

地產代理監管局
ESTATE AGENTS AUTHORITY

2023/24 年報 ANNUAL REPORT



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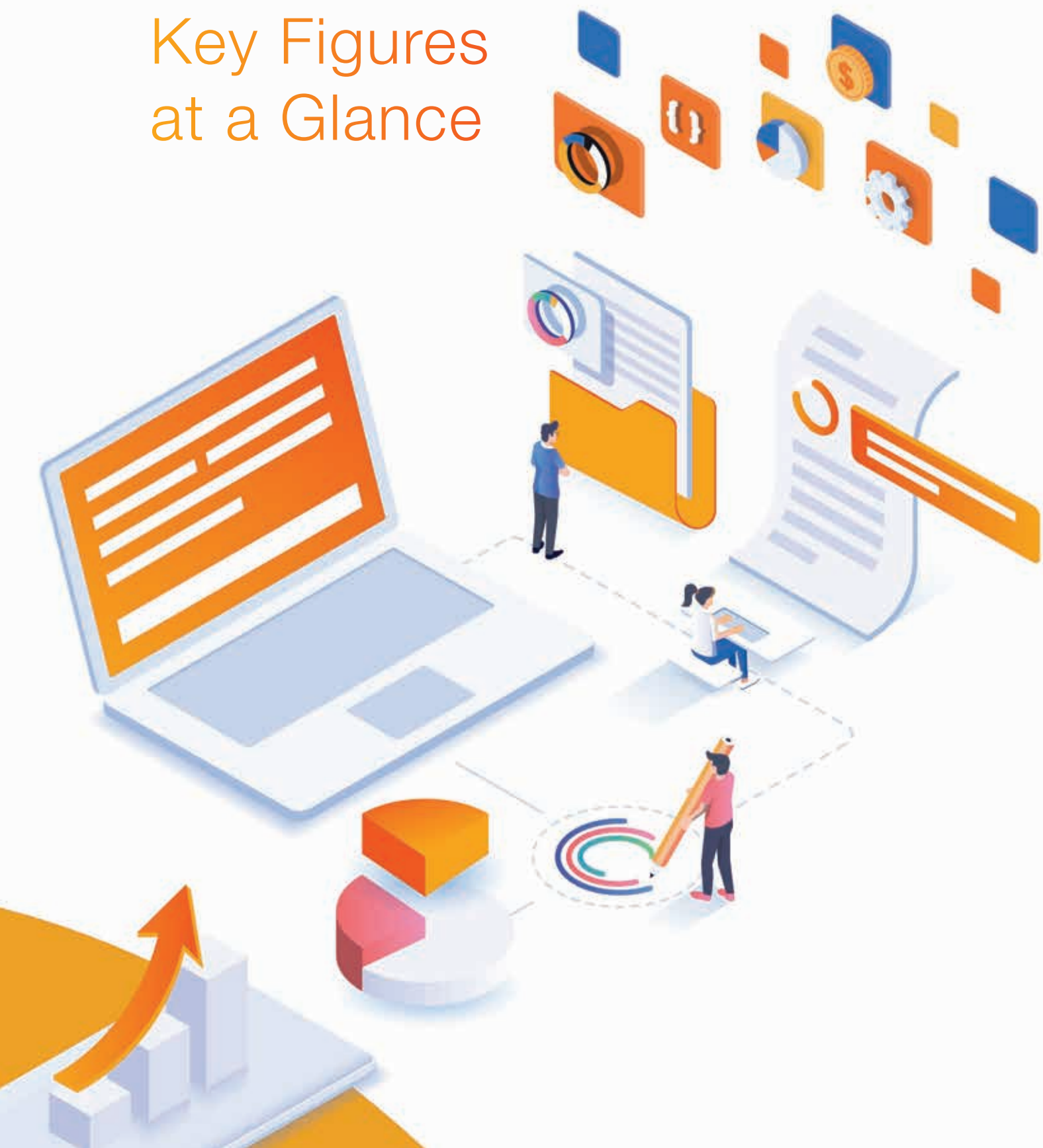
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主要統計 數字一覽

Key Figures at a Glance



牌照及營業詳情說明書數目 (截至2024年3月31日)
Number of Licences and Statements of
Particulars of Business (as at 31/3/2024)



20,974

營業員牌照
Salesperson's licence

18,142

地產代理(個人)牌照
Estate agent's licence
(individual)



4,012

地產代理(公司)牌照
Estate agent's licence
(company)



6,831

營業詳情說明書
Statement of particulars
of business

巡查次數 (2023/24 年度)
Number of Compliance Inspections
(2023/24)



725

一手樓盤銷售點*
At first-sale sites*

810

地產代理商舖
At estate agency shops



1,186

有關反洗錢及反
恐怖分子資金籌集規定
About anti-money
laundering/
counter-terrorist
financing regulations

1,223

網上廣告
Online advertisements



* 包括樓盤所在處、樓盤銷售處及其附近。
* Includes the development sites, sales offices and vicinity areas.

考生人數 (2023/24 年度)
Number of Examination Candidates (2023/24)



2,703

地產代理資格考試
Estate agents
qualifying examination

3,373

營業員資格考試
Salespersons qualifying
examination



被暫時吊銷 / 撤銷的牌照數目 (2023/24 年度)
Number of Licences Suspended / Revoked
(2023/24)



23

暫時吊銷
Suspended

37

撤銷
Revoked



投訴個案 (2023/24 年度)
Number of Complaint Cases (2023/24)



201

開立的個案
Opened

316

已完成的個案*
Completed*



* 部分是往年接獲的個案，當中包括表面證據成立並轉介予紀律委員會處理的個案，以及由投訴及行動部處理的表面證據不成立的個案。

* Some cases completed in the year were brought forward from previous years. The figures include cases with prima facie evidence referred to and dealt with by the Disciplinary Committee and cases without prima facie evidence disposed of by the Complaints and Enforcement Sections.

持續專業進修活動的參與人次 (2023/24 年度)
Number of Enrolments in Continuing
Professional Development Activities (2023/24)



30,930

機構簡介

Corporate Profile

關於我們

地產代理監管局（「監管局」）是於1997年11月根據《地產代理條例》而成立的法定機構，主要職能包括規管香港地產代理業界的執業；推動業界行事持正；以及鼓勵行業培訓，確保從業員符合道德操守。

監管局舉辦資格考試、發出個人和公司牌照、處理對從業員的投訴、執行巡查工作，以及對違反《地產代理條例》的地產代理從業員施行紀律處分。監管局亦為業界舉辦專業發展活動，並推動消費者教育。

監管局是財政自給的機構。監管局成員由香港特別行政區行政長官委任，設有正、副主席各一名及不多於18名普通成員。成員來自社會多個界別，包括地產代理行業。

About Us

The Estate Agents Authority (“EAA”) is a statutory body established in November 1997 under the Estate Agents Ordinance (“EAO”). Its principal functions are to regulate the practice of the estate agency trade in Hong Kong, promote integrity and competence within the industry, and facilitate training for practitioners to ensure a proper standard of conduct.

The EAA organises qualifying examinations, issues licences to individuals and companies, handles complaints against licensees, conducts compliance inspections and metes out disciplinary sanctions to practitioners who have breached the EAO. The EAA also organises activities for the professional development of the trade and promotion of consumer education.

The EAA is a self-financing body. It consists of a Chairman, a Vice-chairman, and not more than 18 ordinary members from various sectors in the community, including the estate agency sector. The Chairman, Vice-chairman and every ordinary member are appointed by the Chief Executive of the Hong Kong Special Administrative Region.



願景與使命

我們的願景

監管局致力於

- 在規管地產代理業界的執業上追求卓越成績，以保障消費者的權益；及
- 支持地產代理專業不斷發展，以獲取社會尊重。

我們的使命

規管香港地產代理業的執業，提升從業員的專業能力，並為業界訂立高的道德標準和操守。

Vision & Mission

Our Vision

The EAA strives for

- excellence in regulating the practice of the estate agency trade, for the protection of consumers' interests; and
- supporting the development of an estate agency profession worthy of the respect of the community.

Our Mission

To regulate the practice of estate agency in Hong Kong, raise the competence of practitioners and set high standards of ethics and conduct befitting the trade.

主席的話 Chairman's Message





蕭澤宇先生

BBS, JP

主席

Mr Simon SIU Chak-yu

BBS, JP

Chairman

主席的話

Chairman's Message

主席的話

今年為本人在地產代理監管局(「監管局」)董事局服務的第十個年頭。

本人欣然呈上監管局2023/24的年報。監管局作為一個負責任的規管者和教育者，本人對其作出的貢獻感到滿意。

2023/24年度對監管局和地產代理業界而言，充滿挑戰和回報。面對淡靜的樓市，業界難免面對困難。我們樂見政府於2024年初適時地撤銷樓市「辣招」(包括額外印花稅、買家印花稅及首置印花稅)，營造較有活力的市場環境。儘管營商環境挑戰重重，但業界與監管局依然致力參與企業社會責任活動，以展現對社會的承諾。

淡市中保持監管水平

儘管面對樓市淡靜、新入行人數以及總持牌人數減少，監管局仍然一貫地堅守崗位及保持監管水平。對此，我們並沒有絲毫鬆懈，而是一直優化監管措施，確保行業公平透明。

為提高業界專業水平，監管局於2023/24年度發布了兩份新執業通告。這些新執業通告為遵守反洗錢及反恐怖分子資金籌集規定、以及銷售香港境外的未建成物業(「境外未建成物業」)等事項提供了明確的重要指引。透過加強巡查和教育，確保業界充分知悉及合規。

購買香港境外未建成物業一直是社會關注的議題。隨著疫情期間旅遊限制的解除，我們看到有關在香港銷售境外未建成物業的銷售活動有所增加。有見及此，監管局推出一系列的消費者教育，例如利用策略性地點的廣告板及網上宣傳等，藉以提醒大眾注意購買境外未建成物業的風險。

Chairman's Message

This is the 10th year of my service on the Board of the Estate Agents Authority ("EAA").

I am pleased to present the Annual Report of the EAA for the past year (2023/24). As reflected therein, I am satisfied with EAA's dedication as a responsible regulator and educator.

The year 2023/24 presented challenges and rewards for both the EAA and the estate agency trade. In the face of a stagnant property market in which the trade faced inevitable difficulties, we were pleased with the Government's timely decision to uplift the "harsh measures" (Special Stamp Duty, Buyer's Stamp Duty and New Residential Stamp Duty) for the property market in early 2024, fostering a more favorable and dynamic market environment. Despite the challenging business conditions, the trade together with the EAA demonstrated their commitment to the community through various corporate social responsibility ("CSR") initiatives.

Maintaining regulatory standard in a stagnant market

Despite the challenges posed by the stagnant property market, a decrease in the number of newcomers to the trade and a fall in the total licensee population, the EAA remained steadfast in its commitment to maintaining regulatory standards. Rather than relaxing our approach, we continued to strengthen our regulation and supervision measures, ensuring fairness and transparency within the trade.

To reinforce professional standards, two new Practice Circulars were issued during 2023/24. These new Practice Circulars provide clear and essential guidelines on Anti-Money Laundering and Counter-Terrorist Financing and the sale of uncompleted properties situated outside Hong Kong ("UPOH"). Through intensified inspection and education initiatives, we ensured that the trade stayed well-informed and compliant.

UPOH has always been an issue of concern. With the removal of travel restrictions imposed during the COVID-19 pandemic, we see an increasing number of UPOH activities in Hong Kong. In the face of this, the EAA launched a number of consumer education initiatives, such as placing billboard advertisements at strategic locations and launching online promotion, to enhance the public awareness of the pitfalls associated with purchasing UPOH.



有鑑於政府和公眾對劏房租戶權益的關切，監管局與業界合作，於2023年9月推出了《地產代理良好處理劏房租賃約章》（「《約章》」），以提高業界對處理劏房租賃的處理準則，為劏房租戶提供最佳的保障，同時培育業界的道德及專業操守。自推出以來，我們很高興已有超過一百間地產代理商舖簽署了《約章》。

Recognising the concerns of the Government and the public regarding the wellbeing of the tenants of subdivided units ("SDU"), the EAA collaborated with the trade to launch the "Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy" in September 2023. This Charter aims to enhance the trade's practice in the handling of tenancies of SDU, provide better protection for SDU tenants, and foster ethical and responsible conduct within the trade. We are pleased to report that over one hundred estate agency shops have already signed the Charter since its inception.

主席的話

Chairman's Message

共同努力造福社區

作為一個公營機構，監管局深信回饋社會十分重要。我們致力服務社會的決心堅定不移，並繼續與業界攜手，為社會帶來積極貢獻。

過去一年，監管局積極舉辦企業社會責任活動，當中最值得關注的是「童樂有『理』」。在聖誕節來臨之前，來自業界的義工及基層家庭的兒童，包括居住在分間單位的兒童，一同度過了一個愉快的下午。展望未來，監管局將一貫地致力推動業界參與各項社區活動，繼續探索不同的方式回饋社會，改善有需要人士的生活。

展望與鳴謝

監管局深知靈活應變和保持領先的重要性。就此，監管局一直力求進步，擁抱科技，引入更多資訊科技元素，以進一步提升各方面的運作效率與成效。

在推出自願性持續專業發展計劃近20年後，本局正準備於2025年首季推出強制性持續專業發展計劃，以彰顯監管局對持牌人持續進修的承諾，並確保業界專才能夠掌握行業的最新發展和最佳做法。有關此計劃更多的詳情將於稍後公布。

此外，本人藉此向所有董事局成員和其他持份者，包括政府和業界，就他們一直對監管局使命和理念的支持和認同，致以衷心謝意。本人謹此感謝由監管局行政總裁韓婉萍女士及三位總監（梁德麗女士、陳汝傲先生及王頌恩先生）所領導的行政團隊，以至監管局全體員工過去一年的無私奉獻和出色的團隊精神，為我們取得進展及達成了目標。本人期待繼續與該出色的合作夥伴應對未來挑戰和機遇。另外，本人亦藉此機會特別向將會退任的韓婉萍女士致以最深切的謝意，她的努力付出、領導和貢獻，讓監管局跨越無數挑戰。在此衷心祝福她生活美滿，一切順利。

Collaborative efforts for the benefit of the community

As a public organisation, the EAA firmly believes in the importance of giving back to the community we serve. Our commitment to the community remains unwavering, as we continued to join hands with the trade to make a positive impact to the community.

Throughout the past year, the EAA has actively promoted CSR initiatives. One notable event was the "Estate Agents' Children Service Day". Volunteers from the trade came together to engage with children from underprivileged families, including those residing in subdivided units (SDU), and spent an enjoyable afternoon with them before Christmas. Looking ahead, the EAA remains committed to engaging the trade in various community initiatives. We will continue to explore different avenues for giving back and making a difference in the lives of those in need.

Looking forward and gratitude

The EAA understands the importance of adapting to the evolving landscape and staying ahead of the curve. In this regard, the EAA will not rest on its laurels, and is committed to embracing technology and implementing more information technology measures that will further enhance our operational efficiency and effectiveness in different aspects.

After almost 20 years since the launch of the voluntary Continuing Professional Development ("CPD") Scheme, the EAA is preparing to introduce a Mandatory CPD Scheme in the first quarter of 2025. This initiative underscores our commitment to fostering continuous improvement of licensees and ensuring that industry professionals stay updated with the latest developments and best practices. More details of the Mandatory CPD Scheme will be announced soon.

I would also like to extend my heartfelt gratitude to all our fellow Board members and other stakeholders, including the Government and the trade, for their continued support and acknowledgement to the EAA's mission and vision. I would like to acknowledge the exceptional work of the EAA's administration team led by the Chief Executive Officer Ms Ruby HON and the three Directors namely Ms Juliet LEUNG, Mr CHAN U-Keng and Mr Ivan WONG, as well as the entire EAA staff, who have demonstrated immense dedication and a strong team spirit. Together, we have made progress and achieved our goals. I look forward to continuing our fruitful partnership as we navigate the opportunities and challenges that lie ahead. I would like to specifically express my deepest appreciation to Ms Hon, who will be retiring from her role. Her dedication, leadership, and invaluable contributions have guided the EAA through numerous challenges over the years. I sincerely wish her all the best in her future endeavours.



我們一直深信，確保市場公平及具透明度，對所有持份者極之重要。監管局將會繼續恪守職責，推動香港的地產代理行業邁向更專業和更高道德標準的道路，並以服務社會的最佳利益為依歸。

We constantly recognise the paramount importance of ensuring a fair and transparent marketplace for all stakeholders. The EAA will remain diligent in upholding its responsibilities, striving for a more professional and ethical estate agency industry in Hong Kong, and serving the best interests of our community.

蕭澤宇，BBS，JP
主席

Simon SIU Chak-yu, BBS, JP
Chairman



行政總裁匯報

Report of the Chief Executive Officer





韓婉萍女士
行政總裁

Ms Ruby HON Yuen-ping
Chief Executive Officer



行政總裁匯報

Report of the Chief Executive Officer

行政總裁匯報

對於能夠在監管局行政總裁這個職位服務10年，本人深感榮幸。由於本人即將離任，這份2023/24年報將會是本人向大家匯報的最後一份年報。縱使面對充滿挑戰的市場環境，監管局仍竭盡所能，履行規管和監督地產代理業界的職責。

把關及規管地產代理業界

在年內樓市相對淡靜的情況下，我們留意到報名參加監管局資格考試的考生人數大幅減少逾四成。由於個人牌照數目亦是反映樓市表現的寒暑表，持牌人數較上年下跌了4.8%。同樣，新領牌人士數目比上一年減少了28%。

慶幸的是，政府於2024年初撤銷了樓市「辣招」，因而樓市開始復甦，我們希望有助帶動考生人數和持牌人總數逐步回升。

年內，我們共接獲201宗投訴，較上年度減少21%。整體來說，常見投訴類別包括發出違規廣告、不妥善地處理臨時買賣合約（或臨時租約）以及提供不準確或具誤導性的物業資料。此外，由於本年度推售的一手住宅發展項目較少，故監管局合共巡查一手樓盤銷售點725次，較去年減少37%。另外，有關網上廣告的抽查則有1,223次。

於2023/24年度，監管局合共撤銷了37個牌照，這些個案是由於有關持牌人不再符合相關發牌條件。此外，局方亦裁決了319宗違規個案，合共有336名持牌人被紀律處分。

Report of the Chief Executive Officer

As the Chief Executive Officer of the Estate Agents Authority ("EAA") for the past decade, it has been my esteemed privilege to serve this organisation. As I prepare to step down from this position soon, I present to you my final Annual Report for the fiscal year 2023/24. Despite facing a challenging market environment, the EAA has diligently fulfilled its role in regulating and overseeing the estate agency trade.

Efforts in gatekeeping and regulating the estate agency trade

Under the relatively subdued condition of the property market throughout the year, we observed a significant decrease of over 40% in the overall number of candidates registering for the EAA's qualifying examinations. As the number of individual licensees is also a thermometer reflecting the performance of the property market, there was a 4.8% decline in the number of licensees compared to the previous year. Similarly, the number of new individual licensees decreased by 28% compared to the preceding year.

Fortunately, the cancellation of the "harsh measures" for the property market by the Government in early 2024 has started reviving the property market and we hope that it will lead to a gradual increase in the number of examination candidates and licensee population.

During the year, we received a total of 201 complaints, representing a decrease of 21% compared to the previous year. Common categories of complaints included issuing non-compliant advertisements, mishandling provisional agreements for sale and purchase (or provisional tenancy agreements), and providing inaccurate property information. Furthermore, the EAA conducted 725 compliance inspections for first-sale sites, indicating a 37% decrease relative to the previous year, due to fewer first-hand residential developments launched for sale in 2023/24. The number of spot checks related to online advertisements was 1,223.

In 2023/24, the EAA revoked a total of 37 licences due to licensees being no longer eligible to hold a licence. Additionally, the EAA adjudicated 319 non-compliant cases, resulting in disciplinary actions against 336 licensees.



為提升地產代理的道德操守水平，監管局於2023年9月為業界推出了《地產代理良好處理劏房租賃約章》（「《約章》」），旨在保障租戶和業主雙方的權益。令人欣喜的是，截至2024年3月31日，共有105間地產代理商舖自願簽署加入約章，承諾在處理劏房租約時，謹守兩個「不會」及六個「必會」原則的負責任做法。

To promote ethical practices among estate agents, the EAA introduced the Charter on Good Practice of Estate Agents in Handling Subdivided Unit Tenancy (“the Charter”) for the estate agency trade in September 2023. Aligned with the professional ethics and standards of estate agents, the Charter aims to safeguard the interests of both tenants and landlords. It is gratifying to note that as of 31 March 2024, a total of 105 estate agency shops have voluntarily signed the Charter. These participating estate agency shops are dedicated to adhering to two “wont’s” and six “wills” regarding the handling of subdivided unit (“SDU”) tenancies, promoting responsible practices.



致力教育業界及消費者

監管局非常重視對業界和消費者的教育。年內，包括監管局在內的不同主辦單位合共舉辦了826場持續專業發展計劃活動，共有30,930人次參加。當中，由監管局舉辦的活動有250場(即佔總數的30%)，吸引12,808人次參與，佔總人次約41%。

為培養從業員的持續學習文化，監管局於2005年設立了自願性持續專業發展計劃，並準備於2025年年初推出新的強制性持續專業發展計劃，以提升業界的專業水平、形象及聲譽。於新計劃實施日期後，通過監管局資格考試並取得相關牌照的人士，須在牌照屆滿前符合強制進修條件，否則將會影響其牌照續期的申請資格。

此外，監管局繼續向公眾推廣專業地產代理應具備的三「言」兩「與」[5A]特質：包括「言出必行」(Adherence)、「言之有物」(Ability)、「言而有信」(Accountability)、「與時並進」(Advancement)及「與客同行」(Affinity)。為此，年內監管局推出了一系列相關宣傳計劃，以提高大眾對此議題的認知。

為了讓大眾更深入了解購買香港境外未建成物業的風險和注意事項，監管局透過各種渠道致力宣傳，務求提高公眾相關意識，並提醒消費者透過無牌中介購買境外未建成物業所涉及的潛在風險。

同時，監管局繼續向業界宣傳地產代理處理劏房租約的良好做法，並確保遵守相關執業通告，以保障租戶和業主的利益。

Consistent efforts in trade and consumer education

The EAA attaches great importance in trade and consumer education. Throughout the year, a total of 826 CPD activities were held by various organisers, including the EAA, with a collective enrolment of 30,930 participants. Among these activities, 250 (30% of the total) were organised by the EAA, attracting approximately 41% of the total enrollees, amounting to 12,808.

To foster a culture of continuous learning among the practitioners, the EAA established the Voluntary Continuing Professional Development ("CPD") Scheme in 2005. In pursuit of elevating the professional standards, image, and reputation of the trade, the EAA will launch a new Mandatory CPD Scheme in early 2025. Individuals who pass the EAA's qualifying examinations and obtain relevant licences after the implementation date will be required to fulfil the mandatory CPD condition prior to the expiration of their licences, failing which their eligibility to apply for licence renewal would be affected.

Furthermore, the EAA continued its efforts to promote the "5A" qualities of professional estate agents: "Adherence", "Ability", "Accountability", "Advancement" and "Affinity" to the public. A series of related publicity measures were launched in the year to enhance public awareness on the subject.

To educate the public about the risks and considerations associated with purchasing uncompleted properties situated outside Hong Kong ("UPOH"), the EAA spared no effort in publicising through various promotional channels throughout the year. The goal was to raise public awareness and remind consumers of the inherent risks involved in purchasing UPOH through unlicensed estate agents.

Simultaneously, the EAA continued to educate the trade about the good practices of estate agents in handling SDU tenancies and ensure compliance with our circular on this matter, aiming to safeguard the interests of both tenants and landlords.



(左起)監管局規管及法律總監梁德麗女士、行政總裁韓婉萍女士、執行總監陳汝儼先生以及服務及專業發展總監王頌恩先生
(From left) EAA Director of Regulatory Affairs and General Counsel Ms Juliet Leung, Chief Executive Officer Ms Ruby Hon, Director of Operations Mr Chan U Keng and Director of Services and Professional Development Mr Ivan Wong

滿懷感激

最後，本人衷心感謝監管局主席、副主席、委員會主席、前任和現任主席及董事局成員的寶貴指導，這對推動監管局成功發揮重要作用。我也藉此由衷感謝政府、業界成員和所有持份者的支持和協作，令我們得以實現共同目標。本人很榮幸能夠在監管局服務19年，亦為各位總監的出眾領導能力及監管局各員工堅定不移的服務精神而感到自豪，他們的全情投入和上下一心，讓監管局得以順利和有效地運作。

臨別在即，本人衷心祝福下一任行政總裁能夠帶領監管局更上層樓。本人深信監管局在未來將會繼續力求卓越，並熱切期待見證其繼續取得成功。

韓婉萍
行政總裁

Expression of gratitude

Finally, I would like to express my heartfelt gratitude to the EAA Chairman, Vice-chairman, Committee Chairpersons, and past and present chairpersons and Board members for their invaluable guidance, which has been instrumental in driving the EAA's success. My deep and sincere appreciation also goes to the Government, our trade members and stakeholders for their support and collaboration in achieving our shared goals. It has been a privilege for me to have served the EAA for 19 years, and I take pride in the capable leadership of the respective Directors who are fully dedicated to their work and in the staff of the EAA for their unwavering commitment to ensure the smooth and effective operation of the organisation.

As I prepare to step down from my position, I extend my best wishes to the next CEO in leading the EAA to greater heights. I am confident that the EAA will continue its pursuit of excellence in the years ahead, and I eagerly await witnessing its continued success.

Ruby HON Yuen-ping
Chief Executive Officer

機構管治

Corporate Governance





機構管治

Corporate Governance

為加強公眾對監管局的信任及以持份者的最佳利益為依歸，監管局致力提升機構管治，在履行《地產代理條例》下的職責時，維持高度誠信、公正、問責性和透明度。

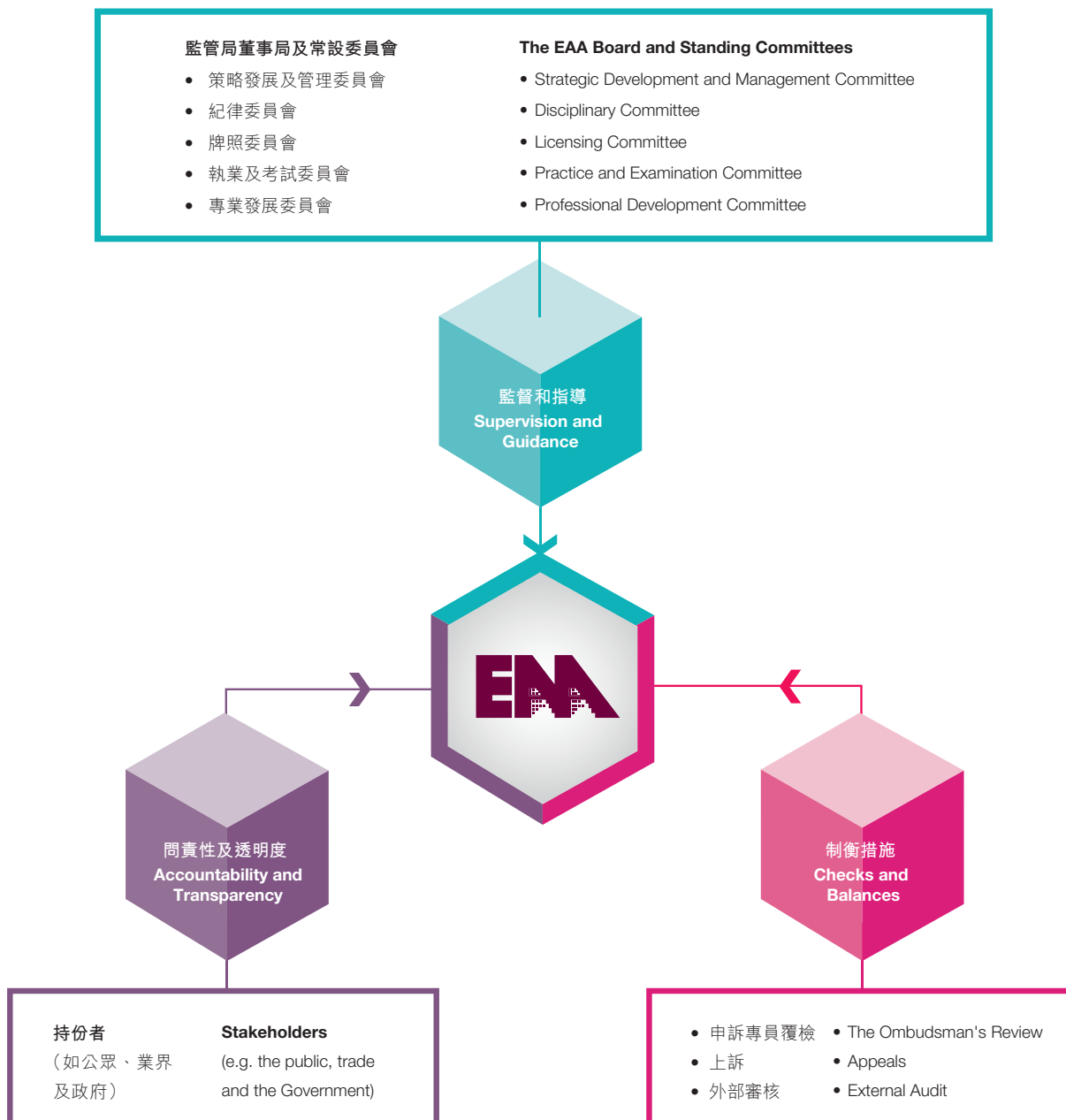
To enhance public trust in the Estate Agents Authority (“EAA”) and for the best interests of its stakeholders, the EAA spares no effort in taking corporate governance to a higher level and reaching a high standard of integrity, impartiality, accountability and transparency when discharging its duties under the Estate Agents Ordinance (“EAO”).

機構管治框架

機構管治架構

Governance Framework

Governance structure





監管局董事局及其組成

董事局

董事局是監管局的最高決策組織，負責制定監管局整體策略方向及政策，例如制定及通過機構發展計劃、年度工作計劃、年度預算案，以及負責管理及監察監管局行政部門的表現。

董事局的組成

《地產代理條例》對監管局董事局的組成有所訂明。董事局設有正、副主席各一名及不多於18名普通成員。成員來自社會上不同界別，包括地產代理行業和房屋局。董事局成員的任期固定，由香港特別行政區行政長官決定及委任。行政部門會向新任董事局成員提供簡報及一套資料，以便其熟悉監管局的工作。

董事局成員來自多元化背景，並擁有不同的知識、經驗及專業，包括來自地產代理、物業發展、商業、法律、測量、金融、會計、消費者事務及學術界別等，為董事局帶來專業見解以及獨立觀點。來自地產代理業內及業外的成員組合，亦能為董事局在制定各項政策及措施時，帶來更平衡和全面的觀點。有關現任董事局成員的姓名及詳細資料詳載於本年報的下一個章節。

監管局的主席及行政總裁職位由不同人士出任，各司其職。主席負責領導董事局執行《地產代理條例》，制定監管局策略及政策；而行政總裁則是領導行政部門，負責執行董事局的決定，並負責管理局方各項日常事務。

The EAA Board and composition

The Board

The highest decision-making authority of the EAA is the Board. It sets the overall strategic direction and policies of the EAA, such as considering and endorsing its corporate plan, annual work plan and annual budget. It also supervises and monitors the performance of the EAA Administration.

Board composition

The constitution of the EAA Board is stipulated by the EAO. The EAA Board consists of a Chairman, a Vice-chairman, and not more than 18 ordinary members from different sectors of the community, including the estate agency sector and the Housing Bureau. All Board members are determined and appointed for a fixed term by the Chief Executive of the Hong Kong Special Administrative Region. After appointment, new Board members will be provided with briefings and information packages by the EAA Administration to familiarise themselves with the work of the EAA.

Board members come from varied backgrounds with diverse knowledge, experience and expertise, including the sectors of estate agency, property development, business, legal, surveying, finance, accounting, consumer affairs and academia. They bring to the Board their own wisdom and independent perspectives. The combination of members from within and outside the estate agency trade also provides the Board with a more balanced and holistic view when setting policies and identifying measures. The names and details of all current Board members are listed in the next section of this report.

The positions of Chairman and Chief Executive Officer (“CEO”) of the EAA are held by different persons and their roles are segregated. The Chairman is responsible for leading the Board in enforcing the EAO, setting strategies and policies for the EAA, while the CEO is the head of the EAA Administration responsible for executing the decisions of the Board and administering everyday business and affairs of the EAA.



董事局成員 Board membership

主席 CHAIRMAN

蕭澤宇先生，BBS，JP

希仕廷律師行合夥人

- 海洋公園董事局成員
- 香港藝術發展局委員
- 環境影響評估上訴委員會主席 (2016-2022)
- 審核委員會 (電影檢查) 主席 (2016-2022)
- 上訴委員會 (房屋) 主席 (2007-2013)
- 香港特別行政區護照上訴委員會副主席 (2013-2019)

Mr Simon SIU Chak-yu, BBS, JP

Partner, Hastings & Co.

