提供優惠屬其自身的商業決定。若地產代理公司提供優惠，便必須兌現其所承諾的優惠，不論有關承諾是以口頭還是書面形式作出，以及在何時作出。

地產代理公司未能兌現其向買方作出有關優惠的承諾是不專業的，違規持牌人如被證實曾向買方作出有關優惠的承諾，而有關的承諾（不論以口頭還是書面形式作出）並沒有兌現，可能會受到監管局的紀律處分。

**...** No.

It is the estate agency companies' own commercial decision whether or not to offer incentives to prospective purchasers. If incentives were offered by estate agency companies, they must honour their promise of incentives, irrespective of whether the promise was made verbally or in writing and regardless of when it was made.

Failure of estate agency companies to honour their promise of incentives made to purchasers is unprofessional. Non-compliant licensees who fail to honour their promise of incentives to purchasers, if proven to have been made to purchasers, whether verbally or in writing, may be subject to disciplinary action by the EAA.

