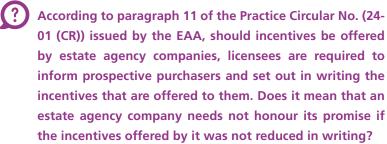
## 在《專業天地》內,我們會解答持牌人的一些常見提問。 In Horizons, we will answer questions commonly asked by licensees.



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兑現其所作出的承 諾?





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,便必須兑現其所承諾的優惠, 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。

地產代理公司未能兑現其向買方作出有 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) 並沒有兑現,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. Noncompliant 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.