- Member, Board of the Ocean Park Corporation
- Member, Hong Kong Arts Development Council
- Chairman, Environmental Impact Assessment Appeal Board Panel (2016-2022)
- Chairman, Board of Review (Film Censorship) (2016-2022)
- Chairman, Appeal Panel (Housing) (2007-2013)
- Deputy Chairman, HKSAR Passports Appeal Board (2013-2019)

副主席 VICE-CHAIRMAN

羅孔君女士，BBS，JP

大律師

- 廢物處置上訴委員會主席
- 海上傾倒物料上訴委員會委員團主席
- 學術及職業資歷評審上訴委員會主席
- 獨立監察警方處理投訴委員會委員
- 酷刑聲請上訴委員會委員

Ms Jane Curzon LO, BBS, JP

Barrister-at-Law

- Chairman, Waste Disposal Appeal Board Panel
- Chairman, Dumping at Sea Appeal Board Panel
- Chairman, Accreditation of Academic and Vocational Qualifications Appeal Board
- Member, Independent Police Complaints Council
- Member, Torture Claims Appeal Board



成員 MEMBERS

張天任資深大律師

資深大律師(天博大律師事務所)

香港訟辯培訓學會主席

- 香港高等法院暫委法官
(2022年6至9月; 2023年2至4月)
- 會計及財務匯報覆核審裁處主席
- 處置可行性覆檢審裁處主席
- 處置補償審裁處主席
- 市政服務上訴委員會副主席

Mr Jonathan CHANG Tien-yin, SC

Senior Counsel (Temple Chambers)

Chairman (Hong Kong Advocacy Training Council)

- Deputy High Court Judge (Jun-Sep 2022; Feb-Apr 2023)
- Chairman, Accounting and Financial Reporting Review Tribunal
- Chairman, Resolvability Review Tribunal
- Chairman, Resolution Compensation Tribunal
- Vice-chairman, Municipal Services Appeal Board

鄭定寧工程師

建造業議會執行總監

- 香港綠色建築議會董事會董事
- 香港珠海學院理工學院土木工程系諮詢委員會主席
- 香港大學工程舊生會顧問
- 香港公路學會前任會長
- 香港機場管理局專業人員聯絡小組成員(三跑道系統項目)

Ir Albert CHENG Ting-ning

Executive Director, Construction Industry Council

- Director, Hong Kong Green Building Council
- Chairman, Advisory Committee, Faculty of Science and Engineering (Civil Engineering), Hong Kong Chu Hai College
- Advisor, University of Hong Kong Engineering Alumni Association
- Immediate Past President, Hong Kong Institution of Highways and Transportation
- Member, Professional Liaison Group (Three-runway System Project), The Airport Authority

趙錦權先生

戴德梁行大中華區首席執行官

- 國際評估標準委員會專業評估組織顧問工作小組組員
- 《城市規劃條例》(第131章)上訴委員會成員
- 北部都會區諮詢委員會轄下規劃、土地及環境保育小組委員會非官方委員
- 土地及建設諮詢委員會委員
- 香港貿易發展局基建發展諮詢委員會委員
- 香港測量師學會前會長

Mr CHIU Kam-kuen

Chief Executive of Greater China, Cushman & Wakefield

- Member, Working Group of Advisory Forum of International Valuation Standards Council
- Member, Appeal Board Panel (Town Planning), Town Planning Ordinance (Cap131)
- Sub-committee member, Planning, Land and Conservation, Advisory Committee on the Northern Metropolis
- Member, Land and Development Advisory Committee Panel
- Member, The Hong Kong Trade Development Council Infrastructure Development Advisory Committee
- Past President, The Hong Kong Institute of Surveyors



成員 MEMBERS

周偉信教授

香港大學法律專業學系副教授

劉漢銓律師行顧問律師

- 律政司法治教育督導委員會委員
- 保險業監管局程序覆檢委員會委員
- 法律教育及培訓常設委員會委員 (2005年8月12日至2011年6月30日；2014年7月1日至2023年6月30日)
- 稅務上訴委員會副主席 (2007-2018)

Professor CHOW Wai-shun

Associate Professor, Department of Professional Legal Education, The University of Hong Kong

Consultant, Chu & Lau Solicitors & Notaries

- Member, Steering Committee on Rule of Law Education, Department of Justice
- Member, Process Review Panel for the Insurance Authority
- Member, Standing Committee on Legal Education and Training (12/08/2005-30/06/2011; 01/07/2014-30/06/2023)
- Deputy Chairman, Board of Review (Inland Revenue Ordinance) (2007-2018)

朱雅儀女士

畢馬威中國新經濟市場及生命科學香港區主管合夥人

畢馬威中國環境、社會和治理諮詢合夥人

- 世界自然基金會香港分會財政委員會主席兼董事委員會委員
- 應用研究局董事
- 創新科技署創科創投基金諮詢委員會成員
- 會計及財務匯報局財務匯報檢討委員會成員

Ms Irene CHU Ngar-yee

Partner, Head of New Economy and Life Sciences, KPMG China

Partner, Environmental, Social and Governance (ESG) Advisory, KPMG China

- Chair, Finance Committee and Member of Executive Committee, World Wide Fund for Nature Hong Kong
- Director, The Applied Research Council
- Member, Innovation and Technology Venture Fund Advisory Committee, Innovation and Technology Commission
- Member, Financial Reporting Review Panel, Financial Reporting Council

戴敏娜女士

安永會計師事務所前任資深顧問 (亞太區金融服務監管事務)

香港金融管理局前任助理總裁

- 私人財富管理公會認證與豁免委員會成員
- 融幼社董事局成員
- 融幼社管治委員會主席

Ms Meena DATWANI

Former Senior Advisor (Financial Services Regulatory Affairs), Ernst & Young

Former Executive Director, Hong Kong Monetary Authority

- Member, Accreditation and Exemption Committee, Private Wealth Management Association
- Board Member, Pathfinders
- Chair of the Governance Committee, Pathfinders



成員 MEMBERS

何超平先生

羅兵咸永道會計師事務所合夥人

- 香港科技園公司董事
- 強制性公積金計劃諮詢委員會委員
- 公司法改革常務委員會委員
- 紀律人員薪俸及服務條件常務委員會委員

Mr Dennis HO Chiu-ping

Partner, PricewaterhouseCoopers

- Director, Hong Kong Science and Technology Parks Corporation
- Member, Mandatory Provident Fund Schemes Advisory Committee
- Member, Standing Committee on Company Law Reform
- Member, Standing Committee on Disciplined Services Salaries and Conditions of Service

許智文教授，MH，JP

香港城市大學公共及國際事務系系主任及講座教授

- 物業管理業監管局副主席
- 香港房屋協會執行委員會委員
- 香港房屋委員會資助房屋小組委員會委員
- 土地共享先導計劃顧問小組成員

Professor Eddie HUI Chi-man, MH, JP

Head and Chair Professor, Department of Public and International Affairs, City University of Hong Kong

- Vice-chairperson, The Property Management Services Authority
- Member, Executive Committee, Hong Kong Housing Society
- Member, Subsidised Housing Committee, Hong Kong Housing Authority
- Member, Panel of Advisors, Land Sharing Pilot Scheme

黃永光先生，SBS，JP

信和集團副主席

楊協成有限公司主席

- 中國人民政治協商會議北京市第14屆委員會常務委員及第12與13屆委員會委員
- 文化委員會成員
- 碳中和及可持續發展委員會委員
- 香港大學校務委員會委員
- 香港科技大學顧問委員會成員
- 香港地產建設商會會董

Mr Daryl NG Win-kong, SBS, JP

Deputy Chairman, Sino Group

Chairman, Yeo Hiap Seng Limited

- Member of the Standing Committee, the 14th Beijing Municipal Committee of the Chinese People's Political Consultative Conference (CPPCC) and Member of the 12th and 13th Beijing Municipal Committees of the CPPCC
- Member, the Culture Commission
- Member, the Council for Carbon Neutrality and Sustainable Development
- Member, Council of The University of Hong Kong
- Member, Court of The Hong Kong University of Science and Technology
- Director, Real Estate Developers Association of Hong Kong



成員 MEMBERS

潘達恒先生

聯萬地產集團有限公司創辦人及行政總裁

- 職業安全健康局文職及專業服務業安全及健康委員會主席及宣傳委員會委員
- 僱員再培訓局地產代理業技術顧問及行業諮詢網絡委員
- 職業訓練局房地產服務業訓練委員會前委員(2017-2022)
- 粵港澳大灣區投資學會榮譽會長
- 香港地產代理商總會主席
- 融資行業從業員協會首席榮譽顧問

Mr Jacob POON Tat-hang

Founder and Chief Executive Officer, Super Land Property Group Limited

- Chairman, Sedentary & Professional Services Safety & Health Committee and Member, Publicity Committee, Occupational Safety & Health Council
- Technical Advisor and Member, Real Estate Agency, Industry Consultative Networks, Employees Retraining Board
- Former Member, Real Estate Services Training Board, Vocational Training Council (2017-2022)
- Honorary President, Investment Institute of the Guangdong-Hong Kong-Macau Greater Bay Area
- Chairman, Hong Kong Real Estate Agencies General Association
- Chief Honorary Advisor, The Association of Financing Industry Practitioners

蔡志忠先生

亞洲地產控股(香港)有限公司主席

- 山西省港區政協常委及召集人
- 香港專業地產顧問商會會長
- 香港東區工商業聯會首席會長
- 僱員再培訓局行業諮詢網絡委員
- 香港專業進修學校僱主顧問委員會委員
- 香港東區關愛基金會會長及執行委員會理事長

Mr Raymond TSOI Chi-chung

Director and Chairman, Asia Property Holdings (Hong Kong) Company Limited

- Member and Convener, Shanxi Municipal Committees of the Chinese People's Political Consultative Conference
- President, Hong Kong Chamber of Professional Property Consultants Limited
- Chief President, Eastern District Industries & Commerce Association
- Member, Real Estate Agency, Industry Consultative Networks, Employees Retraining Board
- Advisory Member, Employer Consultative Committee, Hong Kong College of Technology
- Chairman and Chairman of the Executive Committee, Hong Kong Eastern District Care Foundation

黃鳳嫻女士

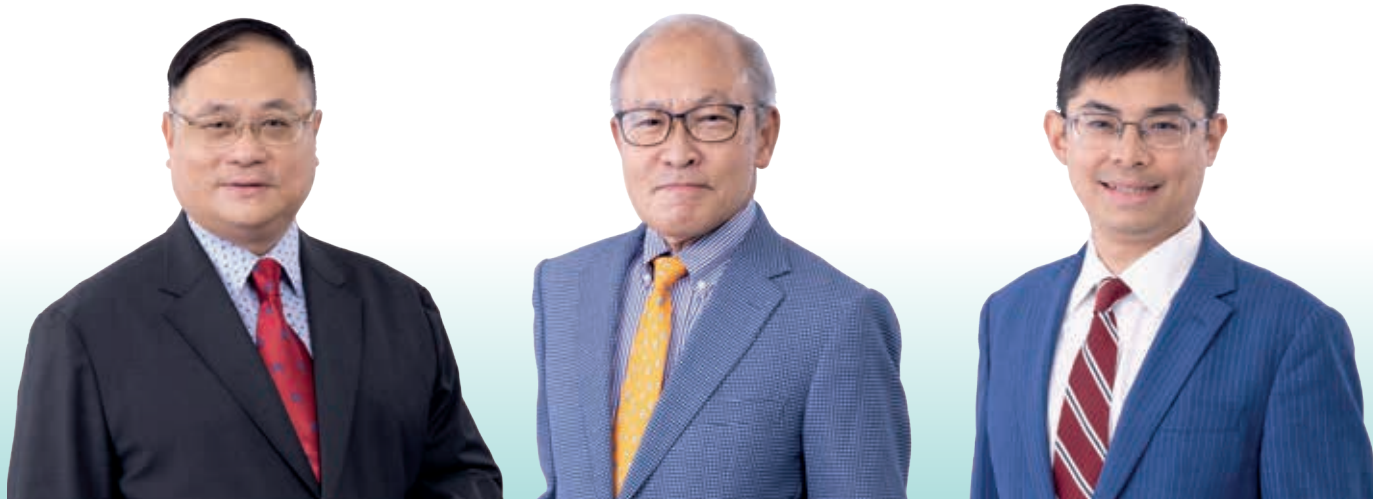
消費者委員會總幹事

- 消費者訴訟基金管理委員會當然成員
- 香港金融管理局接受存款公司諮詢委員會委員
- 香港檢測和認證局委員
- 防控非傳染病督導委員會委員
- 國際消費者聯會副會長

Ms Gilly WONG Fung-han

Chief Executive, Consumer Council

- Ex-officio Member, Management Committee of the Consumer Legal Action Fund
- Member, Deposit-taking Companies Advisory Committee, Hong Kong Monetary Authority
- Member, Hong Kong Council for Testing and Certification
- Member, Steering Committee on Prevention and Control of Non-communicable Diseases
- Vice President, Consumers International



成員 MEMBERS

黃河先生

鄭瑞泰律師事務所顧問律師

- 上訴委員會(房屋)成員
- 上訴審裁團(建築物)主席
- 方便營商諮詢委員會委員
- 保險事務上訴審裁處上訴委員團成員

Mr Kevin WONG Ho

Consultant, S.T. Cheng & Co.,
Solicitors

- Member, Appeal Panel (Housing)
- Chairman, Appeal Tribunal Panel (Buildings)
- Member, Business Facilitation Advisory Committee
- Member, Insurance Appeals Tribunal

黃奕鑑先生, SBS, MH, JP

新鴻基地產集團

- 非執行董事 (2013-2015)
- 非執行董事及集團首席顧問 (2009-2013)
- 執行董事 (1996-2009)

- 外匯基金諮詢委員會委員
- 證券及期貨事務監察委員會非執行董事
- 土地及建設諮詢委員會委員
- 香港中文大學新亞書院校董
- 香港青年旅舍協會行政委員會主席 (2005-2014) 及委員
- 香港都會大學校董會主席 (2016-2022)

Mr Michael WONG Yick-kam, SBS, MH, JP

- Sun Hung Kai Properties Group**
- Non-Executive Director (2013-2015)
- Non-Executive Director and Group Principal Advisor (2009-2013)
- Executive Director (1996-2009)

- Member, Exchange Fund Advisory Committee
- Non-Executive Director, Securities and Futures Commission
- Member, Land and Development Advisory Committee
- Member, Board of Trustees of New Asia College, The Chinese University of Hong Kong
- Chairman (2005-2014) and Member, Executive Committee, Hong Kong Youth Hostels Association
- Chairman, Council of the Hong Kong Metropolitan University (2016-2022)

胡慶業先生

柯伍陳律師事務所合夥人

- 上訴審裁團(建築物)主席
- 稅務上訴委員會成員
- 香港特別行政區護照上訴委員會委員
- 香港律師會仲裁員
- 上海國際經濟貿易仲裁委員會仲裁員
- 深圳國際仲裁院仲裁員

Mr Eric WOO Hing-yip

Partner, ONC Lawyers

- Chairman, Appeal Tribunal Panel (Buildings)
- Member, Board of Review (Inland Revenue Ordinance)
- Member, HKSAR Passports Appeal Board
- Panel Arbitrator, The Law Society of Hong Kong
- Panel Arbitrator, Shanghai International Economic and Trade Arbitration Commission
- Panel Arbitrator, Shenzhen Court of International Arbitration



成員 MEMBERS

余智榮先生，MH

紫荊地產(集團)有限公司董事

- 大埔區居民聯會主席
- 香港地產代理商總會副主席
- 香港特別行政區第六屆選舉委員會委員
- 新界總商會常務董事
- 香港全國人大代表選舉委員會委員
- 大埔區議會議員

Mr YU Chi-wing, MH

Director, Bauhinia Property (CORP) Limited

- Chairman, Tai Po District Residents Association
- Vice Chairman, Hong Kong Real Estate Agencies General Association
- Member, the Sixth Election Committee of the Hong Kong Special Administrative Region
- Managing Director, New Territories General Chamber of Commerce
- Member, Election Committee of the Hong Kong Deputies to the National People's Congress of the People's Republic of China
- District Councillor, Tai Po District Council

吳文傑先生，JP

房屋局副秘書長

(房屋局常任秘書長代表)

Mr Donald NG Man-kit, JP

Deputy Secretary for Housing

(Representative of Permanent Secretary for Housing)

卸任成員 RETIRED MEMBER

黃靜怡女士

Ms Angela WONG Ching-yi

(至2023年11月16日)

(up to 16 November 2023)



常設委員會

董事局以下設有五個常設委員會，負責處理監管局不同範疇的工作。每個委員會須有最少三名成員，委員會所有成員皆由監管局董事局委任。

董事局亦可不時就處理特別事宜成立專責小組及工作小組，有需要時，亦可委任非監管局成員的其他人士（即董事局委任成員）參與委員會、專責小組或工作小組的工作。

2023/24年度監管局常設委員會職權範圍載列於下一個章節。

職權範圍及成員名單

策略發展及管理委員會

職權範圍：

1. 研究具有長遠性影響的策略性議題以備提交監管局董事局審議。
2. 協調監管局的各常設委員會和／或工作小組／專責小組的工作和決定，以達至共同目標和解決其各自職能有關的或因履行其各自職能而可能引起的分歧（如有）。
3. 監察業界及公眾人士對監管局的規例、政策及措施的反應，並據此向監管局董事局及／或相關常設委員會建議適當行動。
4. 審核重要的財政議題－特別是賬目報表初稿、委任外部核數師、員工開支對監管局財政狀況的影響、預算事項、長遠的財政規劃和資產管理，並將建議提交監管局董事局審議。
5. 審視及批署由監管局行政部門所預備的年度工作計劃和預算案，並於確認後提交監管局董事局審議。
6. 就監管局資金的投資事宜制定指引並向監管局董事局提交建議。

Standing committees

There are five standing committees under the EAA Board to oversee the various aspects of the EAA's work. All committees shall consist of at least three members. All committee members are appointed by the EAA Board.

The EAA Board may also set up panels and work groups to deal with particular issues from time to time. When necessary, the EAA may also appoint other persons (i.e. Board-appointed members) who are not members of the EAA Board to the committees, panels or work groups.

Terms of reference of the EAA's standing committees 2023/24 are listed in the following section.

Terms of reference and membership

Strategic Development and Management Committee

Terms of reference:

1. To consider strategic issues of long-term significance, in preparation for consideration by the Board.
2. To align the work and decisions of the various standing committees and/or work groups/panels of the EAA with a view to achieving common goals and resolving divergences (if any) which may arise in connection with or out of the carrying out of their respective functions.
3. To monitor trade and community response to the EAA regulations, policies and measures and, on such basis, recommend appropriate actions to the Board and/or the standing committees for consideration.
4. To examine issues of major financial significance, in particular, draft statements of accounts, appointment of external auditor, staff cost implications, budgetary matters, long-term financial planning and asset management, and to make recommendations to the Board for consideration.
5. To review and endorse the annual work plan and budget prepared by the Administration and to recommend the same to the Board for consideration.
6. To devise guidelines for and make recommendations to the Board on the investment of the EAA monies.

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| <p>7. 研究重要的人力資源管理議題—尤其薪酬架構、薪酬和津貼政策，以及監管局員工(包括行政總裁和總監)的聘用條款和條件，並將建議提交監管局董事局審議。</p> <p>8. 審視及批核編制架構和重組安排、人力規劃，以及人力資源政策和程序的制訂。</p> <p>9. 根據監管局主席的指示，審視及檢討行政總裁和總監的工作表現，以確定是否聘用、延長試用期、晉升、解僱、終止或繼續聘用，或其他與聘用相關事宜，以及確定是否批出按表現發放的獎賞，並將建議提交監管局董事局審議。</p> <p>10. 不時按委員會主席指引成立一個由委員會成員組成的工作小組，以執行委員會主席所委派的工作，審議小組的工作結果，及適時向董事局提交建議。</p> <p>11. 執行由監管局董事局授權處理的工作。</p> <p>12. 如認為需要，就委員會行使其職能和權力獲取法律及／或專業意見或服務。</p> | <p>7. To examine issues of major significance in human resources management, in particular, the pay structure, remuneration and allowance policies and terms and conditions of employment of the EAA employees (including the CEO and Directors), and to make recommendations to the Board for consideration.</p> <p>8. To review and approve establishment structure, reorganisation, manpower planning and development of human resources policies and procedures.</p> <p>9. At the direction of the Chairman, to review and evaluate the performance of the CEO and Directors for the purpose of confirmation of appointment, extension of probation, promotion, dismissal, termination or renewal of employment or other employment related issues and the granting of any performance-linked awards, and to make recommendations to the Board for consideration.</p> <p>10. To set up a task force as may from time to time be directed by the Committee Chairman, comprising any member(s) of the Committee, to carry out such tasks as the Committee Chairman may assign; to deliberate on the findings of the task force; and to make recommendations to the Board for approval as appropriate.</p> <p>11. To perform such other tasks as the Board may from time to time delegate.</p> <p>12. To obtain legal and/or expert advice or service relating to the exercise of the Committee's functions and powers as and when the Committee considers necessary.</p> |
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成員： Membership:		
主席 Chairman:	蕭澤宇先生，BBS，JP	Mr Simon SIU Chak-yu, BBS, JP
副主席 Vice-chairman:	羅孔君女士，BBS，JP	Ms Jane Curzon LO, BBS, JP
成員 Members:	周偉信教授	Professor CHOW Wai-shun
	戴敏娜女士	Ms Meena DATWANI
	許智文教授，MH，JP	Professor Eddie HUI Chi-man, MH, JP
	黃鳳嫻女士	Ms Gilly WONG Fung-han
	房屋局常任秘書長或其代表	Permanent Secretary for Housing or her representative



紀律委員會

職權範圍：

1. 訂立指引和程序，確保以公平及貫徹一致的立場，處理紀律個案。
2. 接受、考慮和查究由監管局轉介至紀律委員會，根據《地產代理條例》第29(1)條所作的投訴及《地產代理條例》第29(2)條由行政總裁作出的呈述，並在考慮該等投訴和呈述後，進行其認為合適的研訊。
3. 接受及查究涉及持牌地產代理或營業員的投訴，是否抵觸監管局不時向業界發出的《操守守則》、執業通告或指引。
4. 審閱監管局根據《地產代理條例》第28條委任的調查員提交的報告及建議（經由第28條調查小組轉介），考慮就涉嫌和指稱觸犯或沒有遵守《地產代理條例》條文的個案，進行其認為合適的研訊。
5. 按照《地產代理條例》第30條賦予之紀律制裁權，行使其認為適當的權力。
6. 在牌照上附加委員會認為適當的條件。
7. 視乎情況將委員會審議的不良執業手法或投訴個案轉交其他委員會，以便制訂及／或修訂政策、常規或規例，從而更有效地執行監管局之職能。
8. 不時按委員會主席指引成立一個由委員會成員組成的工作小組，以執行委員會主席所委派的工作，審議小組的工作結果，及適時向董事局提交建議。
9. 如認為需要，就委員會行使其職能和權力獲取法律及／或專業意見或服務。

Disciplinary Committee

Terms of reference:

1. To draw up guidelines and procedures to ensure consistency and fairness in handling disciplinary cases.
2. To receive, consider and inquire into complaints as mentioned in section 29(1) of the EAO and submissions by the CEO as mentioned in section 29(2) of the EAO that are referred by the EAA to the Committee, and to conduct such inquiry as the Committee may think fit after having considered such complaints and submissions.
3. To receive and inquire into complaints lodged against licensed estate agents or salespersons for breaches of the Code of Ethics, practice circulars or guidelines issued to the trade from time to time by the EAA.
4. To consider the reports and recommendations of the investigator appointed by the EAA under section 28 of the EAO, with referral by the Section 28 Investigation Committee, to look into suspected and alleged breaches or non-compliance of the provisions of the EAO and to conduct such inquiry as the Committee may think fit after having considered such reports and recommendations.
5. To exercise any of the disciplinary powers provided under section 30 of the EAO as the Committee considers appropriate.
6. To attach to licences such conditions as the Committee may consider appropriate.
7. To refer from time to time cases of malpractice or complaints considered by the Committee to other committees for formulation and/or revision of policies, practice or regulations for better discharge of the EAA's functions.
8. To set up a task force as may from time to time be directed by the Committee Chairman, comprising any member(s) of the Committee, to carry out such tasks as the Committee Chairman may assign; to deliberate on the findings of the task force; and to make recommendations to the Board for approval as appropriate.
9. To obtain legal and/or expert advice or service relating to the exercise of the Committee's functions and powers as and when the Committee considers necessary.

成員： Membership:		
主席 Chairman:	周偉信教授	Professor CHOW Wai-shun
成員 Members:	張天任資深大律師	Mr Jonathan CHANG Tien-yin, SC
	鄭定寧工程師	Ir Albert CHENG Ting-ning
	趙錦權先生	Mr CHIU Kam-kuen
	朱雅儀女士	Ms Irene CHU Ngar-yee
	何超平先生	Mr Dennis HO Chiu-ping
	黃永光先生，SBS，JP	Mr Daryl NG Win-kong, SBS, JP
	潘達恒先生	Mr Jacob POON Tat-hang
	蔡志忠先生	Mr Raymond TSOI Chi-chung
	黃河先生	Mr Kevin WONG Ho
	黃奕鑑先生，SBS，MH，JP	Mr Michael WONG Yick-kam, SBS, MH, JP
委任成員 Board-appointed Members:	胡慶業先生	Mr Eric WOO Hing-yip
	畢新威先生	Mr BUT Sun-wai
	何淑瑛女士	Ms Sabrina HO Shuk-ying
	劉瑛琳女士	Ms Sandia LAU Ying-lam
	李峻銘先生	Mr Eric LEE Chun-ming
	李俊瑜先生	Mr Ryan LEE Chun-yu
	李綺華女士	Ms Eva LEE
	吳啟民先生	Mr Luke NG Kai-man
	潘志豪先生	Mr Philip POON Chi-ho
	曾浩恩先生	Mr Johnathan TSANG H Y
	謝凱琳女士	Ms Joanna TSE Hoi-lam
	余雅芳女士	Ms Avon YUE Nga-fong



牌照委員會

職權範圍：

1. 研究及建議地產代理及營業員之發牌規定。
2. 研究及建議豁免某類人士發牌規定的準則。
3. 指示監管局行政部門處理牌照／營業詳情說明書的申請，並向符合發牌條件的申請人發出或續發有關牌照／營業詳情說明書。
4. 審閱提交予委員會之牌照／營業詳情說明書申請，若認為適當，可批准或拒絕申請。
5. 行使及執行《地產代理條例》第17、23、24、25及27條及《地產代理（發牌）規例》第9條訂明監管局的任何職能和權力。
6. 制定有關發牌事項的政策。
7. 檢討及建議牌照費用及監管局各類服務之收費幅度。
8. 研究及設計與發牌事項有關的表格及文件。
9. 不時按委員會主席指引成立一個由委員會成員組成的工作小組，以執行委員會主席所委派的工作，審議小組的工作結果，及適時向董事局提交建議。
10. 如認為需要，就委員會行使其職能和權力獲取法律及／或專業意見或服務。

Licensing Committee

Terms of reference:

1. To consider and recommend licensing requirements for estate agents and salespersons.
2. To consider and recommend the criteria for exemption from the licensing requirements for any particular class of persons.
3. To instruct the EAA Administration to process applications for licences/statements of particulars of business ("SPOBs") and to grant or renew such licences/SPOBs to applicants meeting the licensing requirements.
4. To consider and if thought appropriate, to approve or refuse applications for licences/SPOBs brought before the Committee.
5. To exercise and perform any and such of the EAA's functions and powers under sections 17, 23, 24, 25 and 27 of the EAO and section 9 of the Estate Agents (Licensing) Regulation.
6. To set policies relating to licensing matters.
7. To review and make recommendations on the scale of licence fees and charges for services provided by the EAA.
8. To consider and design the relevant forms and related documents pertaining to licensing matters.
9. To set up a task force as may from time to time be directed by the Committee Chairman, comprising any member(s) of the Committee, to carry out such tasks as the Committee Chairman may assign; to deliberate on the findings of the task force; and to make recommendations to the Board for approval as appropriate.
10. To obtain legal and/or expert advice or service relating to the exercise of the Committee's functions and powers as and when the Committee considers necessary.

成員： Membership:		
主席 Chairman:	許智文教授，MH，JP	Professor Eddie HUI Chi-man, MH, JP
成員 Members:	張天任資深大律師	Mr Jonathan CHANG Tien-yin, SC
	鄭定寧工程師	Ir Albert CHENG Ting-ning
	趙錦權先生	Mr CHIU Kam-kuen
	何超平先生	Mr Dennis HO Chiu-ping
	潘達恒先生	Mr Jacob POON Tat-hang
	蔡志忠先生	Mr Raymond TSOI Chi-chung
	胡慶業先生	Mr Eric WOO Hing-yip
	余智榮先生，MH	Mr YU Chi-wing, MH
委任成員 Board-appointed Members:	盧光輝先生 譚秀娥女士 (消費者委員會代表) 余雅芳女士	Mr Eddie LOU Kuong-fai Ms Vera TAM Sau-ngor (representative of Consumer Council) Ms Avon YUE Nga-fong

執業及考試委員會

職權範圍：

1. 制訂、檢討及修訂操守守則，規管地產代理行業的操守及執業方式。
2. 檢討《地產代理條例》所載有關地產代理的執業及運作的規例，並就此提供建議。
3. 不時考慮及檢討地產代理行業的執業手法，並制訂或研究關於地產代理工作的執業通告或指引。
4. 監察業界遵行《地產代理條例》及其附屬法例、《操守守則》、執業通告或其他指引的情況；並聯絡業界，共同研究提升執業水準及服務質素的方法。
5. 制訂地產代理和營業員資格考試的範圍及費用。
6. 為資格考試的執行工作制訂準則。
7. 監督資格考試的試題設定與調整、考生違反考試規則的懲處決定，並就此向監管局行政部門發出指引。

Practice and Examination Committee

Terms of reference:

1. To draw up, review and revise code(s) of ethics governing the conduct and practice of the estate agency trade.
2. To review and make recommendations on the regulations under the EAO relating to the practice and operation of estate agents.
3. To consider and review practices within the trade and prepare or consider practice circulars or other guidelines on various aspects of estate agency work from time to time.
4. To monitor compliance of the EAO and its subsidiary legislations, code(s) of ethics, practice circulars or other guidelines; and to liaise with the trade on ways to improve the standard of practice and quality of service.
5. To determine the syllabi and fees for the qualifying examinations for estate agents and salespersons.
6. To set the parameters for the administration of the qualifying examinations.
7. To oversee and give direction to the EAA Administration in the setting and moderation of examination questions and determination of penalties for breaches of examination regulations by candidates.



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| <p>8. 檢討及釐定資格考試及其各個部分(如適用)的合格分數和優異分數。</p> <p>9. 不時按委員會主席指引成立一個由委員會成員組成的工作小組，以執行委員會主席所委派的工作，審議小組的工作結果，及適時向董事局提交建議。</p> <p>10. 如認為需要，就委員會行使其職能和權力獲取法律及／或專業意見或服務。</p> | <p>8. To review and determine the pass marks and commendation marks for the qualifying examinations and, where appropriate, those for each part thereof.</p> <p>9. To set up a task force as may from time to time be directed by the Committee Chairman, comprising any member(s) of the Committee, to carry out such tasks as the Committee Chairman may assign; to deliberate on the findings of the task force; and to make recommendations to the Board for approval as appropriate.</p> <p>10. To obtain legal and/or expert advice or service relating to the exercise of the Committee's functions and powers as and when the Committee considers necessary.</p> |
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成員： Membership:		
主席 Chairman:	羅孔君女士，BBS，JP	Ms Jane Curzon LO, BBS, JP
副主席 Vice-chairman:	黃鳳嫻女士	Ms Gilly WONG Fung-han
成員 Members:	趙錦權先生	Mr CHIU Kam-kuen
	朱雅儀女士	Ms Irene CHU Ngai-yee
	黃永光先生，SBS，JP	Mr Daryl NG Win-kong, SBS, JP
	潘達恒先生	Mr Jacob POON Tat-hang
	蔡志忠先生	Mr Raymond TSOI Chi-chung
	黃河先生	Mr Kevin WONG Ho
	黃奕鑑先生，SBS，MH，JP	Mr Michael WONG Yick-kam, SBS, MH, JP
	胡慶業先生	Mr Eric WOO Hing-yip
	余智榮先生，MH	Mr YU Chi-wing, MH
委任成員 Board-appointed Members:	房屋局常任秘書長或其代表	Permanent Secretary for Housing or her representative
	何鉅業測量師，MH，JP	Sr Vincent HO Kui-yip, MH, JP
	黎堅輝先生	Mr Victor LAI Kin-fai
	李峻銘先生	Mr Eric LEE Chun-ming

專業發展委員會

職權範圍：

1. 研究業界的培訓需要，並設計合適的培訓課程，以提升持牌人的執業水平。
2. 監督「持續專業進修計劃」的執行，包括：
 - a. 定期檢討計劃的重點、範疇和要求；
 - b. 訂立分配合規及有效管理及全面提升發展科目活動的指引；
 - c. 審批持續專業進修活動的主辦機構及評估持續專業進修活動；
 - d. 將其他專業界別和行業的合適持續專業進修活動納入監管局의持續專業進修計劃；及
 - e. 監察持續專業進修計劃的成效，並向監管局董事局提交適當建議。
3. 就專業交流活動提供意見，並監察地產代理業內專業資格互認計劃的執行。
4. 不時按委員會主席指引成立一個由委員會成員組成的工作小組，以執行委員會主席所委派的工作，審議小組的工作結果，及適時向董事局提交建議。
5. 如認為需要，就委員會正確履行及行使其職能和權力獲取這方面的法律及／或專業意見。

Professional Development Committee

Terms of reference:

1. To examine the training needs and design appropriate training programmes to raise the competence of licensees.
2. To oversee the implementation of the Continuing Professional Development ("CPD") Scheme including-
 - a. conducting periodic reviews on its focus, scope and requirements;
 - b. determining guidelines for assigning Compliance and Effective Management and All-round Advancement activities;
 - c. approving CPD activity providers and evaluating CPD activities;
 - d. adopting appropriate CPD activities of other professions and trades into the CPD Scheme of the EAA; and
 - e. monitoring the effectiveness of the CPD Scheme and making recommendations to the Board as appropriate.
3. To advise on professional exchange activities and monitor the administration of scheme(s) relating to reciprocal recognition of professional qualifications for the estate agency trade.
4. To set up a task force as may from time to time be directed by the Committee Chairman, comprising any member(s) of the Committee, to carry out such tasks as the Committee Chairman may assign; to deliberate on the findings of the task force; and to make recommendations to the Board for approval as appropriate.
5. To obtain such legal and/or expert advice as the Committee may consider necessary for or in relation to the proper discharge and exercise of the Committee's functions and powers.



成員： Membership:		
主席 Chairman:	戴敏娜女士	Ms Meena DATWANI
成員 Members:	張天任資深大律師	Mr Jonathan CHANG Tien-yin, SC
	鄭定寧工程師	Ir Albert CHEUNG Ting-ning
	朱雅儀女士	Ms Irene CHU Ngar-yee
	何超平先生	Mr Dennis HO Chiu-ping
	黃永光先生，SBS，JP	Mr Daryl NG Win-kong, SBS, JP
	潘達恒先生	Mr Jacob POON Tat-hang
	蔡志忠先生	Mr Raymond TSOI Chi-chung
	黃河先生	Mr Kevin WONG Ho
	黃奕鑑先生，SBS，MH，JP	Mr Michael WONG Yick-kam, SBS, MH, JP
	余智榮先生，MH	Mr YU Chi-wing, MH
	房屋局常任秘書長或其代表	Permanent Secretary for Housing or her representative
委任成員 Board-appointed Members:	蔡鴻達博士	Dr Lennon H.T. CHOY
	郭昶先生	Mr Anthony KWOK Chong
	汪敦敬博士，MH	Dr Lawrance WONG Dun-king, MH
	黃思穎女士 (職業訓練局代表)	Ms Venus WONG Sze-ving (representative of Vocational Training Council)
	葉潔雲女士 (僱員再培訓局代表)	Ms YIP Kit-wan (representative of Employees Retraining Board)

第28條調查小組¹

職權範圍：

- 就如何選取需要根據《地產代理條例》第28條展開調查的個案制定指引和程序。
- 監督根據《地產代理條例》第28條進行的調查，確保調查工作符合法例規定。
- 接受和考慮監管局行政部門就其認為有需要根據《地產代理條例》第28條進行調查的懷疑或涉嫌違反或沒有遵守《地產代理條例》的規定或其他條文的個案所呈交的報告和建議。

Section 28 Investigation Panel¹

Terms of reference:

- To formulate guidelines for and procedures on the selection of cases for investigation under section 28 of the EAO.
- To oversee the conduct of investigation under section 28 of the EAO to ensure its full compliance.
- To receive and consider reports and recommendations from the EAA Administration on suspected or alleged cases of breaches or non-compliance of a requirement(s) or other provision(s) of the EAO warranting investigation under section 28 of the EAO.

¹ 不屬常設委員會，僅在需要時召開會議。
2023/24年度沒有召開會議。

¹ Not a standing committee, meet as and when needed. In 2023/24, there was no meeting held.

- | | |
|--|--|
| <p>4. 根據《地產代理條例》第28條委任調查員，展開小組認為有需要的調查及執行其認為有需要的職務。</p> <p>5. 接受和考慮根據《地產代理條例》第28條小組委任的調查員所提交的報告和建議。</p> <p>6. 如調查員建議小組該考慮行使《地產代理條例》第30條所訂明的紀律處分的權力，則將有關個案轉交紀律委員會處理。</p> <p>7. 不時按小組主席指引成立一個由小組成員組成的工作小組，以執行小組主席所委派的工作，審議小組的工作結果，及適時向董事局提交建議。</p> <p>8. 如認為需要，就行使《地產代理條例》第28條所訂明的監管局職能和權力獲取法律及／或專業意見或服務。</p> <p>9. 行使及執行《地產代理條例》第28條所訂明的監管局職能和權力。</p> | <p>4. To appoint investigator(s) under section 28 of the EAO to conduct such investigation and carry out such duties as the Panel considers necessary.</p> <p>5. To receive and consider the reports and recommendations from the investigator appointed by the Panel under section 28 of the EAO.</p> <p>6. Where the investigator recommends to the Panel that the exercise of disciplinary powers under section 30 of the EAO should be considered, to refer the case to the Disciplinary Committee for its consideration.</p> <p>7. To set up a task force as may from time to time be directed by the Panel Chairman, comprising any member(s) of the Panel, to carry out such tasks as the Panel Chairman may assign; to deliberate on the findings of the task force; and to make recommendations to the Board for approval as appropriate.</p> <p>8. To obtain legal and/or expert advice or service relating to the exercise of the EAA's functions and powers as prescribed by section 28 of the EAO as and when the Panel considers necessary.</p> <p>9. To exercise and perform any and such of the EAA's functions and powers as prescribed by section 28 of the EAO.</p> |
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成員：

Membership:

主席 Chairman:	羅孔君女士，BBS，JP	Ms Jane Curzon LO, BBS, JP
成員 Members:	戴敏娜女士	Ms Meena DATWANI
	許智文教授，MH，JP	Professor Eddie HUI Chi-man, MH, JP



會議出席記錄

根據《地產代理條例》，監管局會議的法定人數至少為監管局當時成員人數的一半（包括主席及副主席（不論在場與否））。出席會議的監管局成員各有一票投票權。

2023/24年度，董事局及常設委員會的會議次數、平均出席率和審議文件數目如下：

Meetings attendance

According to the EAO, the quorum for a meeting of the EAA shall be at least half of the members of the EAA for the time being (including the Chairman and the Vice-chairman whether present or not). Each member of the EAA present at a meeting thereof shall have a vote.

The number of meetings, average attendance rates and number of papers considered by the EAA Board and standing committees in 2023/24 were as follows:

	會議數目 Number of Meetings Held	平均出席率* Average Attendance Rate*	經審議的文件數目** Number of Papers Considered**
董事局 The EAA Board	4	76.92%	47
策略發展及管理委員會 Strategic Development and Management Committee	1	100%	6
紀律委員會*** Disciplinary Committee***	0	—	0
牌照委員會 Licensing Committee	5	69.7%	11
執業及考試委員會 Practice and Examination Committee	1	56.25%	2
專業發展委員會**** Professional Development Committee****	2	70.6%	19

* 委員會出席率包括董事局成員及董事局委任成員。

** 包括於會議上審議及傳閱的文件。

*** 除出席會議，紀律委員會的董事局成員及董事局委任成員對323宗個案舉行了70場紀律研訊，對涉嫌違規的持牌人作出判決，而該委員會的初步研訊小組審議及通過了由行政總裁就紀律研訊遞交的264份文件。

**** 委員會轄下的持續專業進修評審小組通過了合共161項納入監管局的持續專業進修計劃的培訓活動。

* The attendance of committees includes Board members and Board-appointed members.

** Including papers considered at the meetings and through circulation.

*** In addition to attendance at meetings, Board members and Board-appointed members of the Disciplinary Committee held inquiry hearings on 323 cases in 70 sessions to adjudicate the suspected non-compliances of licensees; while the Preliminary Scrutiny Panel of the Committee considered and approved 264 papers submitted by the CEO with respect to inquiry hearings.

**** The CPD endorsement panel of the Committee endorsed a total of 161 training activities meriting adoption into the EAA's CPD Scheme.

誠信與公正

操守標準

監管局堅守以誠信、嚴正態度及公平為原則，為公眾服務。

監管局是《防止賄賂條例》下的公共機構。在該條例下，所有監管局董事局成員及員工均被視為「公職人員」。

作為規管香港地產代理行業的法定機構，監管局致力維持最高質素的服務水平及道德標準。監管局要求全體員工秉持高水平的服務質素及道德標準，以促進並維持公眾的信心。本局員工必須遵守本局的行為守則，當中詳列了基本行為標準，涵蓋保密、利益衝突及利益收受等方面。監管局會向每位入職員工講解有關守則，並將相關文件上載至監管局內聯網供員工隨時參閱。

行政總裁、總監、高級經理和經理的離職後就業限制期分別為一年、六個月、兩個月及兩個月。同時，包括行政總裁和總監在內的所有員工，均不可於任職監管局期間及離職後兩個月內參加地產代理或營業員資格考試。

Integrity and Impartiality

Standard of conduct

The EAA is fully committed to the principles of honesty, integrity and fair play in the delivery of its services to the public.

The EAA is a public body under the Prevention of Bribery Ordinance. All Board members and employees of the EAA are regarded as “public servants” for the purpose of that ordinance.

As a statutory body tasked with regulating the practice of the estate agency trade in Hong Kong, the EAA strives to maintain the highest possible level of quality service and ethical standards. To promote and maintain public confidence, all EAA staff are required to have a high standard of integrity and conduct. They are required to comply with the EAA’s *Code of Conduct* which sets out in detail the basic standards of conduct in different aspects, including confidentiality, conflicts of interest and acceptance of advantages. All EAA staff are briefed on the *Code of Conduct* upon their commencement of duty at the EAA, and may access the document easily at any time through the EAA’s intranet.

The post-employment sanitisation period for the CEO, Directors, Senior Managers and Managers are respectively one year, six months, two months and two months. There is also a prohibition on all staff, including the CEO and Directors, to take the estate agents or salespersons qualifying examinations during service and within two months after service.



利益披露

為維持公眾對監管局的誠信與公正性的信心，以及避免潛在利益衝突，監管局實施兩層的申報利益制度。所有董事局成員及董事局委任成員獲委任後，必須向監管局申報其利益，並每年更新資料。此外，他們須於監管局所有會議上，申報涉及監管局所審議的任何議題或事宜的利益，以及任何與監管局事務有利益衝突或潛在利益衝突的事情。公眾可要求查閱記錄有關利益申報詳情的登記冊。

此外，監管局所有員工亦須每年申報，有否與一些和監管局有競爭的、或與監管局有業務往來的，或受監管局所監管的業務或機構有任何直接或間接的財務利益關係。

在有關土地和物業的利益方面，所有監管局董事局成員及董事局委任成員均須申報其在香港或境外的任何實益權益，但不包括有關土地或物業的地址詳情。須登記的利益包括：成員名下所持有、或透過其他公司或個人間接持有、或其有權處置、或能從中獲得任何金錢利益的土地或物業。監管局行政部門的管理職級人員亦須遵循類似的規定，申報他們的土地及物業利益。

Disclosure of interest

To foster public confidence in the integrity and impartiality of the EAA, the EAA adopts a two-tier reporting system on declaration of interest as a safeguard against potential conflict of interest. All Board members and Board-appointed members are required to register their interests with the EAA upon their appointment to membership and annually thereafter. They are also required to declare their interests at all EAA meetings in any subject and matter under consideration by the EAA, and any conflict of interest or potential conflict of interest which they may have with the affairs of the EAA. The register of interests is available for public inspection.

In addition, all EAA staff also have to declare annually if they have any direct or indirect financial interest in any company or organisation which competes with the EAA, which the EAA has business dealings with, or which is being regulated by the EAA.

Regarding interests in land and property, all EAA Board members and Board-appointed members are required to declare any such beneficial interests they have in or outside Hong Kong, without disclosing details of the addresses of such land or property. Registrable interests include land or property owned by a member in his/her name or held indirectly through another company or person. It also includes land or property which a member has a right over its disposition or has any pecuniary interest deriving from it. The managerial staff of the EAA Administration are also required to follow a similar requirement in declaring their interests in land and property.

機構管治

Corporate Governance

問責性及透明度

監管局視問責性為機構管治的基本支柱之一，並基於此理念建立本局的架構及管理文化。在現行架構下，董事局須就監管局的整體表現問責。行政部門負責管理監管局的日常業務，並須就其表現向董事局問責。

《機構授權指引》

監管局制定了一套《機構授權指引》來維持高水平的問責性。所有監管局成員、常設委員會、工作／專責小組及全體員工的行為，均必須符合《機構授權指引》的精神及目的，以及獲授權的職權範圍。

查閱資料

為方便公眾取得有關監管局的資料，監管局已任命服務及專業發展總監為公開資料主任，負責確保本局按照特定程序，妥善處理公眾根據監管局的《公開資料守則》而提出的資料查閱要求。

Accountability and Transparency

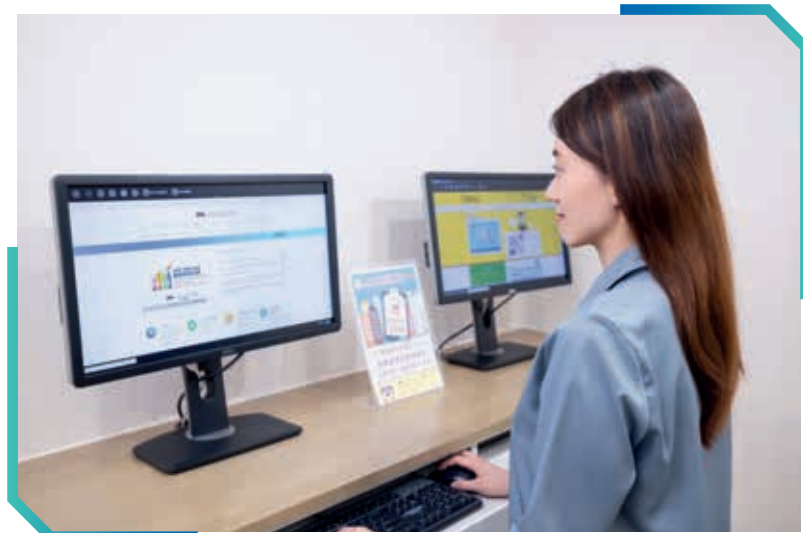
The EAA considers accountability one of the fundamental pillars of corporate governance and has built its corporate structure and management culture based on this concept. Under the current structure, the Board is accountable for the overall performance of the EAA. The EAA Administration is responsible for managing the EAA's everyday business and is accountable to the Board for its performance.

Corporate Authorisation Manual

To maintain a high standard of accountability, a *Corporate Authorisation Manual* was formulated for the EAA to provide corporate management authority guidelines. All members of the EAA, standing committees, work groups/panels and all staff must act in compliance with the spirit and intent of the *Corporate Authorisation Manual* and within the scope of authorities therein conferred.

Access to information

To facilitate the public to access information about the EAA, the EAA has designated the Director of Services and Professional Development as the Access to Information Officer who is responsible for ensuring that requests for access to information under the EAA's *Code on Access to Information* are properly dealt with in accordance with specific procedures.



監管局透過媒體活動、公眾教育活動、監管局刊物及網站等不同渠道發布資訊，以提高局方透明度。

The EAA enhanced its transparency by publishing information through various channels, such as media events, public education activities, EAA publications and its website etc.



查閱資料申請摘要

Summary of Applications for Access to Information

年度 Year	申請數目 Number of Applications	申請結果 Application Outcome	要求資料 Information Requested
2023/24	11	10個接受 10 accepted	牌照副本 Copies of licences
			申請牌照時遞交的表格 Forms submitted for licence applications
			申請牌照時遞交的學歷證明文件 Documentary proofs of academic qualifications submitted for licence applications
			申請牌照時遞交的個人資料 Personal data submitted for licence applications
		1個拒絕 1 rejected	所要求的資料已不再保留 Information requested no longer retained
2022/23	11	全部接受 All accepted	牌照副本 Copies of licences
			申請牌照時遞交的表格 Forms submitted for licence applications
			申請牌照時遞交的學歷證明文件 Documentary proofs of academic qualifications submitted for licence applications
			申請牌照時遞交的個人資料 Personal data submitted for licence applications
2021/22	20	全部接受 All accepted	牌照副本 Copies of licences
			申請牌照時遞交的表格 Forms submitted for licence applications
			申請牌照時遞交的學歷證明文件 Documentary proofs of academic qualifications submitted for licence applications
			申請牌照時遞交的個人資料 Personal data submitted for licence applications
			向持牌人發出的信函 Letter to a licensee

監管局透過其網站發布資訊以提高局方工作的透明度，而每年向房屋局局長提交《年報》，並提呈立法會省覽，以進一步提高本局透明度。公眾可於監管局網站閱覽有關年報。

監管局透過媒體活動、新聞稿、宣傳和公眾教育活動、監管局刊物及網站等不同溝通渠道，向公眾發放有關監管局的工作及措施的資訊。

公布紀律研訊結果

為方便公眾人士查悉紀律委員會根據《地產代理條例》賦予的權力向有關持牌人或前持牌人涉及的紀律事宜進行紀律研訊的結果，以及為教育地產代理業界及公眾，監管局於其網站內公布紀律研訊結果。

紀律委員會於2023/24共裁決了319個紀律研訊個案。監管局將這些個案的結果於其標題為「近期的紀律研訊結果」的網頁內公布。

同時，監管局亦在其網站內公布紀律研訊的裁決理由。詳情請參閱「積極執法」章節內的「公布研訊的裁決理由」。

獨立制衡措施

外部審核

監管局的財務報表須經由外部核數師審核。2023/24財政年度，德勤•關黃陳方會計師行繼續獲委聘為監管局的核數師。

外部審核的主要目的是向董事局提交監管局年度財務報表，呈示公允的獨立保證。監管局委任的外部核數師須由房屋局局長批准。有關由德勤•關黃陳方會計師行審核的2023/24年度獨立核數師報告及財務報表詳載於第108至142頁。

The transparency of the EAA's work is attained through the information published at its website and is further enhanced by furnishing an *Annual Report* to the Secretary for Housing, copies of which have to be laid before the Legislative Council and are made available to the public at the EAA's website.

Members of the public are also kept abreast of the EAA's work and initiatives through various communication channels, such as media events, press releases, publicity and public education activities, EAA publications and its website.

Publication of inquiry hearing results

The EAA publishes inquiry hearing results on its website to facilitate members of the public to ascertain the results of the inquiry hearings conducted by the Disciplinary Committee pursuant to powers under the EAO on disciplinary matters concerning licensees or ex-licensees, and to educate both the estate agency trade and the public.

The Disciplinary Committee adjudicated 319 inquiry hearing cases in 2023/24 and the EAA has published the inquiry hearing results of these cases on its webpage titled "Recent Inquiry Hearing Results".

The EAA also publishes the reasons for disciplinary decisions on its website. For details, please refer to the sub-section headed "Publication of reasons for the decisions of inquiry hearings" under the section headed "Proactive in Law Enforcement".

Independent Checks and Balances

External audit

The EAA's financial statements are subject to audit by an external auditor. Deloitte Touche Tohmatsu continued to be the EAA's external auditor in the financial year of 2023/24.

The main purpose of the external audit is to provide independent assurance to the Board that the annual financial statements of the EAA are fairly stated. The appointment of the EAA's external auditor is subject to the approval of the Secretary for Housing. The Independent Auditor's Report and Financial Statements of 2023/24 audited by Deloitte Touche Tohmatsu are included in pages 108 to 142.



上訴

根據《地產代理條例》，持牌人或牌照申請人可就監管局有關拒絕批予牌照或續期牌照，或監管局施行的紀律處分的決定提出上訴。上訴須透過書面方式向房屋局局長提出。

房屋局局長須委任人士組成委員會，專責聆訊上訴。委員會的主席須從委員會成員中委任成員組成審裁小組就上訴作出裁決。

申訴專員覆檢

監管局自2010年7月2日起被納入申訴專員的監管範圍。2023/24年度內，本局共接獲一宗申訴專員轉介的個案，該個案已於2023年11月結束及裁定監管局並無行政失當。然而，投訴人對申訴專員的裁定表達意見後，申訴專員決定對此個案進行全面調查，此乃2023/24年度唯一仍在處理的個案。

服務承諾

作為一個負責任的公營機構，監管局對公眾的服務設有一套服務承諾，且定期檢討承諾的達標率。監管局行政部各個部門負責維持有效的內部監控，以監測服務承諾的達標情況。

2023/24年度行政部門服務達標率

Achievement of the Performance Pledges in 2023/24

查詢

Enquiries

服務類別 Service Type	指標 Standard	達標率 Results
回覆查詢 Response to enquiries		
電話查詢(留言訊息) Telephone enquiries (voice mail messages)	1個工作天內 ¹ Within 1 working day ¹	100%
書面查詢 Written enquiries	7個工作天內 ² Within 7 working days ²	99.86%

¹ 監管局的工作天為星期一至星期五。

² 收到查詢後下一個工作天開始計算。

Appeals

Under the EAO, licensees or licence applicants may appeal against the EAA's decisions concerning refusal to grant or renew a licence, or its disciplinary sanctions by writing to the Secretary for Housing.

The Secretary for Housing is required to appoint a panel of persons for the purpose of hearing such appeals. The appeals are determined by a tribunal, the members of which are appointed by the Chairman of the panel from members of the panel.

The Ombudsman's review

The EAA came under the jurisdiction of the Ombudsman on 2 July 2010. In the year of 2023/24, one inquiry was received from the Ombudsman and the case was closed in November 2023 with the conclusion that there was no maladministration on the part of the EAA. However, after the complainant expressed his views on the Ombudsman's decision, the latter decided to conduct a full investigation into the case. It was the only outstanding case in 2023/24.

Performance Pledges

As a responsible public body, the EAA has a set of performance pledges for its services to the public and the attainment level of the pledges is reviewed regularly. All sections of the EAA Administration are responsible for maintaining effective internal controls to monitor the achievement of their pledges to the public.

¹ The EAA's working days are from Monday to Friday.

² From the next working day following the receipt of the enquiry.

資格考試

Qualifying Examinations

服務類別 Service Type	指標 Standard	達標率 Results
發出成績通知單 ¹ Issue result slips ¹	考試後的14個工作天內 Within 14 working days after the examination	100%

牌照

Licensing

服務類別 Service Type	指標 Standard	達標率 Results
處理新牌照申請 Process new licence applications	收到新申請後的10個工作天內 ² Within 10 working days for new applications ²	99.99%
處理續牌申請 Process renewal licence applications	收到續牌申請後的20個工作天內 ² Within 20 working days for renewal applications ²	100%
退款予不獲發牌照或取消牌照申請的申請人 Refund of application fees for rejected/cancelled applications	10個工作天內 ³ Within 10 working days ³	99.78%

¹ 由監管局委託舉辦資格考試的職業訓練局高峰進修學院發出。

² 由監管局收妥牌照申請、所需費用及文件之下一個工作天起計，至發出牌照/營業詳情說明書(即牌照可供領取之日)為止。如牌照申請須交由監管局牌照委員會考慮申請人是否符合法定的「適當人選」標準及其他發牌要求，此服務指標則不適用。監管局處理此類牌照申請時，須向申請人或第三者(例如破產管理署、信託人或警務處)查詢有關詳情，待得到回覆後，才可以決定批准或拒絕申請，故此在這種情況下，需要更長的時間。

³ 由取消或拒絕申請之下一個工作天起計；如屬破產個案，則由收到破產管理署或信託人指示之下一個工作天起計。

¹ Issued by the Institute of Professional Education And Knowledge of the Vocational Training Council, authorised by the EAA to administer the examinations.

² From the next working day following the receipt of an application, the required fee and documents to the day the licence/statement of particulars of business is issued (i.e. the day the licence is available for collection). This service target does not apply to applications which require the EAA's Licensing Committee to determine whether the applicant fulfills the "fit and proper" requirement and other licensing requirements as prescribed under the EAO. A longer duration is needed for such cases for the EAA to make enquiries and for the applicant or any third party (such as the Official Receiver's Office, trustees-in-bankruptcy or the Police) to respond before the EAA approves or rejects the application.

³ From the next day after an application is cancelled or rejected; for bankruptcy cases, from the next day following the receipt of instructions from the Official Receiver's Office or the trustee-in-bankruptcy.



投訴、行動及紀律研訊

Complaints, Enforcement and Disciplinary Proceedings

服務類別 Service Type	指標 Standard	達標率 Results
確認收到投訴人的書面投訴 Acknowledge receipt of written complaints	5個工作天內 Within 5 working days	100%
收到足夠證明文件後向投訴人作出書面回覆 Provide a written response to complainants upon receipt of sufficient supporting documents	15個工作天內 Within 15 working days	100%

進行首次紀律研訊(適用於普通個案和複雜個案)／於監管局網頁公布已承認的違規事項(適用於快速個案)¹

Conduct the first disciplinary inquiry hearing for Normal Cases and Complex Cases / Publish admitted breach(es) on EAA website for Fast Track Cases¹

[注意：並非所有個案會進行紀律處分。]

[Note: Not all cases will proceed to disciplinary actions.]

快速個案 (紀律處分新計劃下而又不牽涉有證人的個案) Fast Track Cases (Cases dealt with under the New Scheme for Disciplinary Cases and involving no witnesses)	6個月內 ² Within 6 calendar months ²	100%
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¹ 監管局之調查一般着眼於《地產代理條例》及其附屬法例之規定是否獲得遵從，以及地產代理及營業員之執業操守。倘若個案涉及任何同期進行的刑事調查、由其他監管機構就不遵從其法規進行的調查或民事訴訟，則本服務承諾並不適用。

² 由監管局接獲足夠證明文件後向投訴人作出書面回覆的日期，或(如個案沒有投訴人)由監管局向涉案持牌人發出首封闡明指稱的信件的日期，直至首次紀律研訊的研訊日期(適用於普通個案和複雜個案)，或已承認的違規事項於監管局網頁公布的日期(適用於快速個案)。

¹ The EAA's investigation generally focuses on the compliance of the EAO and its subsidiary legislation and the conduct of estate agents and salespersons in their estate agency practice. If a case is related to any parallel investigation of criminal offence or non-compliance with any law or regulation by other regulatory bodies, or if the case is related to any parallel civil court action, this performance pledge is inapplicable.

² Commences from the date of the EAA's written response to complainant(s) upon the receipt of sufficient supporting documents from them or (if there is no complainant) from the date of the EAA's first allegation letter to licensee(s) concerned to the date of the first disciplinary inquiry hearing for cases proceeding to an inquiry hearing for Normal Cases and Complex Cases or to the publication date of admitted breach(es) on EAA's website for Fast Track Cases.

(續)
(continued)

服務類別 Service Type	指標 Standard	達標率 Results
普通個案(非快速個案並只涉及不多於兩項受監管局調查的指稱的個案) Normal Cases (Cases other than Fast Track Cases concerning not more than two allegations investigated by the EAA)	10個月內 ^{2,3} Within 10 calendar months ^{2,3}	66.06% ¹
複雜個案(除快速個案及普通個案以外的個案) Complex Cases (Cases other than Fast Track Cases and Normal Cases)	13個月內 ^{2,3} Within 13 calendar months ^{2,3}	47.47% ¹
通知投訴人案件結果 Notify complainants of the outcome of the case	10個工作天內 ⁴ Within 10 working days ⁴	100%
通知被投訴人(持牌人)個案結果 Notify complainees (licensees) of the outcome of the case	10個工作天內 ⁵ Within 10 working days ⁵	100%

¹ 七宗普通個案及83宗複雜個案因種種因素而未能達到服務承諾，包括(i)部分研訊因證人及／或答辯人身處外地而未能聯絡，及／或未能返回香港而需延期及／或未能排期舉行；(ii)答辯人的法律代表基於需要更多時間準備案件而要求延期；(iii)大量案件涉及不同類型的多媒體證據，需要較長時間核實和分析；及(iv)在該83宗複雜個案中，32宗個案(38.6%)涉及四項或以上的指控而需更長的時間調查及證據評估。

² 由監管局接獲足夠證明文件後向投訴人作出書面回覆的日期，或(如個案沒有投訴人)由監管局向涉案持牌人發出首封闡明指稱的信件日期，直至首次紀律研訊的研訊日期(適用於普通個案和複雜個案)，或已承認的違規事項於監管局網頁公布的日期(適用於快速個案)。

³ 就本服務承諾而言，就有關個案於準備就緒進行紀律研訊後出現一切非監管局所能控制的情況，如：紀律研訊已經準備就緒但研訊日期尚未確定、出席有關紀律研訊的投訴人、證人及／或被投訴人未能出席有關紀律研訊等，所產生的額外時間將不會納入本服務承諾中。

⁴ 由完成調查之日起計；假如監管局須要為有關個案舉行紀律研訊或根據紀律處分新計劃下處理有關個案，則以向被投訴人發出研訊結果通知書之日起計。

⁵ 不包括須要舉行紀律研訊的投訴個案。法例規定，監管局「須自有關決定日期起計21天內，將該決定以書面通知持牌人和通知該決定所針對的任何其他人」。

¹ Seven normal cases and 83 complex cases did not meet the pledge due to a number of reasons, including (i) some inquiry hearings were adjourned/could not be scheduled due to witnesses and/or respondents staying abroad and unable to be contacted and/or come back to Hong Kong; (ii) the respondents' legal representatives requested to adjourn the inquiry hearings for preparation of their clients' cases; (iii) a substantial number of cases involved multimedia evidence which required longer time to verify and analyse; and (iv) among those 83 complex cases, 32 (38.6%) of them had four allegations or more, and extra processing time, both in terms of investigation and evaluation of evidence, was necessary.

² Commences from the date of the EAA's written response to complainant(s) upon receipt of sufficient supporting documents from them or (if there is no complainant) from the date of the EAA's first allegation letter to licensee(s) concerned to the date of the first disciplinary inquiry hearing for cases proceeding to an inquiry hearing for Normal Cases and Complex Cases or to the publication date of admitted breach(es) on EAA's website for Fast Track Cases.

³ Situations out of the EAA's control, such as no inquiry hearing date is available after the case is ready for inquiry hearing or the unavailability of complainant(s), witness(es) and/or the licensee(s) concerned on the purported inquiry hearing date after the case is ready for inquiry hearing etc., are disregarded for the purpose of this performance pledge.

⁴ From completion of investigation or, in the event the case is submitted for an inquiry hearing or dealt with under the New Scheme for Disciplinary Cases, the date of the letter notifying the complainees of the result of the hearing.

⁵ Excludes cases that have to be submitted for inquiry hearings. For the latter, the statutory requirement is for the EAA to "within the period of 21 days beginning on the date of the relevant decision, to notify in writing the licensee and any other person against whom the decision is made of the decision".



持續專業進修計劃

Continuing Professional Development (“CPD”) Scheme

服務類別 Service Type	指標 Standard	達標率 Results
完成處理持續專業進修活動認可的申請 Process applications for endorsement of CPD activities	20個工作天內 Within 20 working days	100%
發出「出席證書」予參加監管局舉辦的持續專業進修活動的持牌人 Issue certificates of attendance for EAA-organised CPD activities	30個工作天內 Within 30 working days	100%

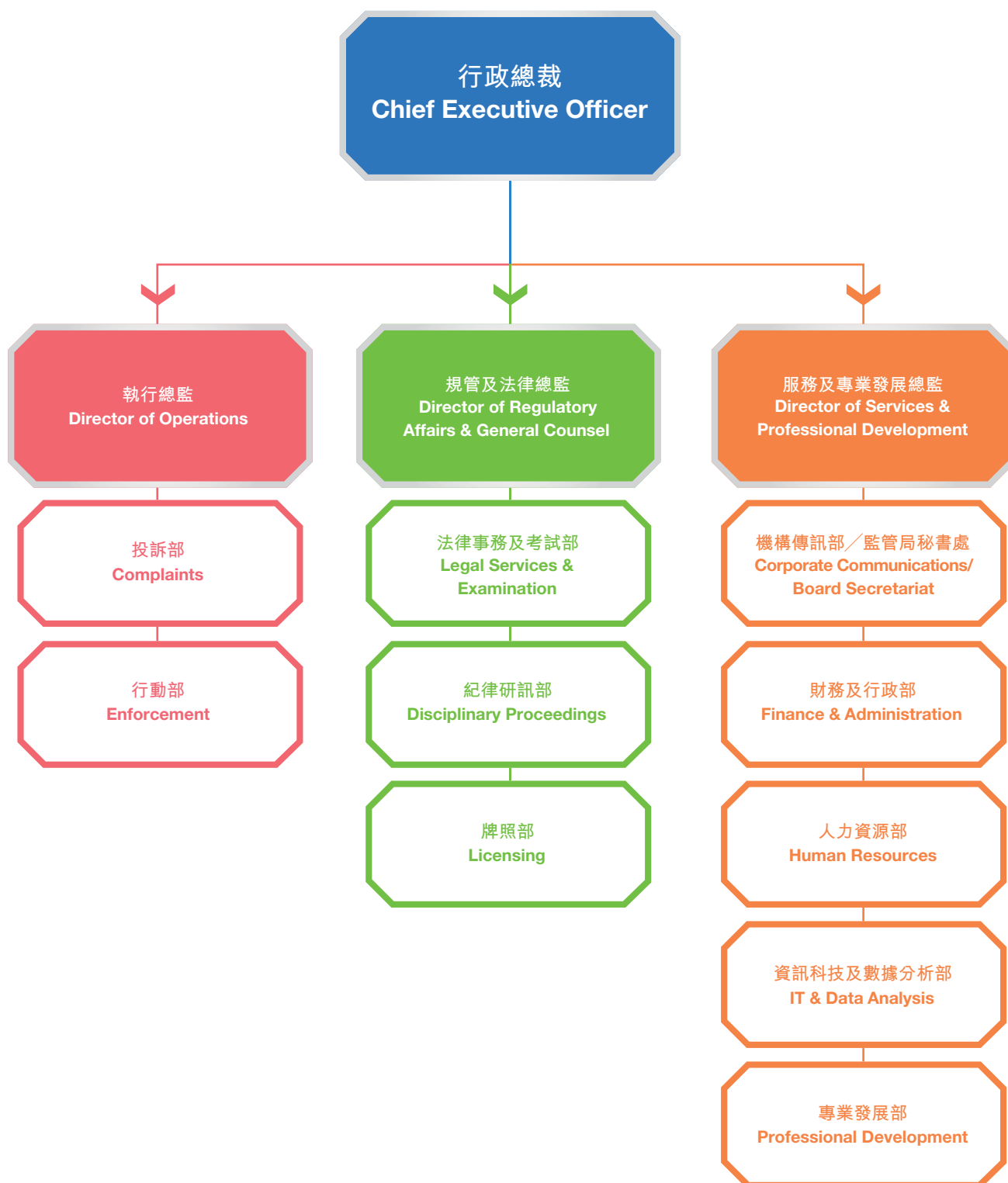
監管局行政部門

The EAA Administration

組織和員工 Organisation and People

組織架構

Organisation structure





總監級以下的員工編製

Non-directorate staff establishment

職級 Rank	數字 Number
主管／法律顧問 Head/Legal Counsel	3
高級經理／經理 Senior Manager/Manager	9
高級助理經理／助理經理 Senior Assistant Manager/Assistant Manager	19
高級調查主任／調查主任 Senior Investigation Officer/Investigation Officer	21
高級主任／主任 Senior Officer/Officer	12
高級行政助理／行政助理 Senior Administrative Assistant/Administrative Assistant	9
高級文員／文員 Senior Clerk/Clerk	28
司機／辦公室助理 Driver/Clerical Assistant	4

監管局行政部門

The EAA Administration

管理團隊

Management team



① 行政總裁韓婉萍女士
Ms Ruby HON
Chief Executive Officer

② 法律顧問容慧敏女士
Ms Jennifer YUNG
Legal Counsel

③ 服務及專業發展總監王頌恩先生
Mr Ivan WONG
Director of Services
and Professional Development

④ 規管及法律總監梁德麗女士
Ms Juliet LEUNG
Director of Regulatory Affairs
and General Counsel

⑤ 執行總監陳汝做先生
Mr CHAN U Keng
Director of Operations

⑥ 法律顧問梁耀光先生
Mr YK LEUNG
Legal Counsel

⑦ 財務及行政部經理張敏莉女士
Ms Mary CHANG
Manager
(Finance and Administration)

⑧ 投訴部經理徐佩儀女士
Ms Susanna TSUI
Manager (Complaints)

⑨ 行動部經理陳藹霞女士
Ms Anita CHAN
Manager (Enforcement)

⑩ 牌照部高級經理李佩華女士
Ms Ivy LEE
Senior Manager (Licensing)

⑪ 機構傳訊部高級經理鄭麗珊女士
Ms Anissa CHENG
Senior Manager
(Corporate Communications)

⑫ 專業發展部經理葉庭熙先生
Mr Hei IP
Manager (Professional Development)

⑬ 投訴部經理莊小珮女士
Ms Christine CHONG
Manager (Complaints)

⑭ 考試部經理李文慧女士
Ms Grace LI
Manager (Examination)

⑮ 資訊科技及數據分析部經理
楊真儀女士
Ms Jennis YEUNG
Manager (IT & Data Analysis)

⑯ 法律事務部經理董逸婷女士
Ms Ingrid TUNG
Manager (Legal Services)



員工及薪酬

員工

監管局行政部門由行政總裁領導，其職能包括管理監管局事務，以及監察及規管業界遵守《地產代理條例》。截至2024年3月31日，監管局職員編製共有109名員工。殘疾僱員佔總僱員數目1%。

薪酬

監管局定期檢討薪酬政策，以確保本局薪酬福利符合市場趨勢，並能維持一定的競爭力以吸引及挽留人才。本局於2023年底進行了一次薪酬檢討，並調整了2024/25年度的工資範圍，而2024年度與表現掛鈎的薪酬調整幅度亦根據了市場水平而作出了調整。

本年度行政總裁和總監的薪酬

本年度支付予行政總裁和總監的薪酬¹如下：

	人數 Number of Individuals
\$1,500,001 – \$2,000,000	1
\$2,500,001 – \$3,000,000	2
\$4,500,001 – \$5,000,000	1
總數 Total	4

¹ 整套薪酬福利包括年內支付的薪金、約滿酬金及薪效掛鈎的調整幅度(如適用)。

Staffing and remuneration

Staffing

The EAA Administration is led by the Chief Executive Officer who is responsible for managing the business of the EAA, and monitoring and supervising compliance with the Estate Agents Ordinance. As at 31 March 2024, the staff establishment was 109. The percentage of employees with disabilities was 1%.

Remuneration

The EAA regularly reviews its remuneration policy to ensure that its remuneration packages are in line with the market trends, so as to maintain competitiveness in attracting and retaining talent. A review was conducted at the end of 2023 and as a result, the pay ranges for 2024/25 were revised and the 2024 annual performance-linked pay adjustments were determined in line with the market.

Remuneration of the Chief Executive Officer and Directors during the year

The total remuneration¹ of the Chief Executive Officer and Directors during the year was as follows:

¹ Total remuneration includes salary, contract-end gratuity and performance-linked pay, if applicable, paid during the year.

監管局行政部門

The EAA Administration

培訓與溝通

員工培訓與發展

隨着公眾對公營機構的問責性和透明度之期望與日俱增，監管局必須確保本局員工具備履行其職責、積極回應時刻演變的大眾訴求，以及維持高服務水平的能力。作為本局人力資源策略之一，監管局致力提供各類資源：包括內部工作坊、對外的培訓課程及培訓資助等，以提升員工的工作能力及支持員工的事業發展。

作為公職人員，監管局員工應對防止貪污及誠信事宜有高度認知。為此，所有新入職員工都必須參與由香港廉政公署舉辦的「誠·公·SUCCESS」公共機構誠信網上課程，以提高他們對香港反貪法例及處理利益衝突的認知能力和警覺性。

為提升新入職員工的解難能力，以及幫助他們與各部門的資深員工建立關係，本局在新員工入職培訓計劃中安排了一個經驗分享工作坊。

為提升監管局員工的生產力和工作效率，監管局於年內舉辦了一個Microsoft Excel進階課程，讓員工全面掌握Excel的基本功能及數據處理與分析的相關技術。

所有培訓活動皆為提升本局員工的專業知識水平及技能，讓他們充分發揮潛能，以迎接日後更大挑戰和成就。

Training and communication

Staff training and development

With rising public expectations on the accountability and transparency of public organisations, the EAA needs to ensure that its staff are equipped with the necessary competencies to discharge their duties, respond to the community's evolving needs, and achieve consistently high levels of performance. As part of its human resources strategy, the EAA is committed to providing various kinds of resources, including in-house workshops, external training programmes and training sponsorship to enhance their competencies and support their career development.

Being employees of a public body, EAA staff should possess a high level of awareness on corruption prevention and flawless integrity. For this purpose, all newly joined staff are required to take the "Integrity e-Learning Course for Public Bodies" available from the ICAC website, so as to enhance their knowledge and awareness of the anti-corruption laws in Hong Kong, as well as the handling of conflict of interest.

To improve new staff's problem solving skills while helping them establish relationships with experienced staff from various sections, an experience sharing workshop was organised as part of the EAA's orientation programme for newly joined staff.

To enhance EAA staff's productivity and work efficiency, a Microsoft Excel Advanced course which provided a comprehensive understanding of the essential Excel functions and techniques for data processing and analysis was arranged during the year.

All training activities aim to enhance the professional knowledge and skills of the EAA staff, to develop their full potential and to prepare them for greater challenges and achievements ahead.



監管局在新員工入職培訓計劃中安排經驗分享工作坊。

An experience sharing workshop was organised as part of the EAA's orientation programme for newly joined staff.



為提升監管局員工的生產力和工作效率，監管局於年內舉辦了Microsoft Excel進階課程。

To enhance EAA staff's productivity and work efficiency, a Microsoft Excel Advanced course was arranged during the year.



員工溝通

監管局透過不同渠道來加強員工之間的溝通，包括定期舉行管理層會議及部門會議，一方面確保各個部門的透明度及對彼此工作的互相理解，同時確保監管局方針能傳達至各職級的員工。高級管理層亦會透過定期的溝通活動(如部門簡報會)接觸員工，分享管理層有關各事項上的最新訊息及政策方針，例如監管局的機構計劃及架構改變等，並提供機會讓員工發表意見。

Staff communication

The EAA reinforces communication among staff through different channels, including regular meetings among management staff and sectional meetings, horizontally to ensure transparency and understanding of the work of different sections and vertically to convey direction to different rankings of staff. The senior management further regularly reaches out to staff through various communication sessions, such as the sectional briefing sessions to share the latest messages and direction from the senior management on matters such as the EAA's corporate plan and organisational changes, as well as to provide a platform for the staff to share their views.



監管局舉辦不同的員工活動如午間工作坊、行山團等。

The EAA held different staff activities, such as lunchtime workshop and hiking tour etc.

監管局行政部門

The EAA Administration

為培養團隊精神及歸屬感，監管局於年內舉行了若干員工福利活動，如各部門員工參與佈置的靜休息室、節日禮物、「鬆一鬆」日、各式工作坊及年度聖誕午餐等。

監管局指派了四名員工參加由衛生署、勞工處及職業安全健康局舉辦的精神健康急救課程，並獲認可為精神健康急救員，負責為辦公室內有精神健康需要的人士提供緊急和即時援助。

機構及員工獎項

機構獎項

監管局連續九年獲香港社會服務聯會頒發「同心展關懷」標誌，以表揚本局在「關懷社區」、「關懷僱員」及「關懷環境」上的承諾和貢獻。

監管局同時再次獲僱員再培訓局嘉許為「人才企業」，表揚局方在人才培訓及發展方面的卓越表現。

To foster team spirit and sense of belonging, staff welfare activities, such as a staff relaxation corner, festival gifts, chill out day, lunchtime workshops, and Christmas lunch, were arranged during the year.

This year, four EAA staff were assigned to attend training and certified as Mental Health First Aiders under a programme organised by the Department of Health, Labour Department and Occupational Safety & Health Council, for providing first and instant aid to mental health needs within the office.

Corporate and staff awards

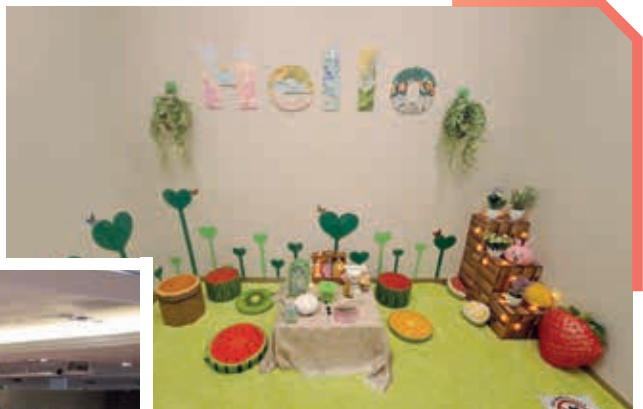
Corporate awards

The EAA received the Caring Organisation logo for the ninth consecutive year presented by The Hong Kong Council of Social Service in recognition of the EAA's commitment and contribution to "Caring for the Community", "Caring for the Employees" and "Caring for the Environment".

The EAA was also acknowledged as a "Manpower Developer" again by the Employees Retraining Board for its outstanding achievements in manpower training and development.



監管局舉辦年度聖誕午餐。
The EAA held an annual Christmas lunch.



不同部門員工參與佈置的靜休息室。
The relaxation corner is decorated by staff from different departments.

監管局榮獲循道衛理中心頒發2023年健康企業嘉許計劃的金獎，以表揚我們在關懷員工健康及締造友善工作環境方面的努力。

員工獎項

監管局的一位牌照部主任獲頒「2023申訴專員嘉許獎—公職人員獎」，以表揚他們在服務大眾和處理投訴及查詢方面的專業及積極態度。監管局員工已經連續九年獲頒發該等獎項。

The EAA was awarded by the Methodist Centre the gold award under the 2023 Healthy Corporate Award Scheme in recognition of our efforts on caring for the health of employees and creating an employee-friendly workplace.

Staff awards

An Officer of the Licensing Section received “The Ombudsman’s Award 2023” for “Officers of Public Organisations” in recognition of his professional and positive attitude in serving the public and handling complaints and enquiries. This was the ninth consecutive year that the EAA staff have received the Award.



監管局的一位牌照部主任獲頒「2023申訴專員嘉許獎—公職人員獎」。
An Officer of the Licensing Section received “The Ombudsman’s Award 2023” for “Officers of Public Organisations”.



監管局在循道衛理中心主辦的「健康企業嘉許計劃2023」中，榮獲健康企業金獎。

The EAA has been awarded the Gold Award in the Healthy Corporate Award 2023 organised by the Methodist Centre.

財務回顧

收入及開支

監管局於本年度錄得1,150萬元盈餘(相比去年錄得1,680萬元盈餘)。監管局在本年度的總收入為9,330萬元，較上年度減少300萬元或3%。本年度的開支為8,190萬元，較上年度增加220萬元或2.9%。

Financial Review

Income and expenditure

For the year under review, the EAA reported a surplus of \$11.5 million (as compared to a surplus of \$16.8 million last year). Income for the year was \$93.3 million, a decrease of \$3.0 million or 3% over the previous year. Expenditure for the year was \$81.9 million, representing an increase of \$2.2 million or 2.9% compared to the previous year.

監管局行政部門

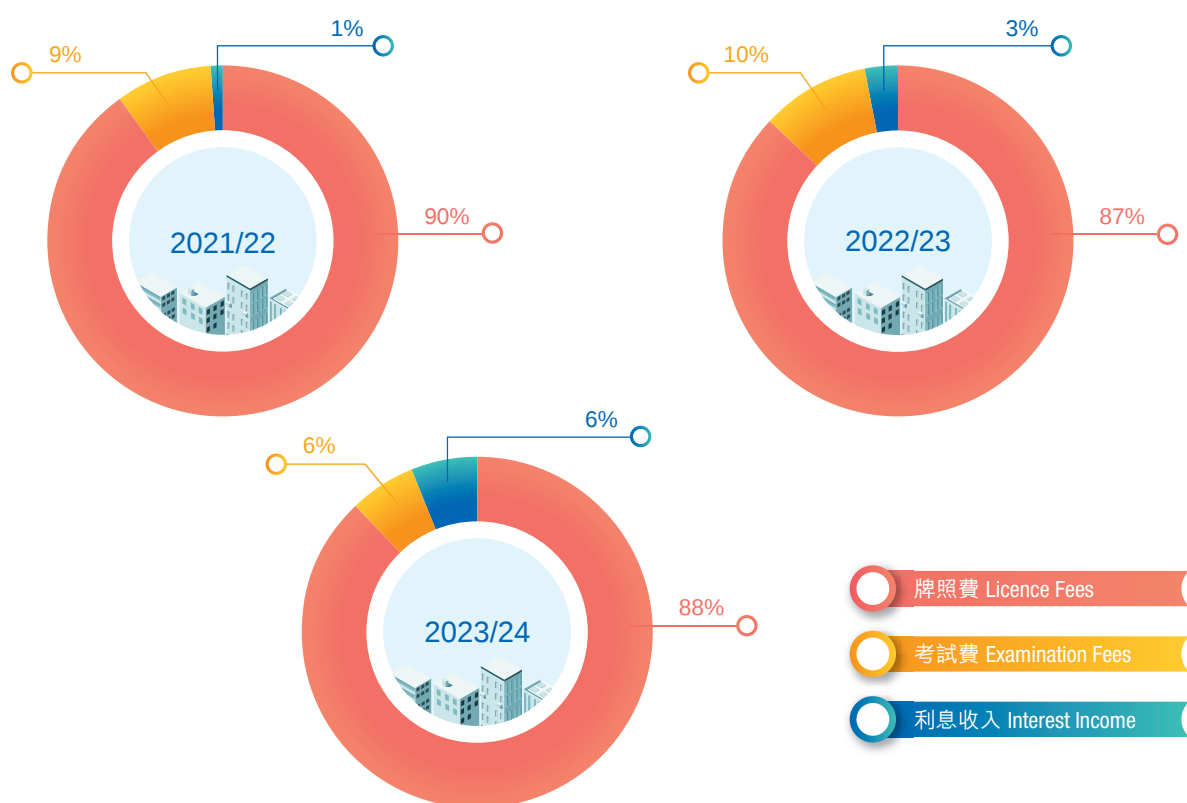
The EAA Administration

收入

牌照費收入為8,190萬元，佔總收入的87.7%，較上年減少200萬元或2.3%。年內的考試費收入為540萬元，較上年減少了400萬元或43%，主要原因是由於樓市下行導致報考人數減少。利息收入為600萬元，較上年增加310萬元，增幅達102%，主要原因是銀行存款利率上升所致。

Income

Licence fee income, contributing 87.7% of the total income, was \$81.9 million, representing a decrease of \$2.0 million or 2.3% over the previous year. Examination fee income was \$5.4 million, representing a decrease of \$4 million or 43% over the previous year, mainly due to a decrease in demand for examinations in the midst of a declining property market. Interest income was \$6 million, representing an increase of \$3.1 million or 102% over the previous year, due to the increase in bank deposit interest rate.



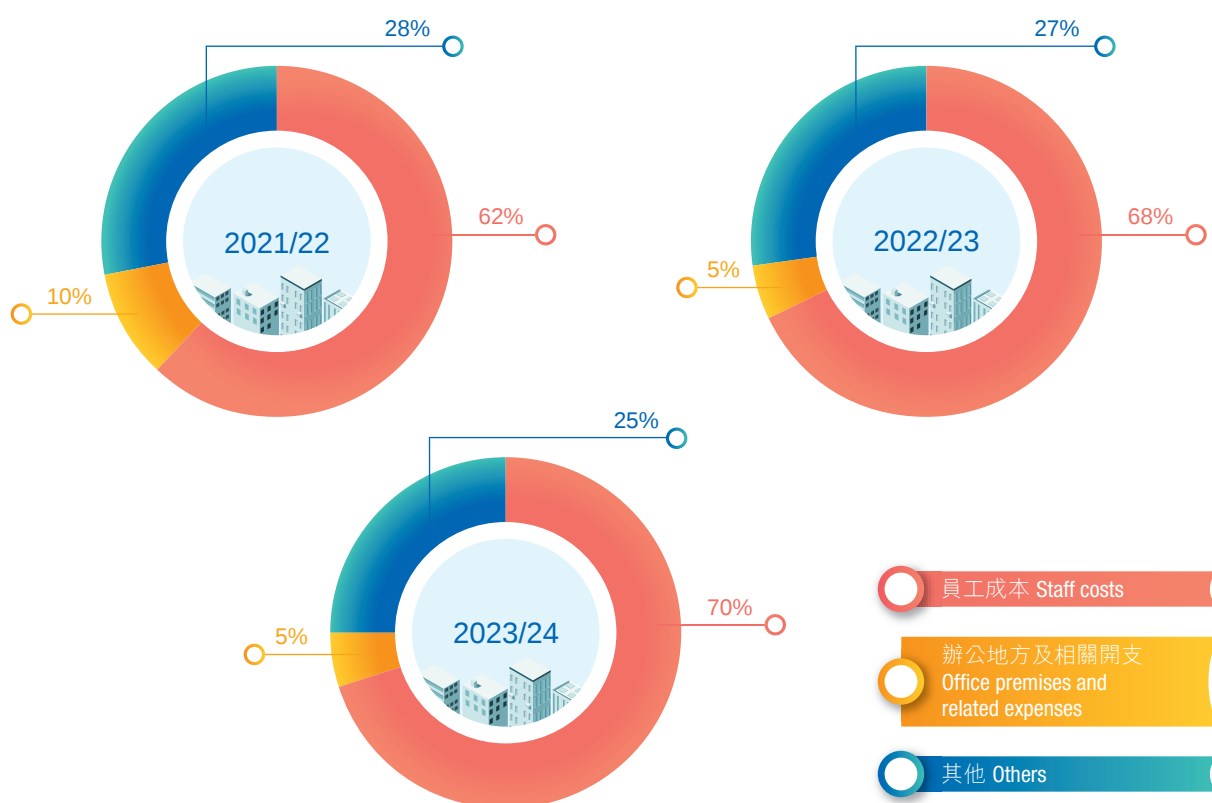


支出

員工成本與辦公地方及相關開支為兩大主要開支，分別佔總開支約70.2%及5%。主要金額增加的支出項目為員工成本，因為空缺職位陸續被填補；而其他主要金額減少的支出項目則為考試服務費，以及物業、辦公地方和設備之折舊。

Expenditure

Staff costs, and office premises and related expenses were two major expenditure items, accounting for about 70.2% and 5% of the total expenditures respectively. Expenditure items that saw major increases in dollar amount were staff cost because the vacancies were filled up gradually. Other expenditure items that saw major decreases were service fees for examination and depreciation of property, plant and equipment.



監管局行政部門

The EAA Administration

企業社會責任

監管局致力將企業社會責任原則融入日常運作中，為社會持續發展作出貢獻。針對社區、環境及工作場所等主要企業社會責任範疇，均已納入至本局所有營運決策及實務中。要維持作為法定機構應有的良好企業社會責任，有賴監管局全人的努力。

監管局除了舉辦與地產代理業界一同參與的企業社會責任活動外，監管局員工亦參與了多項其他企業社會責任活動。

參與慈善活動

為關懷弱勢社群及社會上有需要的人士，監管局於年內成立義工隊全力支持非牟利機構所舉辦的籌款活動(如公益便服日、公益愛牙日、公益行善「折」食日等)及社區服務。

Corporate Social Responsibility

The EAA is committed to integrating corporate social responsibility ("CSR") principles into our daily operations and contributing to the sustainable development of society. Key CSR aspects such as community, environment and workplace, are integrated into all our operational decisions and practices. Maintaining good CSR practices that align with our role as a statutory body involves everyone at the EAA.

As well as the CSR activities organised by the EAA for the participation of the estate agency trade, staff of the EAA also joined a number of other CSR activities.

Charity participation

To show our care to the underprivileged and those in need as well as to protect the community environment, the EAA established a Volunteer Team during the year to support various fund-raising activities (e.g. Dress Casual Day, Love Teeth Day, Skip Lunch Day, etc.) and community services of non-profit making organisations.



監管局的義工隊全力支持非牟利機構所舉辦的籌款活動。
The EAA's Volunteer Team supported various fund-raising activities held by non-profit making organisations.



「共創明『Teen』計劃」

為響應政府的「共創明『Teen』」計劃，監管局為參加計劃的中一至中四學生舉辦了「介紹地產代理監管局及地產代理行業-『入行知多啲』」活動，以介紹地產代理行業及監管局的功能。

“Strive and Rise Programme”

To echo the appeal of the Government for supporting the “Strive and Rise Programme”, the EAA organised an activity entitled “Introducing the Estate Agents Authority and the estate agency industry” for Form 1 to Form 4 secondary school students who participated in the Strive and Rise Programme to introduce to them the estate agency trade and the function of the EAA.



監管局向參加「共創明『Teen』計劃」的學生介紹地產代理行業及監管局的功能。

The EAA introduced the estate agent industry and the function of the EAA to the students participated in the “Strive and Rise Programme”.

「後50 • 實習生計劃」

監管局參加由僱員再培訓局舉辦的「後50 • 實習生計劃」，該計劃旨在為50歲或以上人士提供就業機會。在為期一個月的實習計劃中，參加者有機會在職場上一展所長，同時掌握就業市場的現況。其中一位實習生於實習完結後繼續在監管局工作。

“Post-50 Internship Programme”

The EAA joined the “Post-50 Internship Programme” held by the Employees Retraining Board which aimed to provide people aged over 50 with an opportunity to join the workforce. During the one-month internship programme working in the EAA, the participants had the opportunity to develop their strengths in the workplace and got up to date with the current status of the job market. After the internships, one of the participants continued to work for the EAA.



監管局參與由僱員再培訓局舉辦的「後50 • 實習生計劃」。

The EAA participated the “Post-50 Internship Programme” held by the Employees Retraining Board.

監管局行政部門

The EAA Administration

創職位計劃

為支持政府紓緩因2019冠狀病毒病疫情造成失業率上升的措施，監管局獲政府批准，透過防疫抗疫基金創職位計劃設立若干臨時職位。計劃下，監管局在疫情期間提供工作機會，讓新任職者親身到訪地產代理商舖，即場教育持牌人各類合規事宜，以協助監管局業務。此類教育性質的探訪亦受到地產代理商舖歡迎。

環境

監管局致力以環境友善的態度營運，並向員工推廣環保理念。我們採納了多項綠色辦公室措施，包括安裝節能空調及照明系統、使用自動關閉照明系統和空調的定時器、設立傳感器，當辦公室某區域內無人走動時關閉照明、提供專門收集單面印刷紙張以作重複使用的托盤、回收紙張及碳粉盒；以及使用符合環保原則的印刷紙張等。

年內，監管局亦參與不少環保活動，例如「輕•型」上班日、「綠色低碳日」等。

Job Creation Scheme

To support the Government's initiative to ease the worsening unemployment situation due to the COVID-19 pandemic, the EAA was approved by the Government to create some temporary posts under the Job Creation Scheme of the Anti-epidemic Fund. Under the scheme, the incumbents were offered job opportunities amid the pandemic and they contributed to the EAA through visiting estate agency shops in person to educate licensees about various compliance issues on the spot. Their educational visits were well-received by the estate agency shops.

Environment

The EAA strives to operate as an environmentally friendly organisation and promotes the same to its staff. Green office measures adopted range from the installation of energy saving air-conditioning and lighting, timer for switching off lighting and air-conditioning automatically, sensor for turning off lighting when no one is moving around the area, to the provision of designated trays to collect one-side printed paper for reuse; recycling of paper and toner cartridges; and use of environmentally friendly printing paper, etc.

The EAA also participated in several environmental initiatives during the year, e.g. Biz-Green Dress Day, Green Low Carbon Day.



監管局員工參與「輕•型」上班日及「綠色低碳日」。

The EAA's staff participated in Biz-Green Dress Day and Green Low Carbon Day.



資訊科技

網上服務

儘管因應2019冠狀病毒病疫情緩和，監管局的運作已恢復正常，但持牌人和公眾的習慣已出現變化，更多用戶使用網上服務，並傾向選擇透過電子方式與本局聯絡。因此，監管局不斷開發更多網上功能，以便對內提升工作效率，對外為用戶提供更豐富的體驗。

網路安全

隨着網絡攻擊和資料外洩風險持續增加，監管局定期檢討其保安平台和參數，確保有關系統與業界的標準相符且為最新版本。年內，監管局對本局電腦系統及網絡進行了額外的安全檢查，以確保所有保安軟件均為最新版本，並確保沒有連接可疑的連結，以避免受到網絡攻擊的風險。

Information Technology

Online services

Although the community started to recover from the impact of COVID-19 and the EAA has resumed its normal activities, the habits and behaviours of the licensees and the general public have changed. More users have switched to the use of online services and preferred to interact with the EAA through electronic means. As a result, the EAA has been developing more online functions which could improve the working efficiency internally and enrich users' experience externally.

Cyber security

With the ever-increasing threat of cyber-attacks and data leakage, the EAA has constantly reviewed its security platform and parameters to ensure that they are on a par with the industry practice and up to date. During the year, an extra health check was conducted on the EAA's computer system and network to ensure that all security software was up-to-date and there was no unattended connections which would otherwise expose the EAA to the risk of cyber-attack.

主要措施及活動

Key Initiatives and Events

2023/4

為提升地產代理形象及推廣專業地產代理之「三言兩與(5A)」特質而製作的新動畫系列之第一集—「言出必行」，上載至監管局的YouTube頻道。

The first episode of a new animation series on promoting the image of estate agents through emphasising one of the “5A qualities of professional estate agents” - “Adherence”, was uploaded to the EAA’s YouTube channel.



教育消費者及推廣專業地產代理之「三言兩與(5A)」特質的動畫系列餘下四集，包括「言之有物」、「言之有信」、「與時並進」及「與客同行」，上載至監管局的YouTube頻道。

The remaining four episodes of the “5A qualities of professional estate agents” consumer education animation video series to highlight the qualities of a good estate agent, namely “Ability”, “Accountability”, “Advancement” and “Affinity”, were uploaded to the EAA’s YouTube channel.

2023/5



2023/6

《2022年打擊洗錢及恐怖分子資金籌集(修訂)條例》(《修訂條例》)於2023年6月1日生效。為協助持牌人遵守修訂條例中與地產代理行業相關的各項修訂，並為持牌人提供最新的指引，監管局發布了新的執業通告(編號23-01(CR))，並於同日生效。

The Anti-Money Laundering and Counter-Terrorist Financing (Amendment) Ordinance 2022 ("Amended AMLO") has taken effect on 1 June 2023. To assist licensees to comply with the miscellaneous amendments relevant to the estate agency sector under the Amended AMLO and provide up-to-date guidelines for licensees to follow, the EAA issued a new Practice Circular (No. 23-01(CR)) which took effect on the same date.



與業界舉行季度聯絡會議，並討論雙方關心的議題。
The quarterly trade liaison meeting was held in which topics of mutual concern were discussed.

在《修訂條例》於2023年6月生效後，監管局更新了《買賣物業防止洗錢》小冊子，以取代舊有版本。

An updated version of the leaflet on "Anti-money Laundering in Property Sales and Purchases" was produced to replace the obsolete one after the Amended AMLO came into effect in June 2023.



2023/7

2023/8

與業界舉行特別聯絡會議，以諮詢業界對制定《地產代理良好處理劏房租賃約章》的意見，並討論地產代理在相關條例下處理此類租賃時的法律責任。

A special trade liaison meeting was held to seek the trade's feedback on the initiative of forming the Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy and discuss the legal liabilities of estate agents when handling such tenancy under the relevant ordinance.



為期兩個月的「識揀一定揀 識得『三言兩與』嘅5A地產代理」消費者教育動畫短片系列的網上宣傳活動於8月結束，監管局消費者教育網站分別錄得超過679,000次瀏覽及10,000次點擊。

The two-month online promotional campaign for promoting the "5A qualities of professional estate agents" consumer education animation video series ended in August which generated a total of over 679,000 impressions and 10,000 clicks to the EAA's consumer education website.



主要措施及活動

Key Initiatives and Events

2023/9

《地產代理良好處理劏房租賃約章》簽署儀式由房屋局副局長戴尚誠太平紳士擔任主禮嘉賓。

The Signing Ceremony of the “Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy” was held with Mr Victor TAI Sheung-shing, JP, Under Secretary for Housing, as the officiating guest.



監管局的2021/2022年報榮獲兩項國際獎項，分別是美國傳媒專業聯盟主辦的「2022 Vision Awards」政府類別金獎，以及「2023 ARC Awards」政府機構及辦公室封面照片／設計類別金獎。

The EAA's annual report 2021/2022 won two international awards, namely the Gold Award in the Government Category of “2022 Vision Awards” organised by the League of American Communications Professionals LLC and the Gold Award in the “2023 ARC Awards” in the category of Cover Photo/Design of Government Agencies & Offices.



2023/10

監管局行政總裁接受多個媒體訪問，談及監管局就兩間地產代理公司於2023年施政報告發表前發出有關物業買賣內部備忘錄事件的回應。

The EAA's CEO attended a number of media interviews in the month and talked about the EAA's response to the incident in which two estate agency companies issued an internal memorandum in respect of the sale and purchase of properties before the 2023 Policy Address.



為推廣《地產代理良好處理劊房租賃約章》，為期一個月的網上宣傳活動於10月結束，監管局網站共錄得超過196,000次瀏覽及5,000次點擊。

The one-month online promotional campaign for promoting the "Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy" ended in October and recorded a total of over 196,000 impressions and 5,000 clicks to the EAA's corporate website.



2023/11

監管局主席及行政總裁出席由地產代理人員協會、九龍城獅子會及尖沙咀區街坊福利會聯合舉辦的企業社會責任活動。

The EAA's Chairman and CEO attended a CSR event jointly organised by Property Agents Association, Lions Club of Kowloon City and The Tsim Sha Tsui District Kai Fong Welfare Association.



監管局與前線持牌人於旺角舉行聚焦小組會議，雙方就共同關心的議題交換意見。

The EAA held a focus group meeting with frontline licensees in Mong Kok. Issues of mutual concern were discussed.



主要措施及活動

Key Initiatives and Events

2023/12

監管局舉辦「童樂有『理』」活動，推動業界參與企業社會責任活動。

The EAA organised “Estate Agents’ Children Service Day” facilitating the estate agency trade to engage in corporate social responsibility activities.



監管局發布有關「銷售香港境外未建成物業」的新執業通告，該通告將於2024年7月1日生效。

The EAA issued a New Practice Circular on the Sale of Uncompleted Properties Situated Outside Hong Kong (“UPOH”) which will be effective from 1 July 2024.

監管局於西區海底隧道九龍入口處設置了兩幅戶外廣告宣傳板，提醒市民購買香港境外未建成物業的風險。

Two outdoor billboard advertisements to remind the public of the risks in purchasing UPOH were launched at the Kowloon side entrance of the Western Crossing Harbour Tunnel.



2024/1

監管局主席及行政總裁會見傳媒，回顧2023年的工作，並簡介2024年的工作重點。

The EAA's Chairman and CEO met the press to review its work in 2023 and introduce its initiatives for 2024.



監管局代表團到訪深圳市房地產中介協會，就兩地地產代理的實務及監管措施進行交流並分享經驗。

An EAA delegation visited Shenzhen Real Estate Intermediary Association to exchange the practices and regulatory aspects of estate agency in the two regions and shared the experience of each other.



2024/2

監管局舉辦農曆新年傳媒午餐，獲媒體廣泛報道。
The EAA hosted a Chinese New Year media lunch which received wide coverage in the media.



監管局連續第九年獲香港社會服務聯會評為「商界展關懷」機構。

The EAA was awarded as a Caring Organisation for the ninth consecutive year by the Hong Kong Council of Social Service.



2024/3

監管局主席接受多間媒體訪問，談及規管劏房、樓市、銷售香港境外未建成物業及促進業界良好競爭等議題。
The EAA's Chairman was interviewed by various media and talked about the regulation of subdivided units, the property market, the sale of UPOH and the promotion of good competition among the trade.



監管局於紅磡海底隧道九龍入口處設置的兩幅戶外廣告宣傳板，提醒市民購買香港境外未建成物業的風險。

Another two outdoor billboard advertisements to remind the public of the risks in purchasing UPOH were placed at the Kowloon entrance of the Hung Hom Cross Harbour Tunnel.



於160架專營巴士的座位椅背上貼上廣告貼紙，宣傳購買香港境外未建成物業的風險。

Seatback stickers advertising about the risks of purchasing UPOH were launched on 160 franchised buses.



提升把關

Advances in Gatekeeping





提升把關

Advances in Gatekeeping

資格考試

作為確保投身地產代理業界的人士具備所需的知識以提供地產代理服務的把關者，獲取在地產代理行業執業牌照的其中一個先決條件就是通過相關的資格考試。監管局目前提供兩類資格考試，分別為：(i)地產代理資格考試及(ii)營業員資格考試。

通過地產代理資格考試的考生可申請地產代理(個人)牌照或營業員牌照；而通過營業員資格考試的考生則僅可申請營業員牌照。

2023/24年度的資格考試由職業訓練局高峰進修學院代表監管局舉辦。

Qualifying Examinations

As a gatekeeper to ensure persons entering the trade possess the required knowledge to provide estate agency services, one of the prerequisites for obtaining a licence to practise in the estate agency industry is to pass the relevant qualifying examination. Currently, the EAA offers two types of qualifying examinations, namely: (i) the Estate Agents Qualifying Examination ("EAQE") and (ii) the Salespersons Qualifying Examination ("SQE").

A candidate who passes the EAQE may apply for either an estate agent's licence (individual) or a salesperson's licence. A candidate who passes the SQE may apply for a salesperson's licence only.

The qualifying examinations were administered by the Institute of Professional Education And Knowledge ("PEAK") of the Vocational Training Council ("VTC") on behalf of the EAA in 2023/24.

2023/24年度地產代理資格考試與營業員資格考試的比較如下：

A comparison of the EAQE and SQE held in 2023/24 is set out as follows:

	地產代理資格考試 EAQE	營業員資格考試 SQE
考試場數 Number of sessions	4場 4 sessions	筆試應考模式：4場 Paper-based: 4 sessions 電腦應考模式：12場 Computer-based: 12 sessions
考試時間 Examination time	3小時 3 hours	2小時30分鐘 2 hours and 30 minutes
試題數目 Number of questions	第一部分：30條獨立試題 Part 1: 30 stand-alone questions 第二部分：20條試題(依據個案分析) Part 2: 20 questions based on case studies	第一部分：40條獨立試題 Part 1: 40 stand-alone questions 第二部分：10條試題(依據個案分析) Part 2: 10 questions based on case studies
形式 Format	多項選擇題 Multiple-choice questions	
合格分數 Pass mark	每部分需最少答對60% At least 60% of correct answers in each part	



資格考試包括兩個部分，其中一部分為獨立試題，另一部分為依據個案分析的試題。考生必須在兩個部分均取得合格成績，方能通過考試。

考試的第一部分測試考生對地產代理資格考試及營業員資格考試內容綱要中各個範疇的認識，包括適用於地產代理業務的法律和常規；第二部分則測試考生將知識應用於實際情景的能力。

The qualifying examinations comprise of two parts – one consisting of stand-alone questions and the other consisting of questions based on case studies. Candidates must pass both parts in order to pass the examination.

Part 1 of the examination is intended to test candidates' knowledge of various parts of the syllabi of the EAQE and SQE, including the laws and practices applicable to the estate agency practice, while Part 2 is intended to test candidates' ability to apply the knowledge to practical scenarios.



監管局舉辦資格考試以確保投身地產代理行業的人士具備所需的知識。
Qualifying examinations are organised to ensure that persons entering the trade possess the required knowledge to provide estate agency services.

資格考試的報考及應考人數

在2023/24年度，報考地產代理資格考試的人數為3,085人；報考營業員資格考試的人數則為4,011人，兩者較去年分別減少約40.5%及約45.5%。

與2022/23年度相比，實際應考地產代理資格考試的人數減少約41.2%至2,703人，而實際應考營業員資格考試的人數則減少約45.9%至3,373人。

Number of registrants and candidates for qualifying examinations

A total of 3,085 persons registered for the EAQEs and a total of 4,011 persons registered for the SQEs held in 2023/24, which represented a decrease of about 40.5% and about 45.5% respectively over those of the previous year.

Compared to that in 2022/23, the number of examination candidates that actually took the EAQE decreased by about 41.2% to 2,703 and in the case of the SQE, it decreased by about 45.9% to 3,373.

提升把關

Advances in Gatekeeping

2023/24年度報考及應考資格考試的考生人數大幅減少，反映該段期間樓市相對較為淡靜，導致對資格考試的需求下降。

鑑於政府由2024年2月28日起撤銷了所有住宅物業市場的降溫措施(辣招)，同時監管局亦即將於2025年首季實施第一階段強制性持續專業進修計劃(適用於在該計劃實施日期後通過資格考試並取得相關牌照的新持牌人)，因此隨着香港物業市場氣氛改善及臨近該計劃實施期，自2024年3月起，資格考試的需求已逐漸增加。

在2023/24年度，地產代理資格考試及營業員資格考試的平均合格率分別為27.8%及33.6%，而2022/23年度兩個考試的合格率則分別為31.2%及29.1%。

The significant decrease in the number of candidates who have registered for and took the qualifying examinations in 2023/24 reflected a relatively quieter property market during the period, which resulted in a drop in the demand for qualifying examinations.

In view of the Government's cancellation of all residential property market cooling measures from 28 February 2024 and the EAA's upcoming launch of the first phase of the mandatory Continuing Professional Development ("CPD") Scheme in the first quarter of 2025, which is applicable to new licensees who pass a qualification examination and obtain the relevant licence thereafter, the demand for qualifying examinations gradually increased since March 2024 with the improved property market sentiment in Hong Kong and the implementation of Phase I mandatory CPD Scheme approaching.

In 2023/24, the average pass rates for the EAQE and SQE were 27.8% and 33.6% respectively, as against 31.2% and 29.1% respectively in 2022/23.

	2021/22		2022/23		2023/24	
	應考考生人數 Number of Examination Candidates	合格率 Pass Rate	應考考生人數 Number of Examination Candidates	合格率 Pass Rate	應考考生人數 Number of Examination Candidates	合格率 Pass Rate
地產代理 資格考試 EAQE	5,236	30.7%	4,594	31.2%	2,703	27.8%
營業員 資格考試 SQE	6,556	30.2%	6,240	29.1%	3,373	33.6%

應考考生學歷

在2023/24年度，應考營業員資格考試的考生中，具備大專或以上學歷的比率約有42.4%，至於地產代理資格考試，具備大專或以上學歷的考生比率則約為51.7%，相對2022/23年度的比率則分別為35.6%和47.8%。一般來說，學歷較高的考生所考取的積分比學歷較低的考生為高。

Educational background of candidates

In 2023/24, the percentage of candidates who took the SQE and who have attained tertiary or above educational level was about 42.4%, and that for the EAQE was about 51.7%, as compared to 35.6% and 47.8% respectively in 2022/23. Generally, candidates with higher educational qualifications scored higher marks than those candidates with lower educational qualifications.



	學歷 Education Level	2021/22		2022/23		2023/24	
		應考考生 比率 % of Candidates	合格率 Pass Rate	應考考生 比率 % of Candidates	合格率 Pass Rate	應考考生 比率 % of Candidates	合格率 Pass Rate
地產代理 資格考試 EAQE	中五 F.5	30%	25.4%	29.6%	28%	24.9%	21.8%
	中六或中七 F.6 or F.7	8.8%	25%	9.4%	29.2%	8.5%	20.1%
	大專或以上 Tertiary or above	41.8%	35.6%	47.8%	33.4%	51.7%	32.9%
	資料不詳 Unknown	19.4%	31.1%	13.2%	31.6%	14.9%	24.5%
營業員 資格考試 SQE	中五 F.5	34.5%	27.3%	35.4%	24.9%	29.6%	29.9%
	中六或中七 F.6 or F.7	16.4%	26.7%	17%	25.2%	13.2%	26.9%
	大專或以上 Tertiary or above	33.8%	33.5%	35.6%	34.7%	42.4%	38.2%
	資料不詳 Unknown	15.3%	33%	12%	30.3%	14.8%	34.1%

報考人士的職業背景

報考資格考試的人士當中不乏學生及來自各行各業的人士，包括零售及批發、銀行、會計、投資及保險。首次參加地產代理資格考試和營業員資格考試的考生則分別約有45%和43%。

Occupational background of registrants

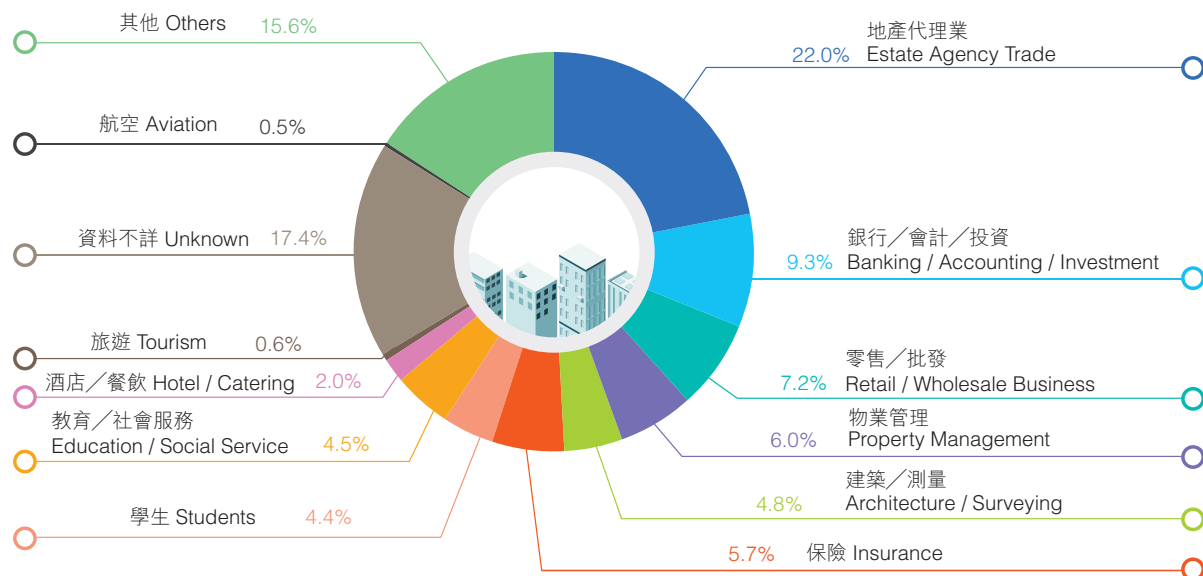
Persons registered for the qualifying examinations included students and people from a wide range of occupational backgrounds, including the retail and wholesale business, banking, accounting, investment and insurance. About 45% of the candidates took the EAQE and about 43% of the candidates took the SQE for the first time.

提升把關

Advances in Gatekeeping

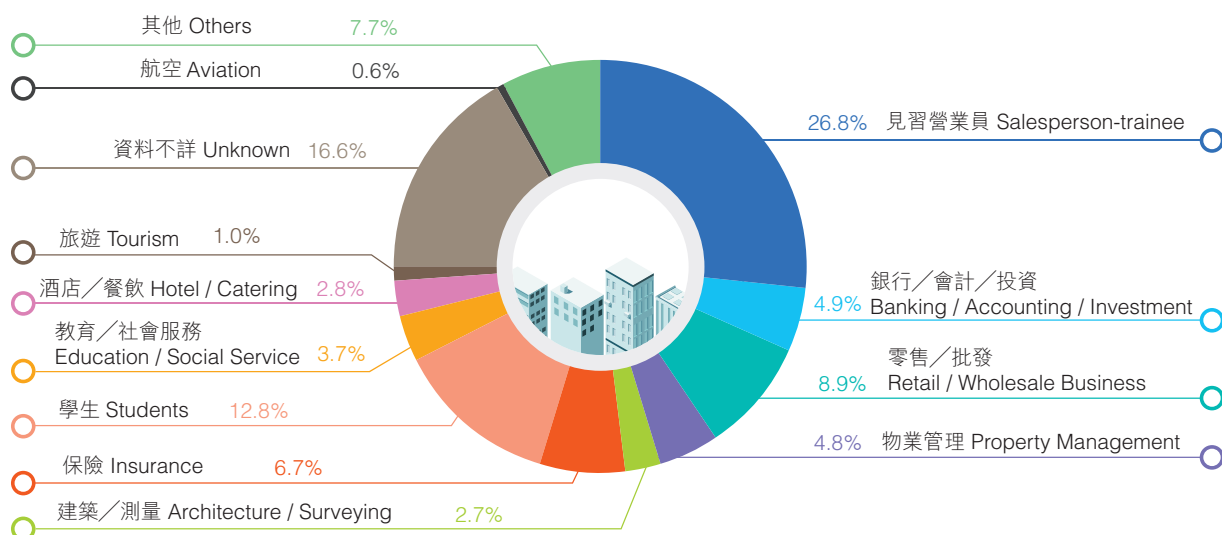
地產代理資格考試

Estate Agents Qualifying Examination



營業員資格考試

Salespersons Qualifying Examination

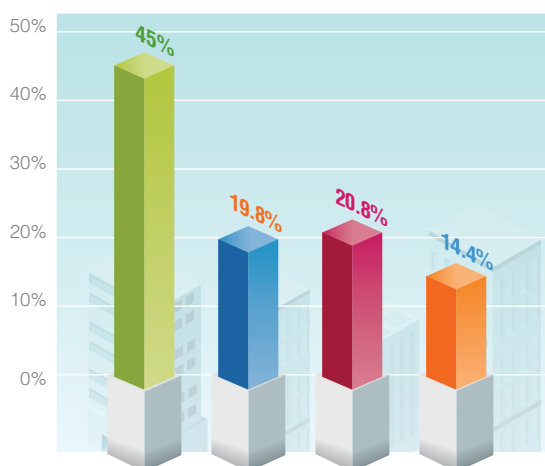




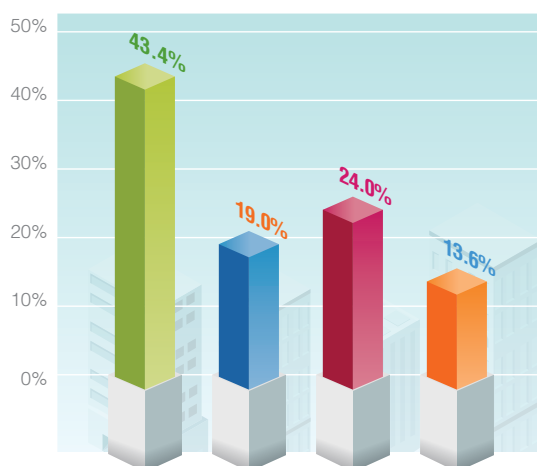
考生參加考試的次數

Number of attempts by candidates at examinations

地產代理資格考試 EAGE



營業員資格考試 SQE



首次應考
First attempt



第二次應考
Second attempt



第三次或以上應考
Third attempt or above



資料不詳
Unknown

發牌

發牌制度

除《地產代理條例》及其附屬法例規定的某些例外情況外，任何在香港從事地產代理工作的人士，必須持有有效的牌照，否則會觸犯法例。

在發牌制度下，牌照分為兩種，分別為營業員牌照及地產代理牌照。營業員牌照僅會批予個人；而地產代理牌照則可批予個人或公司。

持有營業員牌照的個人只可為持牌地產代理從事地產代理工作，而持有地產代理牌照的個人則可為持牌地產代理從事地產代理工作或以獨資經營者、合夥經營的合夥人或持有地產代理牌照的公司董事身份從事地產代理工作。他亦可被委任為地產代理轄下某一營業地點的經理，負責有效及獨立控制其業務¹。

Licensing

Licensing regime

Subject to certain exceptions as stipulated in the Estate Agents Ordinance (“EAO”) and its subsidiary legislation, any person who carries out estate agency work in Hong Kong must hold a valid licence. Failure to do so is an offence.

Under the licensing regime, there are two types of licences, namely, salesperson’s licence and estate agent’s licence. A salesperson’s licence may only be granted to an individual while an estate agent’s licence may be granted either to an individual or a company.

An individual holding a salesperson’s licence may only perform estate agency work for a licensed estate agent, whereas a holder of an estate agent’s licence may perform estate agency work either for a licensed estate agent or in his/her capacity as a sole proprietor, a partner of a partnership, or a director of a company holding an estate agent’s licence. He may also be appointed as a manager of an office of an estate agency business responsible for its effective and separate control¹.

¹ 《地產代理條例》第38條規定，地產代理轄下的每個營業地點，須由一名經理有效和獨立的控制，而該名經理必須為地產代理(個人)牌照的持有人。

¹ Section 38 of the EAO requires each office of an estate agency business to be under the effective and separate control of a manager who must be a holder of an estate agent’s licence (individual).

提升把關

Advances in Gatekeeping

地產代理在某個地點以特定營業名稱經營地產代理業務前，必須向監管局申請批予營業詳情說明書。

任何個人必須符合以下要求，方可獲發地產代理牌照或營業員牌照：

- 年滿18歲；
- 完成中學五年級或同等程度的教育；
- 在相關的資格考試中考獲合格成績¹；及
- 被監管局認為是持牌的「適當人選」。

牌照數字

在2023/24年度，個人持牌人數目減少，而公司持牌人數目則略有增加。截至2024年3月31日，個人牌照的總數跌至39,116個，較上年度減少4.8%。在這些持牌人士中，20,974人持有營業員牌照，18,142人持有地產代理（個人）牌照。然而相比上年度，公司牌照數目增加1.2%至4,012個。

營業詳情說明書的總數亦錄得跌幅，由2022/23年度的7,092個減少至2023/24年度的6,831個（即減幅為3.7%）。

在2023/24年度，監管局共批出1,691個新申領的個人牌照，較上年度減少28%。

Before operating an estate agency business at a particular place of business using a particular business name, an estate agent is required to apply for a statement of particulars of business (“SPOB”).

To be granted an estate agent’s licence or a salesperson’s licence, an individual must fulfill the following requirements:

- having attained the age of 18 years;
- having completed an educational level of Form Five of secondary education or its equivalent;
- having passed the relevant qualifying examination¹; and
- having been considered by the EAA a “fit and proper” person.

Licensing figures

In the year of 2023/24, the population of individual licensees declined while the number of company licensees increased slightly. As at 31 March 2024, the total number of individual licences fell to 39,116, representing a decrease of 4.8% over that of the previous year. Among these individual licences, 20,974 were salesperson’s licences and 18,142 were estate agent’s licences (individual). However, compared with the previous year, the number of company licences increased by 1.2% to 4,012.

The total number of SPOBs also recorded a drop, from 7,092 in 2022/23 to 6,831 in 2023/24 (i.e. 3.7%).

In 2023/24, 1,691 new individual licences were granted, a decrease of 28% compared to that of the previous year.



在2023/24年度，監管局共批出1,691個新申領的個人牌照，較上年度減少28%。
In 2023/24, 1,691 new individual licences were granted, a decrease of 28% compared to that of the previous year.

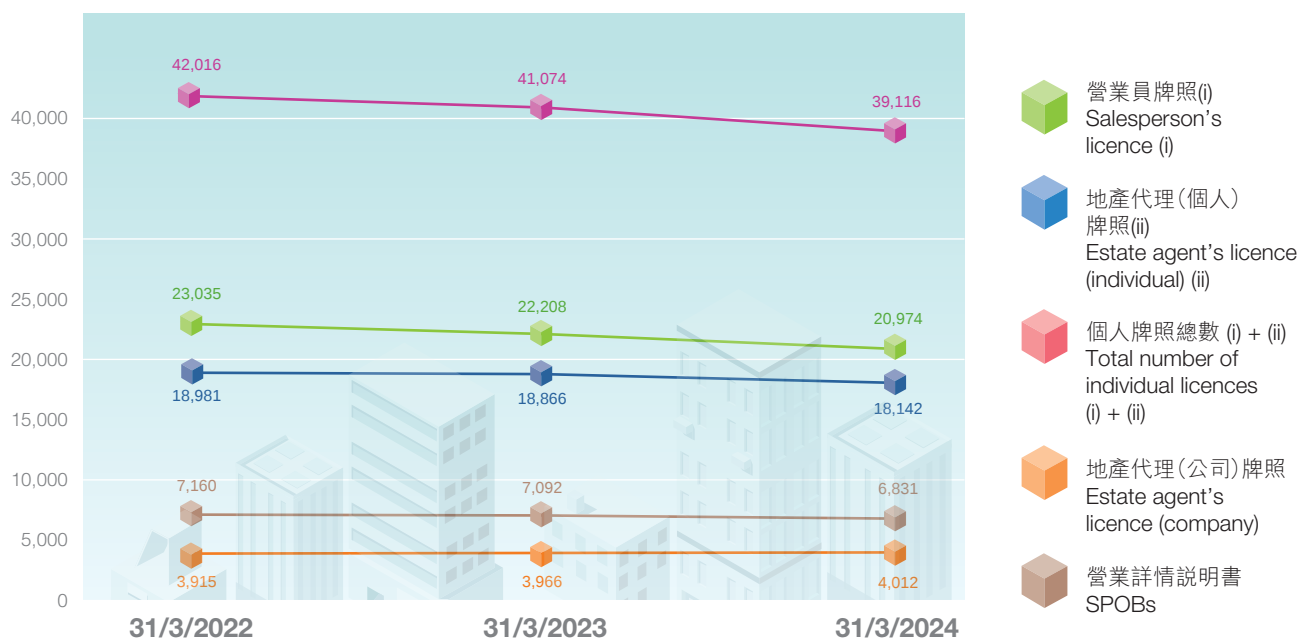
¹ 申請人必須於提交牌照申請當日起計的前12個月內在資格考試中考獲合格成績

¹ The qualifying examination must have been passed within 12 months immediately before the date of an application for the grant of a licence.



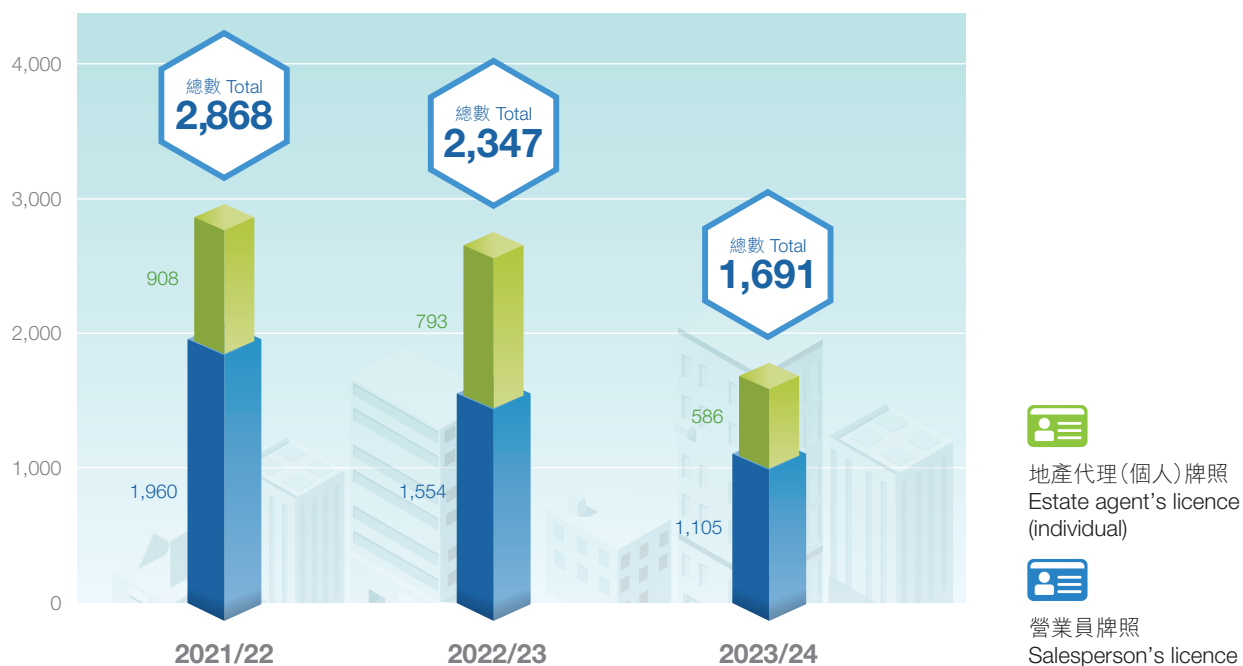
過往三年牌照及營業詳情說明書數目

Number of Licences and SPOBs in the Past Three Years



過往三年新批出的個人牌照數目

New Licences (Individual) Granted in the Past Three Years



提升把關

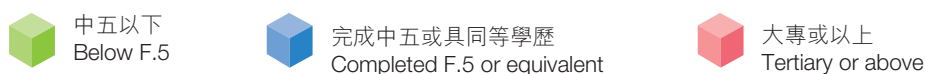
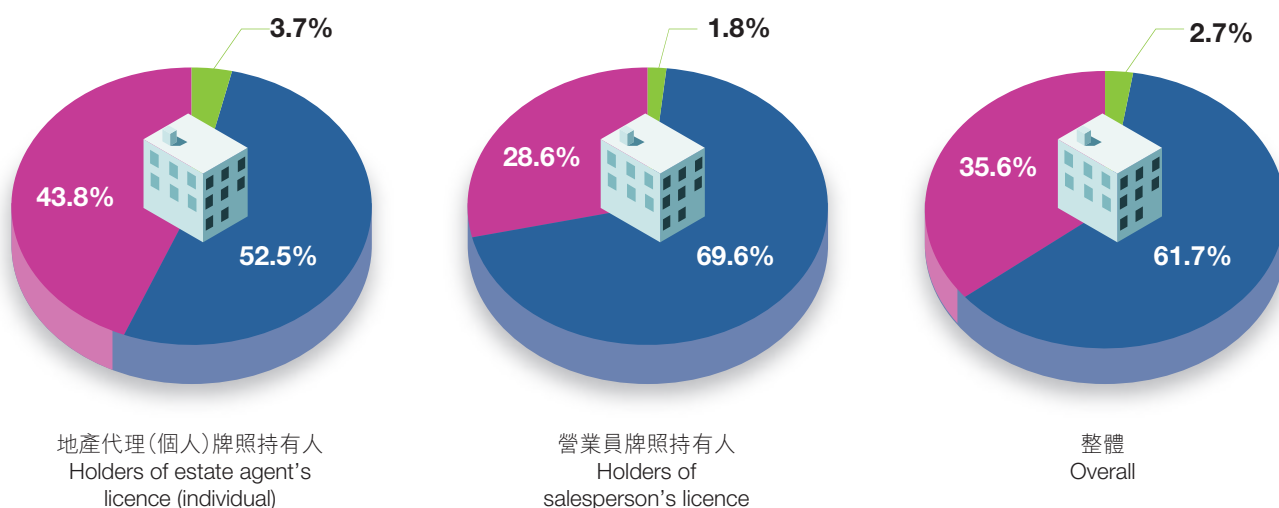
Advances in Gatekeeping

個人持牌人的背景

Background of individual licensees

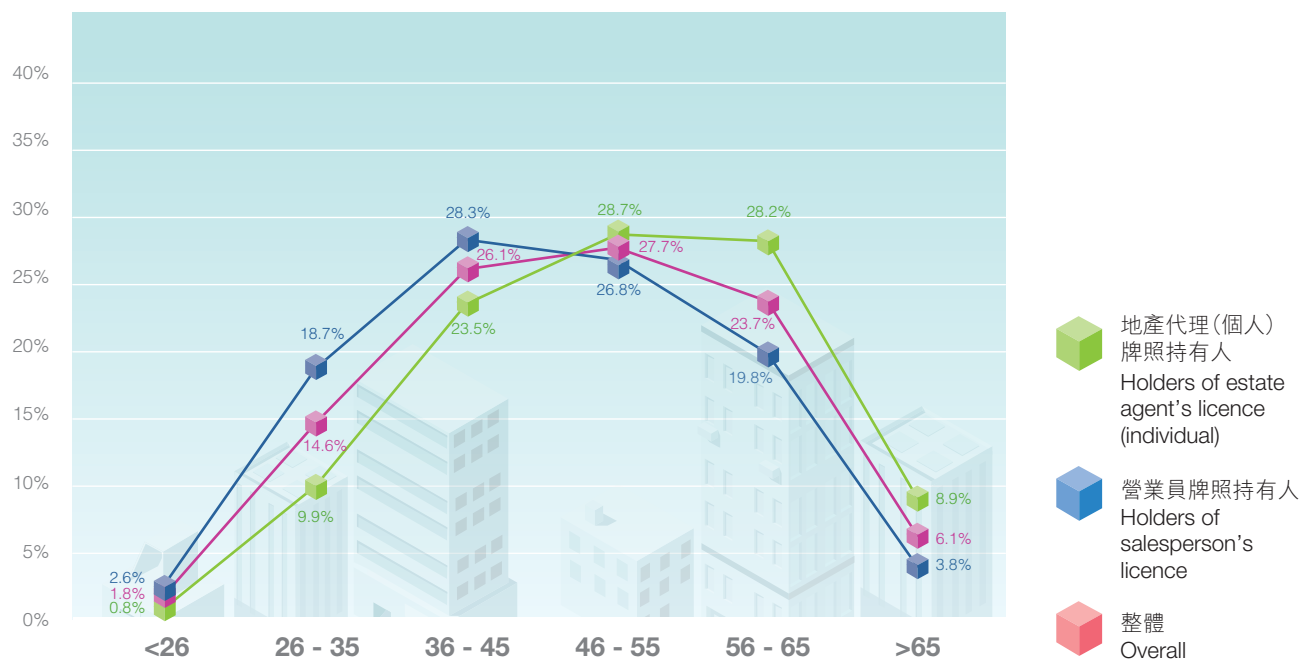
持牌人的學歷水平(截至2024年3月31日)

Educational Level of Licensees (as at 31/3/2024)



持牌人的年齡(截至2024年3月31日)

Age of Licensees (as at 31/3/2024)





持牌人所選擇的通訊語言(截至2024年3月31日)

Licensees' Choice of Language in Communication (as at 31/3/2024)

	中文 Chinese	英語 English
地產代理(個人)牌照持有人 Holders of estate agent's licence (individual)	88.3%	11.7%
營業員牌照持有人 Holders of salesperson's licence	95.1%	4.9%
整體 Overall	91.9%	8.1%

地產代理業務的經營概況

一如既往，2023/24年度大多數地產代理屬於小規模的經營者。截至2024年3月31日，95.9%的地產代理業務經營者只開設一間店舖，而同時經營五間店舖或以上的只佔少於1%。

Operations of estate agency business

As usual, most of the estate agencies operated in 2023/24 were small scale operators. As at 31 March 2024, 95.9% of estate agency operators operated as a single shop and less than 1% had five or more shops.

代理業務的經營模式(截至2024年3月31日)

Mode of Operation of Estate Agency Businesses (as at 31/3/2024)

經營模式 Mode	營業詳情 說明書數目 No. of SPOBs
有限公司經營* Limited companies*	5,238
合夥經營 Partnerships	159
獨資經營 Sole proprietorships	1,434
營業詳情說明書總數 Total SPOBs	6,831

* 由4,012個公司持牌人經營

* Operated by 4,012 company licensees

提升把關

Advances in Gatekeeping

代理業務的規模 (截至2024年3月31日)

Size of Operation of Estate Agency Businesses (as at 31/3/2024)

店舖數目* Number of shops*	1	2	3	4	5-10	11-20	21-30	>30
經營者 Operator								
有限公司經營 Limited companies	3,815	124	40	10	16	2	1	4
合夥經營 Partnerships	145	5	0	1	0	0	0	0
獨資經營 Sole proprietorships	1,376	23	1	1	1	0	0	0
小計 Sub-total	5,336	152	41	12	17	2	1	4

* 即營業詳情說明書

* i.e. SPOBs

不符合發牌條件

牌照申請人必須符合若干發牌條件方可獲發牌照。倘若牌照申請人未能符合任何一項發牌條件，監管局將會拒絕其牌照申請。在2023/24年度，監管局共拒絕了53宗牌照申請，原因包括：申請人未能符合有關的學歷要求，或不被視為獲批牌照的「適當人選」(例如破產或因刑事罪行被定罪)。

即使已獲發牌照，倘若持牌人不再符合繼續持有牌照的資格，其牌照亦可能被撤銷。年內，監管局牌照委員會共撤銷了37個牌照，原因是有關持牌人不再符合發牌條件。

Failure to meet the licensing requirements

A licence applicant must have fulfilled certain requirements in order to be granted a licence. If a licence applicant fails to meet any of the licensing requirements, his/her licence application will be refused. In 2023/24, a total of 53 applications were refused for different reasons, such as applicants were considered not having the required educational qualifications or not being considered “fit and proper” persons to be granted a licence (e.g. bankruptcy or conviction of a criminal offence).

Even if a licence has been granted, a licensee’s licence may be revoked if he/she is no longer eligible to continue to hold a licence. During the year, a total of 37 licences were revoked by the Licensing Committee as the relevant licensees no longer met the licensing requirements.

牌照委員會向持牌人採取的行動

Actions Taken Against Licensees by the Licensing Committee

行動類別 Types of Actions	2021/22	2022/23	2023/24
在牌照上附加條件 Attachment of conditions to licence	87	84	54
暫時吊銷牌照 Suspension of licence	0	1	0
撤銷牌照 Revocation of licence	32	41	37



網上申請牌照

已於監管局網站註冊電子服務賬戶的個人持牌人，或牌照失效不多於24個月的前個人牌照持有人，可於網上遞交牌照申請。年內，監管局收到共26,868份個人持牌人或前持牌人的牌照申請，其中有65.5%（即17,594份牌照申請）經網上遞交。

監管局於2024年3月下旬推出公司牌照網上續期或重新申請的先導計劃，容許現時及前公司牌照的持有人經其持牌代表透過監管局網站的電子服務賬戶為相關公司提出牌照申請。

Online application for licences

Individual licensees and former licensees whose individual licences have ceased to be valid for not more than 24 months may submit their licence applications online if they have registered an e-Service account at the EAA's website. During the year, among the 26,868 licence applications received from current and former holders of individual licences, 65.5% (i.e. 17,594 licence applications) were submitted online.

The EAA launched a pilot programme in late March 2024 to enable online submission of application for renewal and re-application of company licences. Licensed representatives of current and former company licensees may make an application on the relevant company's behalf through their e-Service accounts at the EAA's website.

積極執法

Proactive in Law Enforcement





操守與規例

規例簡介

根據《地產代理條例》成立的監管局，獲賦予的權力包括規管與管制地產代理及營業員的執業，及採取其認為適當或需要的行動，以促使地產代理及營業員行事持正及稱職，或維持或提升他們的地位。從事地產代理工作之地產代理及營業員必須遵從所有《地產代理條例》及其附屬法例、由監管局發出的《操守守則》及執業通告內的所有適用指引。

發出執業通告

監管局不時檢視業界的執業手法及發出執業通告，並提供指引予業界依循，使持牌人能夠遵從他們在法律下的責任。年內，監管局共發出兩份執業通告，細節如下。

通告編號23-01 (CR)

為應對財務行動特別組織在上一輪對香港進行的相互評估中所發現的與洗錢和恐怖分子資金籌集相關的風險及漏洞，以及協助持牌人遵守《2022年打擊洗錢及恐怖分子資金籌集(修訂)條例》下與地產代理行業有關的修訂，監管局發出了一份新執業通告，並於2023年6月1日生效。

該執業通告更新了地產代理行業在遵守反洗錢及打擊恐怖分子資金籌集規定的指引，主要包括引入不同類別的政治人物、修訂與信託相關的「實益擁有人」定義，以及在客戶沒有為識別和核實其身分而現身的情況下，容許以數碼識別系統來協助進行客戶盡職審查。

為協助業界更好地理解 and 遵守有關的最新規定，監管局在其網站上提供了一套已更新的「問與答」、「身分核實表格」範例及「持牌人的清單」，供業界參考。

Ethics and Regulations

Introduction of regulations

The EAA established under the Estate Agents Ordinance (“EAO”) is tasked to, inter alia, regulate and control the practice of estate agents and salespersons and to take such actions as the EAA considers appropriate or necessary to promote the integrity and competence amongst, or maintain or enhance the status of, estate agents and salespersons. Estate agents and salespersons must observe and comply with all the relevant provisions in the EAO and its subsidiary legislation, the *Code of Ethics* and all the applicable guidelines set out in the practice circulars issued by the EAA when they carry out estate agency work.

Issuance of practice circulars

The EAA reviews the practices of the trade and issues practice circulars to provide guidelines on estate agency practice from time to time, to enable licensees to comply with their duties under the law. During the year, two circulars were issued as described below.

Circular No. 23-01 (CR)

In order to address the risks and gaps associated with money laundering and terrorist financing identified during the last round of mutual evaluation on Hong Kong conducted by the Financial Action Task Force and assist licensees to comply with the miscellaneous amendments relevant to the estate agency sector under the Anti-Money Laundering and Counter-Terrorist Financing (Amendment) Ordinance 2022, the EAA issued a new practice circular, which came into effect on 1 June 2023.

The practice circular updated the guidelines on compliance of anti-money laundering and counter-terrorist financing requirements for the estate agency sector. Some of the major changes in the practice circular included the introduction of different types of politically exposed person; amendment of the definition of “beneficial owner” in relation to a trust; and permission to use digital identification systems to assist the conduct of customer due diligence in situations where a customer is not physically present for customer identification and verification purposes.

To assist the trade to better understand and comply with the latest requirements, a set of updated “Questions and Answers”, “Sample Identity Verification Forms” and a “Checklist for Licensees” were provided at the EAA’s website for the trade’s reference.



通告編號23-02 (CR)

由於對港人購買境外物業的關注持續，且部分香港境外未建成物業（「境外未建成物業」）的銷售是透過持牌地產代理處理，為了在監管局的職權範圍內加強對消費者的保障及提升其在購買境外未建成物業時委託持牌地產代理的信心，監管局發出了一份新執業通告，並於2024年7月1日生效。

該執業通告優化了舊指引，進一步提升持牌人的專業水平。執業通告的部分新規定包括：持牌人取得的法律意見必須由境外未建成物業所在地的執業律師（而非其他人士）發出，並涵蓋對賣方和境外未建成物業的盡職審查，以及一些關鍵資料，如境外未建成物業的批准用途及用途限制，以及是否有任何機制保障買方所支付的訂金或部分付款等。此外，該執業通告規定銷售境外未建成物業的廣告及宣傳物品必須包含某些資訊，而該些資訊必須以指定方式呈示或展示，以便消費者識別廣告及宣傳物品是否由持牌地產代理發出。

為提高業界對執業通告規定的理解，監管局在其網站上提供了一套相關的「問與答」及一份在不同類型的境外未建成物業廣告及宣傳物品中的呈示要求的「摘要清單」，供業界參考。

發出致持牌人函件

為提醒持牌人在從事地產代理工作時需遵守相關法律及規例，以及提醒他們留意與其執業相關的最新政府措施及／或文件，監管局在年內向持牌人共發出了六封致持牌人函件，其中一些例子如下列所述。

因應政府就物業市場的措施，監管局發出致持牌人函件，提醒他們有關住宅物業印花稅的安排、撤銷所有住宅物業需求管理措施之安排，以及香港金融管理局對物業按揭貸款逆周期宏觀審慎監管措施及其他相關監管要求的調整。

Circular No. 23-02 (CR)

As Hong Kong people buying properties outside Hong Kong remained a going concern and some uncompleted properties situated outside Hong Kong (“UPOH”) continued to be handled by licensed estate agents, to strengthen consumer protection within the EAA’s purview and enhance consumers’ confidence in engaging licensees in their purchase of UPOH, the EAA issued a new practice circular, which came into effect on 1 July 2024.

The practice circular enhanced the previous guidelines and further promoted the professionalism of licensees. Some of the new requirements in the practice circular included the legal opinion to be obtained by licensees must be issued by a lawyer (as opposed to other persons) practising in the place where the UPOH is situated, covering due diligence on the vendor and the UPOH and certain key information, such as the permitted user and user restrictions of the UPOH; and whether there is any mechanism in place to safeguard the deposits or part payments made by the purchasers etc. Also, the practice circular required that the UPOH advertisements and promotional materials must include certain information which must also be presented or displayed in a specific manner, for consumers’ easy identification if the advertisements and promotional materials are issued by licensed estate agents or not.

To enhance the trade’s understanding of the requirements in the practice circular, a set of related “Questions and Answers” and a “Summary Checklist” with respect to the presentation requirements for different types of UPOH advertisements and promotional materials were posted on the EAA’s website for the trade’s reference.

Issuance of Letters to Licensees

With a view to reminding licensees of the requirements under the relevant laws and regulations when carrying out estate agency work and to draw their attention to the updates on certain Government measures and/or documentation which may be relevant to their practices, the EAA issued six Letters to Licensees during the year, of which some are highlighted below.

In view of the Government’s initiatives in relation to the property market, the EAA issued Letters to Licensees to draw their attention to the stamp duty arrangements for residential properties; the cancellation of all demand-side management measures for residential properties; and the adjustments to the countercyclical macro prudential measures for mortgage loans and other related supervisory requirements by the Hong Kong Monetary Authority.

積極執法

Proactive in Law Enforcement

有關放寬資助出售單位的按揭安排，監管局亦發出致持牌人函件，通知他們新的安排及相關放寬措施將適用於在一手及二手市場出售的資助出售房屋單位，並提醒他們不可向資助出售房屋單位的買家提供任何不準確或具誤導性的資訊。

鑑於對出售違反居住規定的資助出售房屋單位的關注，監管局發出致持牌人函件，提醒持牌人切勿參與任何銷售涉及資助出售房屋單位的業主違反居住規定的資助出售房屋單位。同時，提醒持牌人在推銷資助出售房屋單位時，必須準確地描述該單位及避免胡亂使用「清水樓」一詞或其他類似的術語。

投訴與巡查

處理投訴與查詢

監管局共接獲201宗投訴，較2022/23年度的254宗投訴減少21%。減少的主因是有關香港境外物業的投訴大幅減少所致(下跌77%，由62宗減少至14宗)。

局方接獲的201宗投訴的指稱主要涉及發出違規廣告、不妥善處理臨時買賣合約(或臨時租約)，以及提供不準確的物業資料。

最常見的投訴類別為發出違規廣告。目前，網上廣告仍然是物業市場的主流，2023/24年度有關發出違規網上廣告的投訴佔所有違規廣告投訴總數的72%。

With respect to the relaxation of mortgage arrangements for subsidised sale flats ("SSFs"), the EAA issued a Letter to Licensees to inform them about the new arrangements and that the relaxation will be applicable to SSFs sold on both primary and secondary markets and they must not provide any inaccurate or misleading information to purchasers of SSFs.

In light of concerns regarding the sale of SSFs which have breached the live-in requirements, the EAA issued a Letter to Licensees to remind them not to participate in any sale of SSFs where the owner has breached the live-in requirements. Also, licensees were reminded to accurately describe the SSFs and refrain from using the term "unmodified flats" (「清水樓」) or similar terms recklessly in their promotion of the sale of SSF.

Complaints and Inspections

Complaints and enquiries handling

The EAA received 201 complaints, a decrease of 21% from 254 complaints in 2022/23. The decrease was mainly attributed to a significant decrease in the complaints regarding properties situated outside Hong Kong (a decrease of 77%, from 62 to 14).

Among the 201 complaints received, key allegations included issuing non-compliant advertisements, mishandling of provisional agreements for sale and purchase (or provisional tenancy agreements), and providing inaccurate property information.

Non-compliant advertisements were the most common type of complaints. Currently, advertising online remains the mainstream in the property market, and non-compliant online advertising complaints constituted 72% of the total non-compliant advertisement complaints in 2023/24.



監管局於2023/24年度共接獲201宗投訴，較2022/23年度的254宗投訴減少21%。

In 2023/24, the EAA received 201 complaints, a decrease of 21% from 254 complaints in 2022/23.



年內，監管局採取多項措施打擊違規廣告，透過資訊科技的協助，對網上物業平台進行合規巡查及網絡監察等。經過不斷努力，針對網上廣告的投訴亦相應減少，由2021/22年度的87宗、2022/23年度的52宗減少至2023/24年度的44宗。監管局將繼續監察情況並果斷執法。

年內，監管局亦收到4,402宗有關地產代理執業手法的查詢，並就899宗查詢採取相關的跟進行動。

In the year, the EAA took various measures to tackle the issue of non-compliant advertisements, such as conducting spot-checks and cyber patrols on property online platforms with the aid of IT technology. The continual efforts have resulted in a consequential decrease in complaints against online advertisements, from 87 in 2021/22, 52 in 2022/23 to 44 in 2023/24. The EAA will continue to monitor the situation and take effective enforcement actions.

In the year, the EAA also received 4,402 enquiries on estate agency practices, and in response to those enquiries, the EAA took follow-up actions on 899 enquiries.

投訴個案

Complaint Cases

個案數目 Number of Cases	2021/22	2022/23	2023/24
開立的個案 Opened	285	254	201
已完成的個案* Completed*	278	217	316

* 年內完成的個案部分為往年接獲的個案，當中包括表面證據成立並轉介予紀律委員會處理的個案，以及由投訴部及行動部處理的表面證據不成立的個案。

* Some cases completed in a year were brought forward from previous years. The figures include cases with prima facie evidence referred to and dealt with by the Disciplinary Committee and cases without prima facie evidence disposed of by the Complaints and Enforcement Sections.

已完成的個案結果* Results of Cases Completed*	2021/22	2022/23	2023/24
指稱成立 [△] Substantiated [△]	111	131	185
指稱不成立 Unsubstantiated	95	36	70
資料不足 Insufficient information to pursue	19	13	24
其他 [#] Others [#]	53	37	37
總數 Total	278	217	316

* 年內完成的個案部分為往年接獲的個案，當中包括表面證據成立並轉介予紀律委員會處理的個案，以及由投訴部及行動部處理的表面證據不成立的個案。

[△] 如個案中所涉及任何一項指稱被分類為「指稱成立」，該已完成處理的個案即會被歸類為「指稱成立」。

[#] 包括擱置處理、取消投訴或因其他原因而終止處理的個案。

* Some cases completed in a year were brought forward from previous years. The figures include cases with prima facie evidence referred to and dealt with by the Disciplinary Committee and cases without prima facie evidence disposed of by the Complaints and Enforcement Sections.

[△] A completed case will be classified as "Substantiated" if any of the allegations involved therein has been concluded as "Substantiated".

[#] Include cases which were curtailed, withdrawn or closed due to other reasons.

積極執法

Proactive in Law Enforcement

合規巡查及調查

由於2023/24年度的樓市淡靜，推出市面的一手住宅項目較少。年內，監管局對一手樓盤銷售地點的巡查次數較2022/23年度減少37%（由1,155次減少至725次），而對地產代理商舖進行的合規巡查及網上廣告抽查次數則分別輕微減少12%（由916次減少至810次）以及18%（由1,499次減少至1,223次）。此外，監管局針對反洗錢及反恐怖分子資金籌集規定進行了1,186次合規巡查，較上年的1,305次減少9%。

合規巡查／抽查

Compliance Inspections/Spot Checks

巡查／抽查次數 Number of Inspections/Spot Checks	2021/22	2022/23	2023/24
一手樓盤銷售地點* First-sale sites*	1,280	1,155	725
地產代理商舖 Agency shops	766	916	810
有關反洗錢及反恐怖分子資金籌集規定 About AML/CTF requirements	1,311	1,305	1,186
網上廣告 Online advertisements	1,101	1,499	1,223

* 包括樓盤所在處、樓盤銷售處及毗鄰區域。

Compliance inspections and investigations

The property market was quiet and fewer first-hand residential developments were launched into the market in 2023/24. In the year, the number of inspections conducted for first-sale sites decreased by 37% (from 1,155 to 725) as compared with 2022/23, whereas the respective numbers of compliance inspections at agency shops and spot checks on online advertisements slightly decreased by 12% (from 916 to 810) and 18% (from 1,499 to 1,223) respectively. Compliance checks for Anti-Money Laundering (“AML”)/Counter-Terrorist Financing (“CTF”) requirements also decreased by 9% (from 1,305 to 1,186).

經巡查和抽查後，監管局開立了101宗可疑違規個案，以供進一步調查。同時，監管局亦完成了138宗調查個案。

Subsequent to inspections and spot checks, 101 suspected non-compliant cases were opened for further investigation. During the same period, investigations into 138 cases were completed.

巡查／抽查發現的違規個案

Non-compliant Cases Arising from Inspections/Spot Checks

個案數目 Number of Cases	2021/22	2022/23	2023/24
開立的個案 Opened	160	110	101
已完成的個案* Completed*	169	161	138

* 年內完成的個案部分為往年接獲的個案，當中包括表面證據成立並轉介予紀律委員會處理的個案，以及由投訴部及行動部處理的表面證據不成立的個案。

* Some cases completed in a year were brought forward from previous years. The figures include cases with prima facie evidence referred to and dealt with by the Disciplinary Committee and cases without prima facie evidence disposed of by the Complaints and Enforcement Sections.

因應《業主與租客（綜合）條例》第IVA部生效，監管局於2022年向持牌人發出了執業通告（編號22-01(CR)），提供在處理劏房租賃時的相關指引。在2023/24年度，為進一步加強持牌人對該執業通告的了解，監管局到訪277間地產代理商舖作教育性巡查。

In response to the taking effect of Part IVA of the Landlord and Tenant (Consolidation) Ordinance, the EAA issued a practice circular (Circular No. 22-01 (CR)) in 2022 to provide guidelines for licensees to follow when handling the letting of subdivided units. In 2023/24, the EAA continued to strengthen the licensees' conversance with the practice circular by paying educational visits to 277 agency shops.



監管局亦分別於2023年7月及8月聯同差餉物業估價署進行兩次聯合教育行動，共到訪旺角及深水埗合共58間地產代理商舖。

此外，監管局於2023年9月推出了《地產代理良好處理劏房租賃約章》，鼓勵地產代理行業多走一步，透過約章展現出專業精神，協助業主和租客理解及遵守劏房租賃的相關要求。目前已有超過100間地產代理商舖簽署了該約章。

對涉嫌向監管局作出虛假聲明或提供虛假資料的持牌人／牌照申請人的調查

在2023/24年度，監管局對60宗牌照申請進行調查，懷疑申請人在牌照申請或牌照續期過程中作出虛假陳述或提供虛假資料，涉嫌觸犯《地產代理條例》內訂明的刑事罪行。年內，監管局向警方轉介了16宗可疑個案，以進行刑事調查。

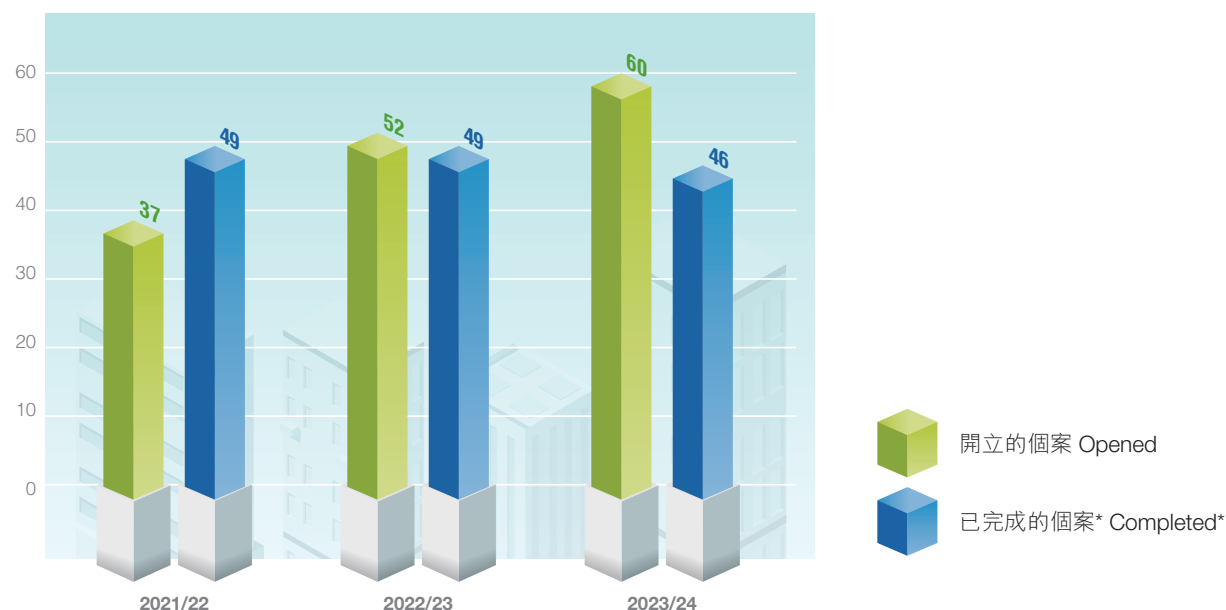
Besides, the EAA also conducted two joint educational operations with the Rating and Valuation Department in July and August 2023 respectively, in which a total of 58 agency shops in Mong Kok and Sham Shui Po were visited.

In addition, the EAA launched the “Charter on Good Practice of Estate Agents in Handling Subdivided Unit Tenancy” in September 2023 to encourage the estate agency trade to go the extra mile and display their professionalism by signing the Charter to assist landlords and tenants in understanding and complying with the relevant requirements of tenancy control on subdivided units. Over 100 estate agency shops have already signed the Charter.

Investigations into licensees/licence applicants suspected of making false statements or furnishing false information to the EAA

In 2023/24, the EAA conducted investigations into 60 licence applications in which the applicants were suspected of making false statements or furnishing false information in their licence application or licence renewal process, which is an offence under the Estate Agents Ordinance. In the year, the EAA referred 16 suspicious cases to the Police for criminal investigations.

個案數目 Number of Cases



* 年內完成的個案部分為往年接獲的個案。

* Some cases completed in a year were brought forward from previous years.

打擊物業交易中洗錢及恐怖分子資金籌集的風險

2022年《反洗錢(修訂)條例》的相關法例修訂已於2023年6月1日生效，監管局因此修訂了反洗錢及反恐怖分子資金籌集的相關指引，並發出了新執業通告(編號23-01(CR))。在2023/24年度，除了持續專業進修計劃下的課程和網上學習活動外，監管局繼續進行外展教育活動(於2021年推出)，以面授方式向風險較低的地產代理公司提供有關反洗錢及反恐怖分子資金籌集要求的相關指導。透過這些外展教育活動，監管局提醒那些規模較小及資源有限的較低風險公司須留意新執業通告內相關指引的修訂。監管局將不遺餘力，繼續監察持牌人遵守反洗錢及反恐怖分子資金籌集規定的合規情況。

紀律行動

紀律研訊

倘若監管局行政總裁有理由相信任何持牌人沒有遵守《地產代理條例》及／或其附屬法例；或沒有資格持有或繼續持有牌照；或沒有遵守附加於其牌照上的任何指明的條件，行政總裁可向監管局紀律委員會提出呈述，以決定是否就該個案進行研訊。

紀律委員會是一個根據《地產代理條例》成立的常設委員會，負責接受、考慮及查究投訴以及行政總裁所呈述的個案。倘若紀律委員會在紀律研訊後認為有關的投訴或呈述成立，可行使紀律制裁權，當中包括訓誡或譴責有關持牌人、將條件附加於有關牌照上或更改附加於其牌照上的條件、暫時吊銷或撤銷其牌照、判處罰款，以及作出支付費用的命令。

紀律委員會在2023/24年度內共判決了319宗個案。

2023/24年度判決的319宗個案中，312宗(即佔97.81%)的指稱成立。結果，共有336名持牌人被紀律處分，其中172名為個人持牌人¹，164名為公司持牌人。

同期，紀律委員會暫時吊銷了23個牌照，吊銷期由一星期至三個月不等。這些被處分的持牌人涉及作出違反專業操守的行為，例如履行職務時作出誤導性陳述或未有保障和促進客戶的利益。

Combatting money laundering and terrorist financing risks in property transactions

In light of the relevant legislative amendments made to the AML (Amendment) Ordinance 2022 which came into effect on 1 June 2023, the EAA revised the guidelines on AML/CTF and issued a new Practice Circular (Circular No. 23-01 (CR)). In 2023/24, alongside the CPD webinars and e-Learning, the EAA continued to run the outreach educational programme (launched in 2021) to provide face-to-face guidance on AML/CTF requirements to the lower-risk estate agencies. Through the outreach programme, the EAA drew to the particular attention of those lower-risk agencies, which are usually small-sized and with fewer resources, the changes in the revised guidelines set out in the new Practice Circular. The EAA will continue to spare no effort to promote and monitor the licensees' compliances with the AML/CTF requirements.

Disciplinary Actions

Inquiry hearings

If the Chief Executive Officer ("CEO") of the EAA has reasons to believe that a licensee has failed to comply with the EAO and/or its subsidiary legislation; or is not eligible to hold or continue to hold a licence; or has failed to comply with a specified condition attached to his/her licence, the CEO shall make a submission to the EAA's Disciplinary Committee for consideration if an inquiry hearing should be conducted.

The Disciplinary Committee, a standing committee established under the EAO, receives, considers and conducts inquiries into complaints and submissions by the CEO. If the Disciplinary Committee, after conducting an inquiry hearing, is satisfied that the complaint or submission is well-founded, it may exercise disciplinary powers including admonishing or reprimanding the licensee concerned, attaching/varying specified conditions attached to his/her licence, suspending/revoking his/her licence, imposing a fine and making a costs order.

In 2023/24, the Disciplinary Committee adjudicated 319 cases.

Out of the 319 adjudicated cases in 2023/24, 312 were substantiated (i.e. 97.81%). As a result, a total of 336 licensees were disciplined, among which 172 were individual licensees¹ and 164 were company licensees.

During the same period, 23 licences were suspended by the Disciplinary Committee for periods that ranged from one week to three months. Licensees disciplined were found to have been engaged in unprofessional conduct, such as misrepresentations or failure to protect and promote the interests of their clients when carrying out their duties.

¹ 包括地產代理公司的獨資經營者及合夥人。

¹ Including sole-proprietors and partners of estate agency firms.



在2023/24年度內，共有273名持牌人被罰款，金額由1,000元至300,000元不等。

In 2023/24, a total of 273 licensees were fined, with fines that ranged from \$1,000 to \$300,000.



模擬紀律研訊圖片。
A staged inquiry hearing.

公布研訊的裁決理由

監管局在其標題為「近期的紀律研訊結果」的網頁上公布最近的紀律研訊的裁決結果。在三年後（視乎個案的裁決日期而定），監管局會將所有在「近期的紀律研訊結果」中指稱成立的全面紀律研訊個案及其裁決理由，移至其標題為「過往的紀律研訊案件的裁決理由」的網頁，為期五年。

上述公布不但提高了監管局工作的透明度，亦能讓地產代理業界更了解監管局的紀律裁決及如何遵從《地產代理條例》，以減低日後出現類似違規行為的風險。長遠來說，監管局期望該公布將會有助於提升業界的專業水平。

同時，公布紀律研訊裁決理由亦能讓公眾明白監管局的紀律裁決，讓他們在使用持牌人服務時能作出知情的選擇。

Publication of reasons for the decisions of inquiry hearings

The EAA publishes results of recent inquiry hearings on its webpage titled “Recent Inquiry Hearing Results”. After a period of three years depending on the date of adjudication of the cases, the EAA will move all the substantiated full inquiry hearing cases and their reasons for decisions under “Recent Inquiry Hearing Results” to its webpage titled “Reasons for Decisions of Past Inquiry Hearing Cases” for a period of five years.

The aforesaid publication not only enhances the transparency of the EAA’s work, it also enables the estate agency trade to have a better understanding of the EAA’s disciplinary decisions and learn how to comply with the EAO, which helps reduce the risks of similar non-compliances in the future. In the long run, it is hoped that such publication will contribute to the improvement of the professional standard of the trade.

Publication of the reasons for disciplinary decisions also provides a way for the public to understand the EAA’s disciplinary decisions and enables consumers to make informed choices when they engage the services of licensees.

已舉行並作出裁決的紀律研訊次數

Number of Inquiry Hearings Held with Decision Handed Down

年份 Year	2021/22	2022/23	2023/24
研訊次數 Number of hearings	318	299	319

2023/24年度常見違規事項* Common Types of Non-compliance in 2023/24*		指稱宗數 Number of Allegations
1.	發出包含在要項上屬虛假或具誤導性資訊的廣告；未獲賣方／業主事先書面同意下發放廣告或發出違反賣方／業主指示的廣告 Issuing an advertisement with false or misleading information in a material particular; advertising without the vendor/landlord's prior written consent or in contravention of their instruction	159
2.	沒有在物業的廣告內清楚及可閱地述明相關物業編號及／或該廣告的發放／更新的日期；沒有就為賣方發出廣告的物業編配一個獨有的識別編號（「物業編號」）；沒有確保在所有有關該物業的廣告中清楚及可閱地述明相同的物業編號 Failing to state clearly, legibly and accurately in a property advertisement the property number concerned and/or the date on which the advertisement was issued/updated; failing to assign a unique identification number ("Property Number") to a property when issuing advertisements for the vendor for the property; failing to ensure that the same Property Number was stated clearly and legibly in all the advertisements of that property	69
3.	未經許可下在公共場所張貼廣告海報 Affixing advertising posters in public place(s) without permission	64
4.	提供不準確的物業或交易資訊；未有查核向客戶提供的物業或交易資訊之準確性；未有向客戶提供物業或交易資訊 Providing property or transactional information which is inaccurate; failing to verify the accuracy of property or transactional information provided to clients; failing to supply property or transactional information to clients	43
5.	在廣告內提供物業的樓面面積時未有遵守監管局所發出的指引 Failing to comply with the guidelines issued by the EAA when providing the floor area information of a property in an advertisement	38
6.	未有與客戶訂立地產代理協議 Failing to enter into an estate agency agreement with clients	29
7.	未有在廣告中清楚而顯眼地述明其地產代理牌照號碼或相關營業詳情說明書的號碼，以及在有關營業詳情說明書內述明的營業名稱 Failing to state clearly and conspicuously in the advertisement the number of its estate agent's licence or the relevant statement of particulars of business ("SPOB") and the business name as stated in the relevant SPOB	24
8.	未有按照訂明表格中所列明的指示和指引填寫該表格；未有在地產代理協議中清楚列明該協議有效期的屆滿日 Failing to complete a prescribed form in accordance with the directions and instructions specified in the form; failing to state clearly in an estate agency agreement the expiry date of its validity period	20



(續)
(continued)

2023/24年度常見違規事項* Common Types of Non-compliance in 2023/24*		指稱宗數 Number of Allegations
9.	未有為對其員工／下屬施加有效的控制設立妥善的程序或制度，以監督和管理其地產代理工作的業務 Failing to exercise effective control on employee(s)/subordinate(s) by establishing proper procedures or systems to supervise and manage the estate agency business	18
10.	未管有訂明的物業資料或未能確保持牌人管有的訂明物業資料準確無誤 Failing to possess prescribed property information or failing to ensure that the prescribed property information in the licensee's possession was accurate	18

* 部分紀律研訊個案或涉及超過一項違規事宜。

* There could be more than one type of non-compliances in some inquiry hearing cases.

向持牌人或前持牌人採取的行動* Actions Taken Against Licensees or Former Licensees*	2021/22	2022/23	2023/24
有關的持牌人或前持牌人數目 Number of licensees or former licensees involved	432	311	336
行動性質 ¹ Type of actions ¹			
訓誡／譴責 Admonishment/reprimand	313	312	338
罰款 Fine	265	253	273
在牌照上附加條件 ² Attachment of conditions to licence ²	206	182	168
暫時吊銷牌照 Suspension of licence	18	14	23
撤銷牌照 Revocation of licence	32 [△]	41 [△]	37 [△]

* 這些行動是根據《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。部分個案是從往年延續下來的個案。

* These actions were taken pursuant to powers under the EAO. Some actions were disciplinary in nature whereas others were decided by the Licensing Committee. Some cases were carried over from previous years.

¹ 在部分個案中，會對同一持牌人或前持牌人採取超過一項行動。

¹ In some cases, more than one action was imposed on the same licensee or former licensee.

² 部分條件於批出牌照時附加，其餘則隨後附加。

² Some conditions were attached upon the granting of licences while others were attached subsequently.

[△] 這些個案均由牌照委員會裁定，理由是持牌人不再符合相關的發牌條件。

[△] These cases were decided by the Licensing Committee on the ground that the licensees concerned no longer met the relevant licensing requirements.

知識傳播

Forward-looking
Approach in Knowledge
Dissemination





專業發展

為培養從業員追求終生進步及持續進修的文化，監管局於2005年推出自願性持續專業進修計劃，鼓勵持牌人透過計劃參與各類課程，學習各種實用技能，提升專業知識和能力。

第一階段強制性持續專業進修計劃

為提升業界的專業水平、形象及聲譽，監管局將透過從新持牌人開始，逐步實施持續學習要求。為此，監管局將於2025年首季推出第一階段強制性持續專業進修計劃。實施日期後通過監管局資格考試並取得相關牌照的人士，須在其牌照有效期屆滿前符合強制性持續專業進修計劃的相關要求，否則將會影響其申請牌照續期的資格。

自願性持續專業進修計劃

為提高持牌人對持續進修的興趣，持續專業進修計劃涵蓋廣泛的主題，主要分為兩個類別：「合規及有效管理」及「全面提升發展」。「合規及有效管理」涵蓋法律、合規要求及監督事項的主題；而「全面提升發展」則涵蓋提升持牌人全面發展及質素提升的主題。

持牌人可根據不同的興趣及需要，透過各種學習模式取得持續專業進修學分，例如網上研討會、網上培訓課程、面授講座、網上學習活動及網上個案研習等。同時，持牌人亦可在與地產代理行業相輔相成的領域，參與由具有廣泛認受性的專業學會所提供或認可的活動。

持續專業進修的嘉許獎勵

在自願性持續專業進修計劃下，每個持續專業進修活動均會按活動性質和學員的參與情況獲發學分。一般來說，持牌人每參與一小時的活動，便會獲發一個持續專業進修學分。於為期12個月的進修時段內取得至少12個持續專業進修學分的持牌人，則達到持續專業進修計劃的年度學分目標，並可獲頒發持續專業進修計劃嘉許獎章。自2013年10月1日開始的持續專業進

Professional Development

In 2005, the EAA introduced a voluntary Continuing Professional Development Scheme ("Voluntary CPD Scheme") with the aim of fostering licensees' lifelong pursuit of progress and fostering a culture of continuous learning. Licensees are encouraged to participate in a variety of courses under the Voluntary CPD Scheme, enabling them to acquire a diverse set of valuable skills that contribute to the development of their expertise and professional abilities.

The Phase I of Mandatory CPD Scheme

To enhance the trade's professional standard, image and reputation, the EAA will progressively impose a mandatory learning requirement, beginning with new licensees. Hence, the EAA is going to launch a new scheme in the first quarter of 2025 – the Phase I of Mandatory CPD Scheme. Individuals who are going to take and pass the qualifying examinations of the EAA and obtain relevant licences after the implementation date will be required to fulfil the mandatory CPD condition prior to the expiration of their licences, failing which their eligibility to apply for licence renewal would be affected.

The Voluntary CPD Scheme

The EAA incorporates a wide range of topics under the Voluntary CPD Scheme to stimulate licensees' interests. These topics are classified into two main categories: Compliance and Effective Management and All-round Advancement. Compliance and Effective Management encompass subjects related to law, compliance, and supervisory matters, while All-round Advancement includes subjects that promote competence and personal growth for licensees.

To cater to licensees' diverse interests and needs, CPD points can be earned through various learning methods. These methods include webinars, online training classes, face-to-face seminars, e-Learning programmes, e-Quizzes etc. Licensees also have the option to participate in activities offered or accredited by reputable professional associations in fields complementary to the estate agency trade, further motivating them and meeting their demands.

CPD attainment recognitions

Under the Voluntary CPD Scheme, points would be assigned to CPD activities based on their nature and the level of input required from the learner. Generally, a licensee will be awarded one point for every hour of CPD activities participated in. By earning at least 12 CPD points within a 12-month CPD period, licensees meet the annual CPD attainment target and can be awarded the CPD Attainment Symbol in recognition of their self-enrichment efforts and support for the CPD Scheme. Starting from 1 October 2013, licensees who achieve their CPD attainment targets for three and five consecutive CPD periods will also be awarded the



修時段起，持牌人若連續三個及五個進修時段達到持續專業進修計劃的學分目標，便可分別獲頒持續專業進修計劃優越嘉許獎章銀章（「銀章」）及持續專業進修計劃優越嘉許獎章金章（「金章」）。

此外，若營業詳情說明書的持有人有80%或以上的持牌僱員（包括分行經理）達到該計劃的年度學分目標，該店亦可獲頒發地產代理商舖專業進修嘉許獎章。從2023年開始，連續三個和五個進修時段獲得持續專業進修計劃學分目標的營業詳情說明書持有人亦將會分別獲得「地產代理商舖專業進修優越嘉許獎章－銀章」及「地產代理商舖專業進修優越嘉許獎章－金章」。

Premium CPD Attainment Silver Symbol (Silver Symbol) and Premium CPD Attainment Gold Symbol (Gold Symbol) respectively.

In addition, holders of the Statement of Particulars of Business (SPOB) will be awarded the CPD Mark for Estate Agencies if more than 80% of their licensed employees, including the branch manager, meet the annual CPD attainment target. Beginning in 2023, SPOB holders who have achieved the CPD mark for three and five consecutive CPD periods will also be granted the Premium CPD Marks – Silver CPD Mark and Gold CPD Mark respectively.

成就 Achievement	獎勵 Award	2023/24年度 得獎者數目 No. of awardees in 2023/24
在一個進修時段達到持續專業進修計劃的學分目標的持牌人 Licensees achieving CPD attainment target for one CPD period	持續專業進修計劃嘉許獎章 CPD Attainment Symbol	1,967
在連續三個進修時段達到持續專業進修計劃的學分目標的持牌人 Licensees achieving CPD attainment target for three consecutive CPD periods	銀章 Silver Symbol	451
在連續五個進修時段達到持續專業進修計劃的學分目標的持牌人 Licensees achieving CPD attainment target for five consecutive CPD periods	金章 Gold Symbol	182
有80%或以上持牌僱員（包括分行經理）達到持續專業進修計劃的學分目標的營業詳情說明書持有人 Holders of SPOB with over 80% of licensed employees (including the branch manager) having achieved the CPD attainment target	地產代理商舖專業進修嘉許獎章 CPD Mark for Estate Agencies	98
有80%或以上持牌僱員（包括分行經理）連續三個進修時段達到持續專業進修計劃的學分目標的營業詳情說明書持有人 Holders of SPOB with over 80% of licensed employees (including the branch manager) having achieved the CPD attainment target for three consecutive CPD periods	地產代理商舖專業進修 優越嘉許獎章－銀章 Silver CPD Mark	67
有80%或以上持牌僱員（包括分行經理）連續五個進修時段達到持續專業進修計劃的學分目標的營業詳情說明書持有人 Holders of SPOB with over 80% of licensed employees (including the branch manager) having achieved the CPD attainment target for five consecutive CPD periods	地產代理商舖專業進修 優越嘉許獎章－金章 Gold CPD Mark	31

知識傳播

Forward-looking Approach in Knowledge Dissemination

活動及參與次數

年內，監管局及其他主辦機構合共舉辦了826個持續專業進修活動並合共吸引了30,930人次參與。在826個活動中，有250場（佔活動總數的30%）由監管局舉辦，參與人次為12,808（約佔總參與人次的41%）。

Number of activities and enrolments

During the year, a total of 826 CPD activities were held by various organisers, including the EAA, with a total of 30,930 enrolments. Among the 826 activities, 250 (30% of the total number of activities) were organised by the EAA, with approximately 41% of the total enrolments, amounting to 12,808.

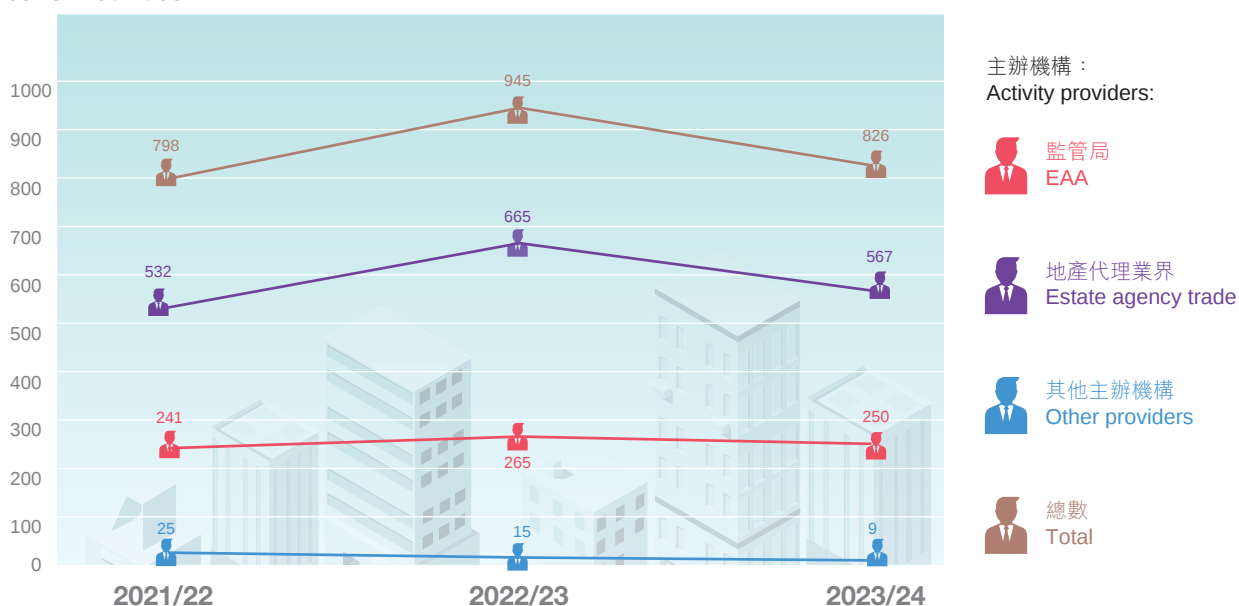
過往三年的持續專業進修活動

CPD Activities in the Past Three Years

主辦機構 Activity Providers	2021/22		2022/23		2023/24	
	活動數目 No. of Activities	參與人次 No. of Enrolments	活動數目 No. of Activities	參與人次 No. of Enrolments	活動數目 No. of Activities	參與人次 No. of Enrolments
監管局 EAA	241	10,524	265	13,342	250	12,808
地產代理業界 Estate agency trade	532	40,357	665	28,294	567	16,865
其他主辦機構 Other providers	25	1,801	15	1,173	9	1,257
總數 Total	798	52,682	945	42,809	826	30,930

活動數目

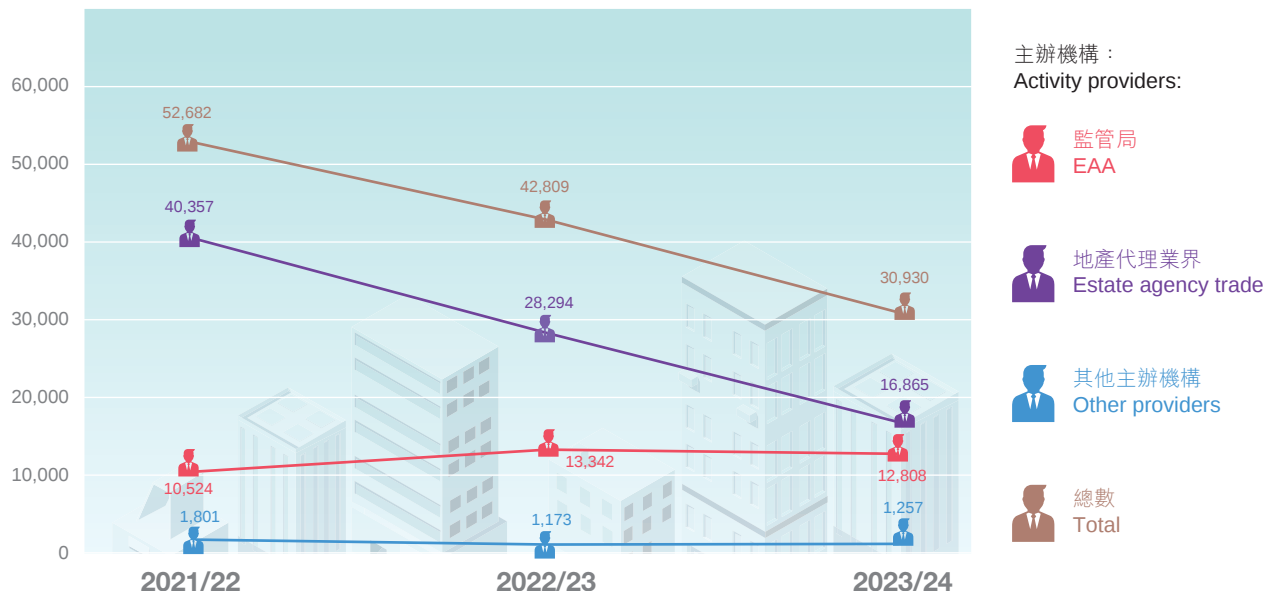
Number of Activities





參與人次

Number of Enrolments



活動摘要

跨界別講座

為促進地產代理從業員與其他界別的专业人士跨界別交流，監管局邀請了多個專業學會及不同的監管機構代表為持牌人舉辦講座，包括屋宇署、競爭事務委員會、機電工程署、平等機會委員會、香港綠色建築議會、香港建築師學會、香港設施管理學會、香港測量師學會、香港按揭證券有限公司、香港警務處、廉政公署、差餉物業估價署、皇家特許測量師學會、一手住宅物業銷售監管局及保安局。年內，監管局共舉辦了28場相關跨界別活動，合共吸引2,455人次參與。

Highlights of activities

Cross-discipline seminars

In order to encourage knowledge sharing and facilitate cross-disciplinary exchanges among practitioners of estate agency and other professional sectors, the EAA actively invited representatives from various professional institutes and regulatory bodies to deliver talks to licensees. Those talks featured representatives from organisations including the Buildings Department, the Competition Commission, the Electrical and Mechanical Services Department, the Equal Opportunities Commission, the Hong Kong Green Building Council, the Hong Kong Institute of Architects, the Hong Kong Institute of Facility Management, the Hong Kong Institute of Surveyors, the Hong Kong Mortgage Corporation Limited, the Hong Kong Police Force, the Independent Commission Against Corruption, the Rating and Valuation Department, the Royal Institution of Chartered Surveyors, the Sales of First-hand Residential Properties Authority and the Security Bureau. Throughout the year, a total of 28 cross-discipline activities were conducted, attracting a total of 2,455 enrolments.

有關反洗錢及反恐怖分子資金籌集的持續專業進修活動

年內，我們定期舉辦了多項與反洗錢及反恐怖分子資金籌集相關法例的持續專業進修活動，以確保持牌人全面了解相關法例的內容及監管局的指引，並掌握最新情況。因應監管局就2023年6月1日生效的《反洗錢（修訂）條例》所發出的新執業通告，監管局舉辦了新的持續專業進修活動，以加深持牌人對新執業通告內容的了解。年內，監管局共舉辦了67項相關的持續專業進修活動，合共吸引了4,867人次報名。

網上學習活動

為向持牌人提供方便和靈活的學習選擇，監管局持續製作與地產代理業相關主題的新網上學習活動。監管局於年內在學習平台上新增14個網上學習活動課程。

過往三年監管局的網上學習活動

EAA's e-Learning Programmes in the Past Three Years

	2021/22	2022/23	2023/24
監管局網上學習活動數目 Number of EAA's e-Learning programmes	47	50	61
監管局網上學習活動的參與人次 Number of enrolments of EAA's e-Learning programmes	4,098	2,037	2,265

CPD activities on Anti-Money Laundering and Counter-Terrorist Financing

Throughout the year, various CPD activities on anti-money laundering and counter-terrorist financing (AML/CTF) legislation were regularly conducted to ensure licensees have a comprehensive understanding of the legal requirements and EAA's guidelines in this area, and keep abreast of the latest developments in AML/CTF. In light of the issuance of a new practice circular by the EAA in pursuance of the enactment of the AML (Amendment) Ordinance effective 1 June 2023, the EAA arranged new CPD activities to deepen licensees' understanding of the new practice circular. A total of 67 related CPD activities were conducted during the year, attracting a total of 4,867 enrolments.

E-Learning programmes

To offer licensees a convenient and adaptable learning alternative, the EAA continued to develop new e-Learning programmes that focus on the latest and most pertinent subjects. Throughout the year, the EAA added 14 brand new or updated e-Learning programmes to its platform.



公眾教育及業界的聯繫

消費者教育

監管局非常重視向公眾推廣與消費者相關的知識及提高地產代理業界的專業素質。為更全面推廣相關資訊，監管局於2023/24年度透過多種宣傳途徑，推出不同類型的消費者教育活動。

為宣揚專業地產代理應具備的重要特質和提升地產代理的專業形象，由2023年4月起，監管局在其YouTube頻道及消費者教育網站上載了五段名為《識揀一定揀 識得「三言兩與」嘅5A地產代理》的消費者教育動畫短片，強調「言出必行」、「言之有物」、「言而有信」、「與時並進」及「與客同行」為地產代理應有之「5A」特質。為吸引更多觀眾觀看短片，局方分別在2023年6月和7月推出網上宣傳計劃，為本局的消費者教育網站帶來了超過679,000瀏覽次數和10,000次點擊，而5段YouTube短片則錄得581,000次觀看。這些計劃和短片向公眾傳達了選擇地產代理時考慮其專業特質的重要性，並提醒業界前線要堅守這些準則。

監管局一直不斷強調購買香港境外未建成物業要注意的風險和事項。本局分別於2023年12月下旬至2024年1月中旬，以及2024年3月上旬至4月中於西區海底隧道入口及紅磡海底隧道入口等策略性地點的廣告板上作出宣傳。此外，局方亦於2024年1月透過Google展示廣告網路、Google搜尋引擎推廣及Yahoo廣告推出了為期三個月的網上宣傳計劃。該計劃為本局的消費者教育網站帶來共5,315,000瀏覽次數及67,000次點擊。另外，局方於2024年3月針對不同地區及主要關口，在160架九巴、龍運及城巴合營巴士的座位椅背貼紙上作廣告宣傳，在一個月內錄得超過600萬人次的觸及率。



Public Education and Trade Liaison

Consumer education

The EAA attaches great importance to promoting consumer related knowledge and the professional qualities of the trade to the public. To deliver these comprehensive messages, different consumer education campaigns were launched through multiple communication channels in the year 2023/24.

To promote the professional qualities and image of licensed estate agents to the public, a series of five consumer education animation videos titled “5A qualities of professional estate agents” were uploaded on the EAA’s YouTube channel and the EAA’s consumer education website from April 2023 onwards. The “5A” qualities highlighted in the videos were namely “Adherence”, “Ability”, “Accountability”, “Advancement”, and “Affinity”. In order to increase the visibility of the videos, two online promotional campaigns were launched in June and July 2023 respectively to promote the video series. The campaigns resulted in over 679,000 impressions and 10,000 clicks to the EAA’s consumer education website, and 581,000 views on the five YouTube episodes. The campaigns and the video conveyed to the general public the importance of considering the high calibre of an estate agent when choosing one, and to remind frontline estate agents to uphold those standards.

The EAA consistently highlights the risks and considerations associated with purchasing Uncompleted Properties situated Outside Hong Kong (“UPOH”). Billboard advertisements were strategically placed at the entrance of the Western Crossing Harbour Tunnel from late December 2023 to mid-January 2024 and at the Hung Hom Cross Harbour Tunnel from early March to mid-April 2024 respectively. In addition, a three-month online promotional campaign utilising the Google Display Network (“GDN”), Google Search Engine Marketing (“SEM”) tools, and Yahoo Steam Ads (“YSA”) was also launched in January 2024. The campaign resulted in a total of 5,315,000 impressions and 67,000 clicks to the EAA’s consumer education website. Simultaneously, advertisements were placed on seat-back stickers of 160 buses operated by KMB, LWB, and Citybus, targeting various regions and major ports in Hong Kong in March 2024. The advertisement stickers had an estimated reach of over six million passenger times in about one month.

監管局在不同地方作廣告宣傳，以提升大眾對購買境外未建成物業風險的關注。

The EAA placed advertisements in different locations to enhance the public awareness of the risks associated with purchasing UPOH.

知識傳播

Forward-looking Approach in Knowledge Dissemination

傳媒關係

監管局十分重視與傳媒保持緊密的關係，藉以提高公眾對監管局的措施及工作的認識。年內，監管局發出了12篇新聞稿及舉辦了一場新聞發布會，均獲傳媒廣泛報道。監管局主席及行政總裁亦接受了各大印刷及電子傳媒合共11次專訪。

為透過大眾媒體渠道進一步推廣與消費者相關的資訊，監管局定期在媒體專欄撰寫有關地產代理服務及物業交易的文章。2023/24年度，監管局在兩份報章及網站專欄合共發表了17篇文章，包括《星島日報》地產雜誌及網站，以及《信報財經新聞》網站。監管局將繼續透過不同的大眾媒體渠道推廣與消費者相關的資訊。

Media relations

The EAA attaches great importance to maintaining a close media relationship with a view to raising public awareness of the EAA's initiatives and efforts. During the year, the EAA issued 12 press releases and held one press conference which gained widespread media coverage. A total of 11 feature interviews were also arranged for the EAA Chairman and the CEO with major print and electronic media.

To further disseminate consumer-related information through mass media channels, the EAA regularly contributes articles on current topics relating to expected services of estate agents and property transactions to the media. In 2023/24, the EAA contributed a total of 17 articles to two print and online columns, namely, the property magazine and website of Sing Tao Daily and the website of Hong Kong Economic Journal. The EAA will continue to promulgate consumer-related information through various mass media channels.



監管局行政總裁韓婉萍女士(中)不時接受傳媒專訪。

EAA CEO Ms Ruby HON (middle) attended feature interviews from time to time.

與業界聯繫及接觸

監管局認為，與業界保持良好的關係，讓他們理解和支持監管局的工作，對於提升業界執業水平十分重要。

Trade liaison and engagement

The EAA believes that maintaining a good rapport with the trade to gain their understanding and support for the work of the EAA is essential for pursuing a higher standard of trade practices.



為推廣業界處理劏房租賃時的良好執業手法，並展現其應有的專業操守及標準，以保障租戶和業主的權益，監管局於2023年9月協助業界推出《地產代理良好處理劏房租賃約章》。簽署儀式由房屋局副局長戴尚誠太平紳士擔任主禮嘉賓。由最初62間地產代理商舖簽署約章，至2024年3月底，已有105間地產代理商舖簽署了約章。另外，本局於2023年9月進行為期一個月的宣傳計劃以推廣此約章，為本局網站帶來超過196,000瀏覽人次和5,000次點擊。

監管局於2023/24年度舉辦了五次業界聯絡會議，是局方與主要業界商會代表進行意見交流的一個重要平台。會議上討論了多個共同關注的議題，例如有關銷售香港境外未建成物業的新指引、《地產代理良好處理劏房租賃約章》、第一階段強制性持續專業發展計劃以及近期的違規問題。

此外，監管局並多次提醒業界有關反洗錢及反恐怖分子資金籌集的主要要求。2023年7月，隨著《2022年打擊洗錢及恐怖分子資金籌集(修訂)條例》生效，監管局製作了更新版的《買賣物業防止洗錢》小冊子，以取代舊有版本。除了電子版本已上載至監管局網站，局方亦向持牌人派發了印刷版本。

除了與業界商會代表舉行聯絡會議，監管局並於不同地區為持牌人舉辦聚焦小組會議，以保持與業界前線直接對話。會議上，監管局邀請持牌人分享他們遇到的執業問題，有助於監管局未來為業界制定更實用的政策、指引和措施。年內，本局分別於旺角及堅尼地城舉行兩次聚焦小組會議，並獲得業界的積極參與。

To promote the good practices of estate agents' handling of subdivided units ("SDU") tenancies to safeguard the interests of both the tenants and the landlords, which is in line with the professional ethics and standards of estate agents, the EAA assisted the trade to launch the Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy in September 2023. A signing ceremony was held with Mr Victor TAI Sheung-shing, JP, Under Secretary for Housing, as the officiating guest. A total of 62 estate agency shops signed the Charter at the start. After continuous promotion to the trade, there were altogether 105 signatories as at end of March 2024. In addition, a one-month publicity campaign on the Charter was also launched in September 2023, which generated over 196,000 impressions and 5,000 clicks to the EAA's website.

The EAA organised five trade liaison meetings in 2023/24, providing a platform for open dialogue and opinion exchange with representatives from major trade associations. During these meetings, various topics of mutual concern were addressed, such as the upcoming new guidelines on the sale of UPOH, the Charter on Good Practices of Estate Agents in Handling Subdivided Unit Tenancy, the Phase I of Mandatory CPD Scheme and recent issues of non-compliance.

Additionally, the EAA also repeatedly reminded the trade of the key requirements on Anti-Money Laundering and Counter-Terrorist Financing. An updated version of the leaflet on "Anti-money Laundering in Property Sales and Purchases" was produced in July 2023 to replace the obsolete one after the Anti-Money Laundering and Counter-Terrorist Financing (Amendment) Ordinance came into effect in June 2023. An electronic version was uploaded to the EAA's websites and printed copies were also distributed to licensees.

In addition to liaison meetings with representatives of trade associations, focus group meetings with licensees in various districts were also organised to maintain direct dialogue with frontline practitioners. At these meetings, the EAA invited licensees to share practice issues they encountered, which helped the EAA formulate practical policies, guidelines and measures for the trade in the future. During the year, two focus group meetings were held in Mong Kok and Kennedy Town respectively with positive feedback.



監管局定期與前線從業員舉行聚焦小組會議。
EAA held regular focus group meetings with frontline practitioners.

知識傳播

Forward-looking Approach in Knowledge Dissemination

監管局亦不時透過電郵、手機短訊、監管局網站上的特別公布等向持牌人發出信函及提示，提醒持牌人留意一些有關執業的規定、或由政府發出的提示或推行的新措施。在2023/24年度，監管局合共發出19份此類提醒。此外，年內監管局亦出版了三期持牌人通訊《專業天地》，讓持牌人知悉局方的規管措施及最新活動。公眾人士亦可於監管局辦事處索取該通訊或於監管局網站閱讀電子版本。

監管局致力透過引入更多具企業社會責任活動，以提升地產代理的正面公眾形象。為此，監管局於2023年12月15日舉辦「童樂有『理』」義工活動，讓地產代理義工參與。義工們與來自弱勢家庭、當中有部分居於劏房的小朋友一同玩遊戲，並在非牟利團體的協助下，向小朋友和其他弱勢家庭派發滿載玩具和基本生活用品的福袋禮物。

另一方面，監管局亦積極與政府、專業機構和其他公共機構等其他持份者保持良好關係。由於地產代理有必要了解相關的政府法規及市場的最新發展，監管局會向業界轉達政府不同部門或機構的最新消息及資訊。

The EAA also from time to time issues letters or reminders to licensees in the form of email, SMS or special notices published on the EAA's website to alert them to certain requirements relating to the estate agency practice, and to reminders or new measures from the Government. In 2023/24, a total of 19 such reminders were issued. In addition, three issues of the EAA's newsletter for licensees, Horizons, were published in the year to keep licensees abreast of the EAA's regulatory measures and our latest activities. Members of the public could either collect a copy of the newsletter at the EAA office or read the e-version at the EAA's website.

The EAA is dedicated to enhancing the positive public image of estate agents by coordinating corporate social responsibility ("CSR") initiatives within the industry. An "Estate Agents' Children Service Day" was organised by the EAA on 15 December 2023 with volunteers from the estate agency trade. Volunteers engaged in games with children from underprivileged families, some of them residing in subdivided units. Furthermore, hearty gift bags filled with toys and essential household items were distributed to the children and other underprivileged families with the assistance of an NGO.

On the other hand, the EAA also maintained a good relationship with external stakeholders, including the Government, professional institutes and other public bodies. As it is essential for estate agents to keep informed of relevant government regulations and new developments in the market, we also relayed the most update information relating to the estate agency sector from various departments or organisations to our licensees.



監管局主席蕭澤宇先生，BBS，JP（前排右四）出席業界商會晚會。
EAA Chairman Mr Simon SIU Chak-yu, BBS, JP (fourth from right in front row) attended a banquet dinner organised by the trade.



此外，除了與本地持份者保持聯繫外，監管局還與非本地持份者保持專業聯繫。2024年1月，監管局代表團前往深圳，與深圳市房地產中介協會會面，就兩地地產代理的實務及監管措施進行交流和分享經驗。監管局亦是房地產牌照司法人員協會的成員，該協會是一個國際性的地產代理業監管機構協會。

Moreover, besides the liaison with local stakeholders, the EAA also maintains professional relationships with non-local stakeholders. In January 2024, the EAA's delegation visited the Shenzhen Real Estate Intermediary Association to exchange the practices and regulatory aspects of the estate agency trade in the two regions and share the experience of each other. The EAA is also a member of the Association of Real Estate License Law Officials ("ARELLO"), which is an international association of regulatory bodies for estate agency business.



監管局代表團拜訪深圳市房地產中介協會。

The EAA's delegation visited the Shenzhen Real Estate Intermediary Association.

獨立核數師報告

Independent Auditor's Report

致地產代理監管局全體成員

(根據《地產代理條例》於香港成立)

TO THE MEMBERS OF ESTATE AGENTS AUTHORITY

(established in Hong Kong pursuant to the Estate Agents Ordinance)

意見

本核數師(以下簡稱「我們」)已審計列載於第112至142頁地產代理監管局(以下簡稱「監管局」)的財務報表，此財務報表包括於2024年3月31日的財務狀況表與截至該日止年度之收支結算表、儲備變動表及現金流量表，以及財務報表附註(包括主要會計政策概要及其他說明資料)。

我們認為，上述財務報表已根據香港會計師公會頒布的《香港財務報告準則》真實而公平地反映監管局於2024年3月31日的財務狀況，及監管局截至該日止年度的財政表現及現金流量，並已遵守《地產代理條例》妥為編製。

意見的基礎

我們已根據香港會計師公會頒布的《香港審計準則》進行審計。我們在該等準則下承擔的責任已於本報告的「核數師就審計財務報表須承擔的責任」部分中進一步闡述。根據香港會計師公會頒布的《專業會計師道德守則》(以下簡稱「守則」)，我們獨立於監管局，並已根據守則履行其他道德責任。我們相信，我們所獲得的審計憑證能充足和適當地為我們之意見提供基礎。

其他信息

監管局須對其他信息負責。其他信息包括年報內所載的信息，但不包括財務報表及當中的核數師報告。

我們對財務報表的意見並不涵蓋其他信息，我們亦不對此等其他信息發表任何形式的鑒證結論。

Opinion

We have audited the financial statements of Estate Agents Authority set out on pages 112 to 142, which comprise the statement of financial position as at 31 March 2024, and the statement of income and expenditure, statement of movements in reserve and statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information and other explanatory information.

In our opinion, the financial statements give a true and fair view of the financial position of Estate Agents Authority as at 31 March 2024, and of its financial performance and its cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards ("HKFRSs") issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and have been properly prepared in compliance with the Estate Agents Ordinance.

Basis for Opinion

We conducted our audit in accordance with Hong Kong Standards on Auditing ("HKSAs") issued by the HKICPA. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of Estate Agents Authority in accordance with the HKICPA's Code of Ethics for Professional Accountants (the "Code"), and we have fulfilled our other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Information

Estate Agents Authority is responsible for the other information. The other information comprises the information included in the annual report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.



就我們對財務報表的審計，我們的責任是細閱其他信息，並在此過程中考慮其他信息與財務報表或與我們在審計過程中所知悉的情況是否存在重大不相符或似乎存在其他重大錯誤陳述。基於我們已執行的工作，如果我們認為該等其他信息存在重大錯誤陳述，我們須報告該事實。在這方面，我們沒有任何報告。

監管局須就財務報表承擔的責任

監管局須負責根據香港會計師公會頒布的《香港財務報告準則》及《地產代理條例》，編製真實而公平的財務報表，及落實其認為編製財務報表所必要之內部監控，以使財務報表不存在由於欺詐或錯誤而導致之重大錯誤陳述。

在編制財務報表時，監管局須負責評估其持續經營的能力，並披露與持續經營有關的事項（如適用）。除非監管局擬將監管局清盤或停止營運，或除此之外並無其他實際可行的辦法，否則須採用持續經營會計基礎。

監管局須負責監督其財務報告流程。

核數師就審計財務報表須承擔的責任

我們的目標是對財務報表整體是否不存在由於欺詐或錯誤而導致的重大錯誤陳述取得合理保證，並按照《地產代理條例》第12條，僅向監管局成員出具包括我們意見的核數師報告。除此之外，我們之報告不可作其他用途。我們不會就本報告的內容向任何其他人士負責或承擔責任。合理保證是高水準的保證，但按照《香港審計準則》進行的審計並不保證總能發現所存在的重大錯誤陳述。錯誤陳述可由欺詐或錯誤引起，如果按合理預期該等錯誤陳述或會個別或總體影響財務報表使用者倚賴此等財務報表所作的經濟決策，則被視作重大錯誤陳述。

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Estate Agents Authority's Responsibilities for the Financial Statements

Estate Agents Authority is responsible for the preparation of the financial statements that give a true and fair view in accordance with HKFRSs issued by the HKICPA and the Estate Agents Ordinance, and for such internal control as Estate Agents Authority determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Estate Agents Authority is responsible for assessing its ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless Estate Agents Authority either intends to liquidate Estate Agents Authority or to cease operations, or has no realistic alternative but to do so.

Estate Agents Authority is responsible for overseeing its financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion solely to you, as a body, in accordance with section 12 of the Estate Agents Ordinance, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with HKSAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

獨立核數師報告

Independent Auditor's Report

在根據《香港審計準則》進行審計的過程中，我們運用專業判斷，並保持專業懷疑態度。我們亦：

- 識別及評估因欺詐或錯誤而導致財務報表存在重大錯誤陳述的風險，設計及執行審計程序以應對此等風險，以及獲取充足及適當的審計憑證，作為我們意見的基礎。由於欺詐可能涉及串謀、偽造、蓄意遺漏、失實陳述，或凌駕於內部監控之上，因此，未能發現因欺詐導致出現重大錯誤陳述的風險，高於未能發現因錯誤導致出現重大錯誤陳述的風險。
- 了解與審計相關的內部監控，以設計適當的審計程序，但目的並非對監管局內部監控的有效性發表意見。
- 評估監管局所採用的會計政策的適當性以及作出會計估計及相關披露的合理性。
- 對監管局採用持續經營會計基礎的適當性作出結論，並根據所獲取的審計憑證，確認是否存在與可能導致對監管局持續經營能力產生重大疑慮的事項或情況相關之重大不確定性。如果我們認為存在重大不確定性，則有必要在核數師報告中提醒使用者注意財務報表中的相關披露，或如有關披露不充分，則修改我們的意見。我們的結論乃基於截至核數師報告之日止所取得的審計憑證。然而，未來事項或情況或可能導致監管局不再持續經營業務。
- 評估財務報表的整體列報方式、結構及內容(包括披露)，以及財務報表是否公平反映相關交易及事項。

As part of an audit in accordance with HKSAAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Estate Agents Authority's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Estate Agents Authority.
- Conclude on the appropriateness of Estate Agents Authority's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on Estate Agent Authority's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause Estate Agents Authority to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.



除其他事項外，我們與監管局就審計的計劃範圍和時間安排及重大審計發現(包括我們在審計期間識別的內部監控之任何重大缺陷)進行溝通。

We communicate with Estate Agents Authority regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

德勤•關黃陳方會計師行
執業會計師
香港
2024年7月30日

Deloitte Touche Tohmatsu
Certified Public Accountants
Hong Kong
30 July 2024

財務報表

Financial Statements

收支結算表

截至2024年3月31日止年度

Statement of Income and Expenditure

For the year ended 31 March 2024

		附註 NOTES	2024 港元 HK\$	2023 港元 HK\$
收入	Income			
牌照費	Licence fees	5	81,881,595	83,845,607
考試費	Examination fees	6	5,383,650	9,444,300
利息收入	Interest income		6,050,331	2,991,424
			93,315,576	96,281,331
其他收入	Other income			
雜項收入	Sundry income		40,000	107,141
支出	Expenditure			
核數師酬金	Auditor's remuneration		130,000	130,000
公眾教育開支	Community education expenses		1,420,904	1,049,711
投訴、調查及紀律研訊的支出	Complaints, investigation and disciplinary proceedings expenses		85,509	86,447
物業、機器及設備之折舊	Depreciation of property, plant and equipment	8	6,484,662	7,525,735
使用權資產之折舊	Depreciation of right-of-use assets	9	1,824,089	1,824,089
器材維修保養及通訊費用	Equipment maintenance and communication expenses		2,085,518	2,005,010
地產代理證支出	Estate agent card expenses		226,330	150,478
保險費	Insurance		1,594,313	1,447,329
租賃負債之利息支出	Interest expense on lease liabilities		28,392	65,735
汽車營運支出	Motor vehicle operating expenses		154,879	161,996
辦公室及相關開支	Office accommodation and related expenses		2,303,427	2,224,099
郵費	Postage		371,218	381,812
印刷及文具	Printing and stationery		398,833	361,361
專業服務費用	Professional service fees		402,960	557,980
公共關係及聯絡費	Public relations and liaison		62,542	35,352
宣傳及廣告	Publicity and advertising		473	1,717,699
員工成本	Staff costs			
— 薪金及津貼	— wages, salaries and allowances		57,451,340	51,259,094
— 強制性公積金供款	— contributions to mandatory provident fund scheme		1,550,257	1,432,164
考試服務費	Service fees for examinations		3,387,038	5,308,075
培訓活動開支	Training activity expenses		354,856	445,496
其他開支	Other expenses		1,560,097	1,437,804
			81,877,637	79,607,466
年內盈餘	Surplus for the year		11,477,939	16,781,006



財務狀況表

於2024年3月31日

Statement of Financial Position

At 31 March 2024

		附註 NOTES	2024 港元 HK\$	2023 港元 HK\$
非流動資產	Non-current assets			
物業、機器及設備	Property, plant and equipment	8	132,455,196	137,940,990
使用權資產	Right-of-use assets	9	528,492	2,352,581
按金	Deposits		–	254,100
			132,983,688	140,547,671
流動資產	Current assets			
應收賬款、預付款項及按金	Debtors, prepayments and deposits		2,939,589	4,166,809
定期存款	Time deposits	10	81,583,472	51,782,054
銀行結餘及現金	Bank balances and cash	10	102,144,159	117,604,507
			186,667,220	173,553,370
流動負債	Current liabilities			
應付賬款及應計項目	Creditors and accruals		10,740,119	10,119,394
合約負債	Contract liabilities	11	69,505,494	74,149,651
租賃負債	Lease liabilities	12	558,861	1,904,640
			80,804,474	86,173,685
流動資產淨值	Net current assets		105,862,746	87,379,685
總資產減流動負債	Total assets less current liabilities		238,846,434	227,927,356
儲備	Reserve		238,846,434	227,368,495
非流動負債	Non-current liability			
租賃負債	Lease liabilities	12	–	558,861
			238,846,434	227,927,356

載於第112至142頁之財務報表於2024年7月30日獲地產代理監管局全體成員批准及授權刊發，並由以下代表簽署：

The financial statements on pages 112 to 142 were approved and authorised for issue by the members of Estate Agents Authority on 30 July 2024 and were signed on their behalves by:

蕭澤宇
主席

韓婉萍
行政總裁

Simon SIU Chak-yu
CHAIRMAN

Ruby HON Yuen-ping
CHIEF EXECUTIVE OFFICER

財務報表

Financial Statements

儲備變動表

截至2024年3月31日止年度

Statement of Movements in Reserve

For the year ended 31 March 2024

		總計 Total 港元 HK\$
於2022年4月1日	At 1 April 2022	210,587,489
年內盈餘	Surplus for the year	16,781,006
於2023年3月31日	At 31 March 2023	227,368,495
年內盈餘	Surplus for the year	11,477,939
於2024年3月31日	At 31 March 2024	238,846,434

儲備指地產代理監管局的營運累積盈餘。

Reserve represents retained cumulative surplus from the operations of Estate Agents Authority.



現金流量表

截至2024年3月31日止年度

Statement of Cash Flows

For the year ended 31 March 2024

		2024 港元 HK\$	2023 港元 HK\$
營運活動	OPERATING ACTIVITIES		
年內盈餘	Surplus for the year	11,477,939	16,781,006
就下列各項作出調整：	Adjustments for:		
利息收入	Interest income	(6,050,331)	(2,991,424)
租賃負債之利息支出	Interest expense on lease liabilities	28,392	65,735
物業、機器及設備之折舊	Depreciation of property, plant and equipment	6,484,662	7,525,735
使用權資產之折舊	Depreciation of right-of-use assets	1,824,089	1,824,089
營運資金變動前之營運現金流量	Operating cash flows before movements in working capital	13,764,751	23,205,141
應收賬款、預付款項及按金減少(增加)	Decrease (increase) in debtors, prepayments and deposits	1,263,754	(1,306,591)
應付賬款及應計項目增加(減少)	Increase (decrease) in creditors and accruals	620,725	(728,651)
合約負債增加	(Decrease) increase in contract liabilities	(4,644,157)	197,058
營運活動所得現金淨額	NET CASH FROM OPERATING ACTIVITIES	11,005,073	21,366,957
投資活動	INVESTING ACTIVITIES		
存置定期存款	Placement of time deposits	(81,583,472)	(51,782,054)
提取定期存款	Withdrawal of time deposits	51,782,054	23,559,232
購置物業、機器及設備	Purchase of property, plant and equipment	(998,868)	(532,866)
已收利息	Interest received	6,267,897	1,377,755
投資活動(所用)所得現金淨額	NET CASH USED IN INVESTING ACTIVITIES	(24,532,389)	(27,377,933)
融資活動所用現金	CASH USED IN A FINANCING ACTIVITY		
支付租賃負債	Repayment of lease liabilities	(1,933,032)	(1,933,032)
現金及現金等值物(減少)增加淨額	NET DECREASE IN CASH AND CASH EQUIVALENTS	(15,460,348)	(7,944,008)
年初的現金及現金等值物	CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE YEAR	117,604,507	125,548,515
年終的現金及現金等值物	CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR	102,144,159	117,604,507
現金及現金等值物結餘分析：	ANALYSIS OF BALANCES OF CASH AND CASH EQUIVALENTS:		
銀行結餘及現金	Bank balances and cash	102,144,159	117,604,507

財務報表

Financial Statements

財務報表附註

截至2024年3月31日止年度

1. 一般資料

地產代理監管局(「監管局」)根據於1997年5月29日頒布的《地產代理條例》成立。主要職能為促進地產代理的專業操守，提高從業員的專業水平，及簽發地產代理牌照。監管局的註冊辦事處及主要營業地點為香港柴灣利眾街24號東貿廣場7樓。

本財務報表以港元呈列，而港元同樣為監管局的功能貨幣。

2. 應用新訂及經修訂之香港財務報告準則(「香港財務報告準則」)

本年度強制生效之香港財務報告準則修訂本

於本年度，為編制綜合財務報表，監管局首次應用於2023年4月1日或之後開始的年度期間強制生效由香港會計師公會(「香港會計師公會」)頒布的以下新訂及經修訂香港財務報告準則：

香港財務報告準則第17號
(包括2020年10月及2022年2月之修正)
HKFRS 17 (including the October 2020 and
February 2022 Amendments to HKFRS 17)
香港財務報告準則第8號之修正
Amendments to HKFRS 8
香港會計準則第12號之修正
Amendments to Hong Kong Accounting
Standards (“HKAS”) 12
香港會計準則第12號之修正
Amendments to HKAS 12
香港會計準則第1號及香港財務報告
準則實務報告第2號之修正
Amendments to HKAS 1 and HKFRS Practice
Statement 2

Notes to the Financial Statements

For the year ended 31 March 2024

1. General

Estate Agents Authority (“EAA”) was established with the principal functions of promoting integrity and competence of estate agents and issuing estate agents’ licences under the Estate Agents Ordinance dated 29 May 1997 (date of enactment). The address of the registered office and principal place of business of EAA is 7/F, E-Trade Plaza, 24 Lee Chung Street, Chai Wan, Hong Kong.

The financial statements are presented in Hong Kong dollar, which is the same as the functional currency of EAA.

2. Application of New and Amendments to Hong Kong Financial Reporting Standards (“HKFRSs”)

New and amendments to HKFRSs that are mandatorily effective for the current year

In the current year, EAA has applied the following new and amendments to HKFRSs issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”) for the first time, which are mandatorily effective for the annual period beginning on 1 April 2023 for the preparation of the financial statements:

保險合約
Insurance Contracts

會計估計的定義
Definition of Accounting Estimates
與單一交易產生的資產及負債相關的遞延稅項
Deferred Tax related to Assets and Liabilities arising from a Single
Transaction
國際稅收改革—支柱二規則範本
International Tax Reform – Pillar Two model Rules
會計政策披露
Disclosure of Accounting Policies



2. 應用新訂及經修訂之香港財務報告準則（「香港財務報告準則」）（續）

本年度強制生效之香港財務報告準則修訂本（續）

除下文所述者外，應用新訂及經修訂香港財務報告準則對監管局於本年度及過往年度的財務狀況及表現及／或綜合財務報表所載披露並無重大影響。

應用香港會計準則第1號修訂本及香港財務報告準則實務報告第2號會計政策披露的影響

監管局於本年度首次應用上述修訂本。香港會計準則第1號財務報表列報修訂為「重大會計政策資料」以取代「主要會計政策」條款下的所有情況。倘會計政策資料與實體財務報表所載其他資料一併考慮時，可能合理預期影響一般用途財務報表的主要使用者基於該等財務報表作出的決定，則該等資料屬重大。

該修訂本亦闡明，儘管有關款項並不重大，但由於相關交易、其他事項或狀況的性質，故會計政策資料或屬重大。然而，並非所有與重大交易、其他事項或狀況有關的會計政策資料本身屬重大。倘一間實體選擇披露非重大會計政策資料，則有關資料不得掩蓋重大會計政策資料。

香港財務報告實務報告第2號「作出重要性判斷」（「慣例聲明」）亦已修訂，以說明實體如何使用「四步重要性程序」應用於會計政策披露，並判斷有關會計政策的資料對其財務報表是否重大。該慣例聲明亦添加了指導和示例。

應用修訂本並無對本機構財務狀況或表現造成重大影響，但對載於財務報表附註3的本機構會計政策的披露造成了影響。

2. Application of New and Amendments to Hong Kong Financial Reporting Standards (“HKFRSs”) (continued)

New and amendments to HKFRSs that are mandatorily effective for the current year (continued)

Except as discussed below, the application of the new and amendments to HKFRSs in the current year has had no material impact on EAA’s financial positions and performance for the current and prior years and/or on the disclosures set out in these financial statements.

Impacts on application of Amendments to HKAS 1 and HKFRS Practice Statement 2 “Disclosure of Accounting Policies”

EAA has applied the amendments for the first time in the current year. HKAS 1 Presentation of Financial Statements is amended to replace all instances of the term “significant accounting policies” with “material accounting policy information”. Accounting policy information is material if, when considered together with other information included in an entity’s financial statements, it can reasonably be expected to influence decisions that the primary users of general purpose financial statements make on the basis of those financial statements.

The amendments also clarify that accounting policy information may be material because of the nature of the related transactions, other events or conditions, even if the amounts are immaterial. However, not all accounting policy information relating to material transactions, other events or conditions is itself material. If an entity chooses to disclose immaterial accounting policy information, such information must not obscure material accounting policy information.

HKFRS Practice Statement 2 “Making Materiality Judgements” (the “Practice Statement”) is also amended to illustrate how an entity applies the “four-step materiality process” to accounting policy disclosures and to judge whether information about an accounting policy is material to its financial statements. Guidance and examples are added to the Practice Statement.

The application of the amendments has had no material impact on EAA’s financial positions and performance but has affected the disclosure of EAA’s accounting policies set out in note 3 to the financial statements.

2. 應用新訂及經修訂之香港財務報告準則（「香港財務報告準則」）（續）

已頒布惟尚未生效之新訂及經修訂之香港財務報告準則

監管局並無提早應用以下已頒布但尚未生效的經修訂香港財務報告準則：

香港財務報告準則第10號及香港會計準則第28號之修正

Amendments to HKFRS 10 and HKAS 28

香港財務報告準則第16號之修正

Amendments to HKFRS 16

香港會計準則第1號之修正

Amendments to HKAS 1

香港會計準則第1號之修正

Amendments to HKAS 1

香港會計準則第7號及香港財務

報告準則第7號之修正

Amendments to HKAS 7 and HKFRS 7

香港會計準則第21號之修正

Amendments to HKAS 21

¹ 於待定期限或其後開始的年度生效。

² 於2024年1月1日或其後開始的年度生效。

³ 於2025年1月1日或其後開始的年度生效。

監管局管理層預期其他所有香港財務報告準則新訂及修訂本之應用，將不會對目前或未來報告期以及可見的未來交易產生重大影響。

2. Application of New and Amendments to Hong Kong Financial Reporting Standards (“HKFRSs”) (continued)

Amendments to HKFRSs in issue but not yet effective

EAA has not early applied the following amendments to HKFRSs that have been issued but are not yet effective:

投資者與其聯營公司或合營公司之間出售或注入資產¹

Sale or Contribution of Assets between an Investor and its Associate or Joint Venture¹

售後租回交易中的租賃負債²

Lease Liability in a Sale and Leaseback²

負債分類為流動或非流動以及香港詮釋第5號（2020年）相關修正²

Classification of Liabilities as Current or Non-current and related amendments to Hong Kong Interpretation 5 (2020)²

附帶契諾的非流動負債²

Non-current Liabilities with Covenants²

供應商融資安排²

Supplier Finance Arrangements²

缺乏可交換性³

Lack of Exchangeability³

¹ Effective for annual periods beginning on or after a date to be determined.

² Effective for annual periods beginning on or after 1 January 2024.

³ Effective for annual periods beginning on or after 1 January 2025.

The management of EAA anticipate that the application of all amendments to HKFRSs will have no material impact on the financial statements in the foreseeable future.



3. 主要會計政策

本財務報表根據香港會計師公會頒布的《香港財務報告準則》及《地產代理條例》編製。

如下列會計政策所述，財務報表乃根據歷史成本基準於每報告期終而編制。

歷史成本一般以交換貨品及服務時給予代價的公平值為基準。

公平值乃於計量日市場參與者於有秩序交易中出售資產所收取或轉讓負債所支付之價格，而不論該價格為可直接觀察取得或可使用其他估值技術估計。於估計資產或負債之公平值時，監管局會考慮該等市場參與者於計量日對資產或負債定價時所考慮資產或負債之特點。於本綜合財務報表中作計量及／或披露用途之公平值乃按此基準釐定，惟不包括香港財務報告準則第2號「股份付款」範圍內之以股份付款交易、根據香港財務報告準則第16號「租賃」入賬之租賃交易及與公平值有若干類似之處但不屬公平值之計量，例如香港會計準則第2號「存貨」之可變現淨值或香港會計準則第36號「資產減值」之使用價值。

3. Material Accounting Policy Information

The financial statements have been prepared in accordance with HKFRSs issued by the HKICPA and the Estate Agents Ordinance.

The financial statements have been prepared on the historical cost basis at the end of each reporting period, as explained in the accounting policies set out below.

Historical cost is generally based on the fair value of the consideration given in exchange for goods and services.

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date, regardless of whether that price is directly observable or estimated using another valuation technique. In estimating the fair value of an asset or a liability, EAA takes into account the characteristics of the asset or liability if market participants would take those characteristics into account when pricing the asset or liability at the measurement date. Fair value for measurement and/or disclosure purposes in these financial statements is determined on such a basis, except for share-based payment transactions that are within the scope of HKFRS 2 “Share-based Payment”, leasing transactions that are accounted for in accordance with HKFRS 16 “Leases” and measurements that have some similarities to fair value but are not fair value, such as net realisable value in HKAS 2 “Inventories” or value in use in HKAS 36 “Impairment of Assets”.

3. 主要會計政策(續)

此外，就財務報告用途，根據公平值計量數據之可觀察程度及數據對公平值計量之整體重要程度，公平值計量劃分為第一級、第二級及第三級，如下所述：

- 第一級輸入數據是實體在計量日就相同資產或負債而可在活躍市場中獲取的報價(未經調整)；
- 第二級輸入數據是除第1級所包括的報價外，資產或負債可直接或間接地觀察的輸入數據；及
- 第三級輸入數據是資產或負債不可觀察的輸入數據

主要會計政策載列如下。

客戶合約收益

監管局於完成履約責任時(即特定履約責任相關貨品或服務的「控制權」轉讓予客戶時)確認收益。

履約責任指個別之貨品及服務(或一組貨品或服務)或一系列大致相同之個別貨品或服務。

倘符合以下其中一項標準，則控制權隨時間轉讓，而收益則參照完成履行相關履約責任之進度而隨時間確認：

- 於監管局履約時，客戶同時取得並耗用監管局履約所提供之利益；

3. Material Accounting Policy Information (continued)

In addition, for financial reporting purposes, fair value measurements are categorised into Level 1, 2 or 3 based on the degree to which the inputs to the fair value measurements are observable and the significance of the inputs to the fair value measurement in its entirety, which are described as follows:

- Level 1 inputs are quoted prices (unadjusted) in active markets for identical assets or liabilities that the entity can access at the measurement date;
- Level 2 inputs are inputs, other than quoted prices included within Level 1, that are observable for the asset or liability, either directly or indirectly; and
- Level 3 inputs are unobservable inputs for the asset or liability.

The material accounting policy information are set out below.

Revenue from contracts with customers

EAA recognises income when (or as) a performance obligation is satisfied, i.e. when “control” of the goods or services underlying the particular performance obligation is transferred to the customer.

A performance obligation represents a good or service (or a bundle of goods or services) that is distinct or a series of distinct goods or services that are substantially the same.

Control is transferred over time and revenue is recognised over time by reference to the progress towards complete satisfaction of the relevant performance obligation if one of the following criteria is met:

- the customer simultaneously receives and consumes the benefits provided by EAA's performance as EAA performs;



3. 主要會計政策 (續)

客戶合約收益 (續)

- 監管局之履約產生或提升資產，而該項資產於監管局履約時由客戶控制；或
- 監管局之履約並未產生讓監管局有替代用途之資產，且監管局對至今已完成履約之付款具有可強制執行權利

否則，收入於客戶取得個別貨品或服務控制權時確認。

合約負債指監管局因已向客戶收取代價(或已到期收取代價)，而須向客戶轉讓貨品或服務之責任。

與同一合同有關的合約負債按淨額入賬並呈列。

牌照費收入

牌照費收入隨牌照費期限參考相關履約責任的完工進度予以確認，因為隨監管局履約，牌照持有人同時取得並耗用監管局履約所提供的利益。

考試費收入

考試費收入在服務交付考生時，於考試之日確認。

3. Material Accounting Policy Information (continued)

Revenue from contracts with customers (continued)

- EAA's performance creates and enhances an asset that the customer controls as EAA performs; or
- EAA's performance does not create an asset with an alternative use to EAA and EAA has an enforceable right to payment for performance completed to date.

Otherwise, revenue is recognised at a point in time when the customer obtains control of the distinct goods or services.

A contract liability represents EAA's obligation to transfer goods or services to a customer for which EAA has received consideration (or an amount of consideration is due) from the customer.

A contract liability relating to the same contract is accounted for and presented on a net basis.

Income from licence fees

Income from licence fees is recognised over the licence fees period by reference to the progress towards complete satisfaction of the relevant performance obligation, as the licensees simultaneously receive and consume the benefits provided by EAA's performance as EAA performs.

Income from examination fees

Income from examination fees is recognised at a point in time at the date of examination when the service is delivered to candidates.

3. 主要會計政策(續)

客戶合約收益(續)

隨時間確認收入：計量履行履約責任之完成進度

輸出量法

完成履行履約責任之進度按輸出量法計量，即根據直接計量至今已轉讓予客戶之貨品或服務價值與合約項下承諾之餘下貨品或服務相比較確認收益，可以最佳方式描述監管局轉移貨品或服務控制權之履約情況。

租賃

租賃定義

如合約為換取代價而給予在一段時間內控制已識別資產使用的權利，則該合約為一份租賃或包含租賃。

對於在初始應用日或之後訂立或修改或因企業合併而產生的合約，監管局根據香港財務報告準則第16號項下的定義，於開始或修改或併購日(以適用者為準)評定合約是否為或包含租賃。除非該合約的條款及細則其後有所變動，否則該合約將不會獲重新評定。

監管局作為承租人

使用權資產

使用權資產的成本包括：

- 租賃負債的初次計量金額；
- 在開始日或之前所作的任何租賃付款，減去所獲得的任何租賃優惠；

3. Material Accounting Policy Information (continued)

Revenue from contracts with customers (continued)

Over time revenue recognition: measurement of progress towards complete satisfaction of a performance obligation

Output method

The progress towards complete satisfaction of a performance obligation is measured based on output method, which is to recognise revenue on the basis of direct measurements of the value of the goods or services transferred to the customer to date relative to the remaining goods or services promised under the contract, that best depict EAA's performance in transferring control of goods or services.

Leases

Definition of a lease

A contract is, or contains, a lease if the contract conveys the right to control the use of an identified asset for a period of time in exchange for consideration.

For contracts entered into or modified or arising from business combinations on or after the date of initial application, EAA assesses whether a contract is or contains a lease based on the definition under HKFRS 16 at inception, modification date or acquisition date, as appropriate. Such contract will not be reassessed unless the terms and conditions of the contract are subsequently changed.

EAA as a lessee

Right-of-use assets

The cost of right-of-use asset includes:

- the amount of the initial measurement of the lease liability;
- any lease payments made at or before the commencement date, less any lease incentives received;



3. 主要會計政策 (續)

租賃 (續)

監管局作為承租人 (續)

使用權資產 (續)

- 由監管局產生的任何初次直接開支；及
- 監管局將於拆除及移除相關資產、修復相關資產所處之位址或將相關資產修復至租賃條款及細則所規定之狀況時，所產生的估計成本。

使用權資產根據其估計的可使用期限和租賃期限 (以較短者為準)，按直線法折舊。

監管局於財務狀況表內將使用權資產呈列為單獨項。

租賃負債

在租賃開始日，監管局以該日期未有支付的租賃付款現值來確認及計量租賃負債。在計算租賃付款現值時，如租賃內含之利率無法輕易釐定，則監管局會運用租賃開始日的遞增借款利率來計算。

租賃付款包括：

- 固定付款 (包括實質固定付款) 減去任何應收的租賃優惠；及
- 終止租賃的罰金 (假如租賃條款反映監管局行使終止租賃選擇權)。

開始日之後，租賃負債會以利息增加和租賃付款來調整。

每當租賃條款變動或行使購買選擇權的評估出現變化時，監管局會重新計量租賃負債 (以對相關的使用權資產作出相應調整)。如此之下，相關租賃負債會透過運用在重新評估日的經修改折現率，以折現的經修改租賃付款來重新計量。

3. Material Accounting Policy Information

(continued)

Leases (continued)

EAA as a lessee (continued)

Right-of-use assets (continued)

- any initial direct costs incurred by EAA; and
- an estimate of costs to be incurred by EAA in dismantling and removing the underlying assets, restoring the site on which it is located or restoring the underlying asset to the condition required by the terms and conditions of the lease.

Right-of-use assets are depreciated on a straight-line basis over the shorter of its estimated useful life and the lease term.

EAA presents right-of-use assets as a separate line item on the statement of financial position.

Lease liabilities

At the commencement date of a lease, EAA recognises and measures the lease liability at the present value of lease payments that are unpaid at that date. In calculating the present value of lease payments, EAA uses the incremental borrowing rate at the lease commencement date if the interest rate implicit in the lease is not readily determinable.

The lease payments include:

- fixed payments (including in-substance fixed payments) less any lease incentives receivable; and
- payments of penalties for terminating a lease, if the lease term reflects EAA exercising an option to terminate the lease.

After the commencement date, lease liabilities are adjusted by interest accretion and lease payments.

EAA remeasures lease liabilities (and makes a corresponding adjustment to the related right-of-use assets) whenever the lease term has changed or there is a change in the assessment of exercise of a purchase option, in which case the related lease liability is remeasured by discounting the revised lease payments using a revised discount rate at the date of reassessment.

3. 主要會計政策 (續)

租賃 (續)

監管局作為承租人 (續)

租賃負債 (續)

監管局於財務狀況表內將租賃負債呈列為單獨項。

租賃修訂

在以下情況，監管局會將租賃修訂作為一份單獨的租賃入賬：

- 修訂透過新增一項或多項相關資產的使用權，而增加了租賃的範圍；及
- 租賃的代價按照與增加範圍的單獨價格相符的金額，以及為反映特定合約情況而對該單獨價格所作的任何適當調整而增加。

對於並無入賬以列作一項單獨租賃的租賃修訂，監管局會透過運用在修訂生效日的經修改折現率，以折現的經修改租賃付款，基於經修改訂租賃的租賃條款來重新計量租賃負債。

監管局透過相應地調整相關使用權資產，來重新計量租賃負債和出租人提供的租賃優惠。當經修訂的合約包含一份租賃組成部分，以及一個或多個額外租賃或非租賃組成部分時，監管局會按照租賃組成部分的相對單獨價格和非租賃組成部分的總單獨價格，在經修訂合約中將代價分配予每一個租賃組成部分。

物業、機器及設備

物業、機器及設備乃用作生產或提供貨物或服務或作行政用途的有形資產，並按成本減其後累計折舊及累計減值虧損 (如有) 於財務狀況表列賬。

3. Material Accounting Policy Information (continued)

Leases (continued)

EAA as a lessee (continued)

Lease liabilities (continued)

EAA presents lease liabilities as a separate line item on the statement of financial position.

Lease modifications

EAA accounts for a lease modification as a separate lease if:

- the modification increases the scope of the lease by adding the right to use one or more underlying assets; and
- the consideration for the leases increases by an amount commensurate with the stand-alone price for the increase in scope and any appropriate adjustments to that stand-alone price to reflect the circumstances of the particular contract.

For a lease modification that is not accounted for as a separate lease, EAA remeasures the lease liability based on the lease term of the modified lease by discounting the revised lease payments using a revised discount rate at the effective date of the modification.

EAA accounts for the remeasurement of lease liabilities and lease incentives from lessor by making corresponding adjustments to the relevant right-of-use asset. When the modified contract contains a lease component and one or more additional lease or non-lease components, EAA allocates the consideration in the modified contract to each lease component on the basis of the relative stand-alone price of the lease component and the aggregate stand-alone price of the non-lease components.

Property, plant and equipment

Property, plant and equipment are tangible assets that are held for use in the production or supply of goods or services, or for administrative purposes. Property, plant and equipment are stated in the statement of financial position at cost less subsequent accumulated depreciation and subsequent accumulated impairment losses, if any.



3. 主要會計政策 (續)

物業、機器及設備 (續)

物業、機器及設備折舊乃按其估計可使用年期，以直線法撇銷其成本減剩餘價值。估計可使用年期，剩餘價值及折舊方法於各報告期終時檢討，並會考慮到未來估計任何變動的影響。

物業、機器及設備項目於出售後或預期持續使用該資產將不會產生未來經濟利益時終止確認。出售或報銷物業、機器及設備目時所產生之任何收益或虧損，按出售所得款項與該資產賬面值之差額釐定，並於收支結算表內確認。

物業、機器及設備及使用權資產之減值

物業、機器及設備，和使用權資產會以成本減去累計折舊和減值後的金額（如有）列賬。在決定一項資產是否為減值時，監管局需要作出判斷和估算，尤其是評估(1)是否發生了一件事件或有任何指標可能會影響到資產的價值；(2)可收回金額能否支持資產的賬面價值，在評估使用價值時，按照該資產的持續使用來估算未來現金流的淨現值；及(3)包括現金流的預測和適當的折現率等用作估計可收回金額的恰當重要假設。當無法估計個別資產（包括使用權資產）的可收回金額時，監管局便會估計資產所屬之現金產生單位的可收回金額。改變假設和估計，包括現金流預測的折現率或增長率，可能會嚴重地影響減值測試中的淨現值。

金融工具

當監管局成為工具合約條文的訂約方時，確認金融資產及金融負債。所有定期方式購買或銷售的金融資產以交易日期作基準確認及取消確認。定期方式購買或銷售指要求按規則或市場慣例所定的時間規範內將資產運抵的金融資產買賣。

3. Material Accounting Policy Information

(continued)

Property, plant and equipment (continued)

Depreciation is recognised so as to write off the cost of items of property, plant and equipment less their residual values over their estimated useful lives, using the straight-line method. The estimated useful lives, residual values and depreciation method are reviewed at the end of each reporting period, with the effect of any changes in estimate accounted for on a prospective basis.

An item of property, plant and equipment is derecognised upon disposal or when no future economic benefits are expected to arise from the continued use of the asset. Any gain or loss arising on the disposal or retirement of an item of property, plant and equipment is determined as the difference between the sales proceeds and the carrying amount of the asset and is recognised in the statement of income and expenditure.

Impairment of property, plant and equipment and right-of-use assets

Property, plant and equipment and right-of-use assets are stated at costs less accumulated depreciation and impairment, if any. In determining whether an asset is impaired, EAA has to exercise judgment and make estimation, particularly in assessing: (1) whether an event has occurred or any indicators that may affect the asset value; (2) whether the carrying value of an asset can be supported by the recoverable amount, in the case of value in use, the net present value of future cash flows which are estimated based upon the continued use of the asset; and (3) the appropriate key assumptions to be applied in estimating the recoverable amounts including cash flow projections and an appropriate discount rate. When it is not possible to estimate the recoverable amount of an individual asset (including right-of-use assets), EAA estimates the recoverable amount of the cash-generating unit to which the assets belong. Changing the assumptions and estimates, including the discount rates or the growth rate in the cash flow projections, could materially affect the net present value used in the impairment test.

Financial instruments

Financial assets and financial liability are recognised when EAA becomes a party to the contractual provisions of the instrument. All regular way purchases or sales of financial assets are recognised and derecognised on a trade date basis. Regular way purchases or sales are purchases or sales of financial assets that require delivery of assets within the time frame established by regulation or convention in the market place.

3. 主要會計政策 (續)

金融工具 (續)

除自客戶合約產生的應收款項，根據香港財務報告準則第15號「客戶合約收益」初步計量，金融資產及金融負債初步按公平價值計量。因收購或發行金融資產及金融負債而直接產生交易成本，於首次確認時於該項金融資產或金融負債的公平價值中計入或扣除（視適用情況而定）。

實際利息法為計算金融資產或金融負債於有關期間攤銷成本以及分配利息收入及利息支出之方法。實際利率指將金融資產或金融負債於整個預計可使用年期或較短期間內（倘適用）的估計未來現金收入及現金付款（包括屬於實際利率不可分割部分的所有已付或已收費及點數、交易成本及其他溢價或折讓）剛好貼現為初步確認時賬面淨值的利率。

當經濟利益很可能流入監管局，並且能夠可靠地計量收入金額時，便確認出金融資產的利息收入。利息收入在參照尚未償還的本金及按適用的實際利率下，按時間而累積，而實際利率為透過金融資產的預計可用年期，將估計的未來現金收入準確折現至該資產在初次確認的淨賬面金額中。

金融資產

金融資產之分類及其後計量

符合以下條件之金融資產其後按攤銷成本計量：

- 以收取合約現金流動為目的之業務模式下持有之金融資產；及
- 合約條款於指定日期產生之現金流動主要用作支付本金及未付本金之利息。

3. Material Accounting Policy Information (continued)

Financial instruments (continued)

Financial assets and financial liability are initially measured at fair value except for receivables arising from contracts with customers which are initially measured in accordance with HKFRS 15 “Revenue from Contracts with Customers”. Transaction costs that are directly attributable to the acquisition or issue of financial assets and financial liability are added to or deducted from the fair value of the financial assets or financial liability, as appropriate, on initial recognition.

The effective interest method is a method of calculating the amortised cost of a financial asset or financial liability and of allocating interest income and interest expense over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash receipts and payments (including all fees and points paid or received that form an integral part of the effective interest rate, transaction costs and other premiums or discounts) through the expected life of the financial asset or financial liability, or, where appropriate, a shorter period, to the net carrying amount on initial recognition.

Interest income from a financial asset is recognised when it is probable that economic benefits will flow into EAA and the amount of income can be measured reliably. Interest income is accrued on a time basis, by reference to the principal outstanding and at the effective interest rate applicable, which is the rate that exactly discounts the estimated future cash receipts through the expected life of the financial asset to that asset's net carrying amount on initial recognition.

Financial assets

Classification and subsequent measurement of financial assets

Financial assets that meet the following conditions are subsequently measured at amortised cost:

- the financial asset is held within a business model whose objective is to collect contractual cash flows; and
- the contractual terms give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.



3. 主要會計政策 (續)

金融工具 (續)

金融資產 (續)

攤銷成本及利息收入

利息收入乃使用實際利率法就其後按攤銷成本計量的財務資產確認。利息收入以金融資產的總賬面值按實際利率計算，惟其後成為信貸減值的金融資產除外(見下文)。就其後出現信貸減值的金融資產而言，利息收入透過於下個報告期間的金融資產的攤銷成本應用實際利率確認。倘有關信貸減值的金融工具信貸風險得到改善以致有關金融資產不再出現信貸減值，則利息收入透過於緊隨釐定有關資產不再出現信貸減值的報告期間開始之金融資產總賬面值應用實際利率確認。

金融資產減值

根據香港財務報告準則第9號，監管局就作減值之金融資產確認預期信貸虧損之虧損準備。預期信貸虧損之數額於各報告日更新，以反映自首次確認後信貸風險之變化。

全期預期信貸虧損是指相關工具於預計全期因所有可能違約事件而產生的預期信貸虧損。相反，12個月的預期信貸虧損是指於報告日期後12個月內可能發生的違約事件而預計產生的一部分全期預期信貸虧損。評估乃根據監管局之歷史信貸虧損經驗進行，並根據債務人特有之因素、一般經濟狀況以及對報告日當前狀況之評估以及對未來狀況之預測作出調整。

就所有工具而言，監管局計量之虧損準備相等於十二個月預期信貸虧損，除非當信貸風險自首次確認後顯著增加，則監管局確認全期預期信貸虧損。是否應確認全期預期信貸虧損之評估乃基於自首次確認以來發生違約之可能性或風險之顯著增加。

3. Material Accounting Policy Information

(continued)

Financial instruments (continued)

Financial assets (continued)

Amortisation cost and interest income

Interest income is recognised using the effective interest method for financial assets measured subsequently at amortised cost. Interest income is calculated by applying the effective interest rate to the gross carrying amount of a financial asset, except for financial assets that have subsequently become credit-impaired (see below). For financial assets that have subsequently become credit-impaired, interest income is recognised by applying the effective interest rate to the amortised cost of the financial asset from the next reporting period. If the credit risk on the credit-impaired financial instrument improves so that the financial asset is no longer credit-impaired, interest income is recognised by applying the effective interest rate to the gross carrying amount of the financial asset from the beginning of the reporting period following the determination that the asset is no longer credit-impaired.

Impairment of financial assets

EAA recognises a loss allowance for expected credit loss ("ECL") on financial assets which are subject to impairment under HKFRS 9 "Financial Instruments". The amount of ECL is updated at each reporting date to reflect changes in credit risk since initial recognition.

Lifetime ECL represents the ECL that will result from all possible default events over the expected life of the relevant instrument. In contrast, 12-month ECL ("12m ECL") represents the portion of lifetime ECL that is expected to result from default events that are possible within 12 months after the reporting date. Assessment is done based on EAA's historical credit loss experience, adjusted for factors that are specific to the debtors, general economic conditions and an assessment of both the current conditions at the reporting date as well as the forecast of future conditions.

For all instruments, EAA measures the loss allowance equal to 12m ECL, unless when there has been a significant increase in credit risk since initial recognition, EAA recognises lifetime ECL. The assessment of whether lifetime ECL should be recognised is based on significant increases in the likelihood or risk of a default occurring since initial recognition.

3. 主要會計政策(續)

金融工具(續)

金融資產(續)

金融資產減值(續)

(i) 信貸風險顯著增加

於評估信貸風險自首次確認以來是否顯著增加時，監管局將於報告日金融工具發生違約之風險與首次確認當日金融工具發生違約之風險進行比較。於進行該評估時，監管局會考慮合理且可支持之定量和定性資料，包括無需付出不必要之成本或努力而可得之歷史經驗及前瞻性資料。

不論評估結果，監管局假設逾期，則信貸風險自首次確認以來有顯著增加，除非監管局有合理且可支持之資料證明並非如此。

(ii) 違約的定義

監管局認為就內部信貸風險管理而言，倘交易對手方違反財務契諾；或內部編製或自外部來源獲得的資料表明，債務人不大可能向其債權人(包括監管局)悉數還款，則構成違約事件。

(iii) 信貸減值金融資產

當發生一項或多項對金融資產估計未來現金流量有不利影響之違約事件時，金融資產出現信貸減值。

3. Material Accounting Policy Information (continued)

Financial instruments (continued)

Financial assets (continued)

Impairment of financial assets (continued)

(i) Significant increase in credit risk

In assessing whether the credit risk has increased significantly since initial recognition, EAA compares the risk of a default occurring on the financial instrument as at the reporting date with the risk of a default occurring on the financial instrument as at the date of initial recognition. In making this assessment, EAA considers both quantitative and qualitative information that is reasonable and supportable, including historical experience and forward-looking information that is available without undue cost or effort.

Irrespective of the outcome of the above assessment, EAA presumes that the credit risk has increased significantly since initial recognition when past due, unless EAA has reasonable and supportable information that demonstrates otherwise.

(ii) Definition of default

For internal credit risk management, EAA considers an event of default occurs when information developed internally or obtained from external sources indicates that the debtor is unlikely to pay its creditors, including EAA, in full.

(iii) Credit-impaired financial assets

A financial asset is credit-impaired when one or more events of default that have a detrimental impact on the estimated future cash flows of that financial asset have occurred.



3. 主要會計政策 (續)

金融工具 (續)

金融資產 (續)

金融資產減值 (續)

(iv) 撇銷政策

當有資料顯示交易對手方有嚴重財務困難及並無實際可收回希望 (如交易對手方已進行清算或已進入破產程序)，監管局會撇銷金融資產。根據監管局收回程序並考慮法律建議 (如適用)，已撇銷金融資產可能仍受到執法活動之約束。一項撇銷構成一項取消確認事件。任何其後收回均於收支結算表中確認。

(v) 預期信貸虧損計量及確認

計量預期信貸虧損起到計算違約概率，違約損失率 (即違約時的損失程度) 及違約風險的作用。評估違約概率及違約損失率乃基於經前瞻性資料進行調整的歷史數據。預期信貸虧損的估計反映無偏頗及概率加權數額，其乃根據加權的相應違約風險而釐定。

一般而言，預期信貸虧損為合約應付監管局的所有合約現金流量與監管局預期將收取按初始確認時釐定的實際利率貼現的現金流量之間的差額進行估計。

利息收入乃根據財務資產的賬面總值計算，除非財務資產經信貸減值，此時利息收入則根據財務資產的攤銷成本計算。

3. Material Accounting Policy Information

(continued)

Financial instruments (continued)

Financial assets (continued)

Impairment of financial assets (continued)

(iv) Write-off policy

EAA writes off a financial asset when there is information indicating that the counterparty is in severe financial difficulty and there is no realistic prospect of recovery, for example, when the counterparty has been placed under liquidation or has entered into bankruptcy proceedings. Financial assets written off may still be subject to enforcement activities under EAA's recovery procedures, taking into account legal advice where appropriate. A write-off constitutes a derecognition event. Any subsequent recoveries are recognised in the statement of income and expenditure.

(v) Measurement and recognition of ECL

The measurement of ECL is a function of the probability of default, loss given default (i.e. the magnitude of the loss if there is a default) and the exposure at default. The assessment of the probability of default and loss given default is based on historical data adjusted by forward-looking information. Estimation of ECL reflects an unbiased and probability-weighted amount that is determined with the respective risks of default occurring as the weights.

Generally, the ECL is the difference between all contractual cash flows that are due to EAA in accordance with the contract and the cash flows that EAA expects to receive, discounted at the effective interest rate determined at initial recognition.

Interest income is calculated based on the gross carrying amount of the financial asset unless the financial asset is credit impaired, in which case interest income is calculated based on amortised cost of the financial asset.

3. 主要會計政策(續)

金融工具(續)

金融資產(續)

取消確認財務資產

僅於從資產收取現金流量之合約權利屆滿時，或將財務資產與該等資產所有權之絕大部分風險及回報轉讓予另一實體時，監管局方會取消確認財務資產。倘監管局並無轉移或保留擁有權的絕大部分風險及回報及持續控制已轉移資產，則監管局確認其於資產的保留權益及其必須支付的相關負債金額。倘監管局保留已轉讓財務資產所有權之絕大部分風險及回報，則監管局會繼續確認該財務資產並同時就已收款項確認有抵押借款。

取消確認按攤銷成本計量的財務資產時，資產賬面值與已收及應收代價總額之差額於收支結算表中確認。

金融負債

金融負債乃根據所訂立合約安排之內容及金融負債之定義分類。

金融負債

金融負債(包括應付賬款)乃其後以按實際利息法按攤銷成本計量。

終止確認的金融負債

僅於監管局的責任解除、取消或屆滿時，方終止確認金融負債。終止確認的金融負債賬面值與已付及應付代價之差額於收支結算表中確認。

3. Material Accounting Policy Information (continued)

Financial instruments (continued)

Financial assets (continued)

Derecognition of financial assets

EAA derecognises a financial asset only when the contractual rights to the cash flows from the asset expire, or when it transfers the financial asset and substantially all the risks and rewards of ownership of the asset to another entity. If EAA neither transfers nor retains substantially all the risks and rewards of ownership and continues to control the transferred asset, EAA recognises its retained interest in the asset and an associated liability for amounts it may have to pay. If EAA retains substantially all the risks and rewards of ownership of a transferred financial asset, EAA continues to recognise the financial asset and also recognises a collateralised borrowing for the proceeds received.

On derecognition of a financial asset at amortised cost, the difference between the asset's carrying amount and the sum of the consideration received and receivable is recognised in the statement of income and expenditure.

Financial liability

Financial liability is classified in accordance with the substance of the contractual arrangements entered into and the definition of a financial liability.

Financial liability

Financial liability (including creditors) is subsequently measured at amortised cost, using the effective interest method.

Derecognition of financial liability

EAA derecognises financial liability when, and only when, EAA's obligations are discharged, cancelled or expire. The difference between the carrying amount of the financial liability derecognised and the consideration paid and payable is recognised in the statement of income and expenditure.



3. 主要會計政策(續)

僱員福利

僱員可享年假權利

僱員可享年假之權利在其符合資格享有時確認。

就截至結算日止因僱員已提供服務而產生之估計年假責任已作出撥備。

4. 關鍵會計判斷及估計不確定因素之主要來源

於應用監管局之會計政策時(已於附註3詳述)，管理層作出下列對財務報表所確認之金額具有最重大影響之關鍵判斷。

應收賬款之減值評估

應收賬款初次確認乃按公平價值計算，其後則按實際利息法以攤銷成本計算。倘有客觀證據顯示該資產出現減值，則就估計不可收回金額計算之適當撥備於收支結算表內確認。

決定個別撥備時，監管局認為已實施周詳程序以監控此項風險。釐定是否需要作出香港財務報告準則第9號之減值評估時，監管局已考慮賬齡狀況、可收回之可能性及估計貼現未來現金流量。特定撥備僅就不大可能收回之應收款項而作出。倘若此等賬款轉壞，導致其還款能力減退，則可能須作出撥備。

3. Material Accounting Policy Information (continued)

Employee benefits

Employee leave entitlements

Employee entitlements to annual leave are recognised when they accrue to employees.

A provision is made for the estimated liability for annual leave as a result of services rendered by employees up to the end of the reporting period.

4. Critical Accounting Judgment and Key Sources of Estimation Uncertainty

In the process of applying EAA's accounting policies, which are described in note 3, management had made the following judgments that have the most significant effect on the amounts recognised in the financial statements.

Impairment assessment of debtors

Debtors are measured at initial recognition at fair value, and are subsequently measured at amortised cost using the effective interest method. Appropriate allowances for estimated irrecoverable amounts are recognised in the statement of income and expenditure when there is objective evidence that the asset is impaired.

In determining individual allowances, EAA has considered that detailed procedures have been in place to monitor this risk. In determining whether impairment assessment of HKFRS 9 is required, EAA takes into consideration the aging status, the likelihood of collection and the estimated discounted future cash flows. Specific allowance is made for debtors that are unlikely to be collected. If the financial conditions of these debtors were to deteriorate, resulting in an impairment of their ability to make payments, allowances may be required.

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4. 關鍵會計判斷及估計不確定因素之主要來源(續)

應收賬款之減值評估(續)

監管局評估應收賬款的內部信貸評級。除根據香港財務報告準則第9號確定為信貸減值的應收賬款(其預期信貸虧損為個別評估)外，應收賬款按內部信貸評級分組，而該等資產的預期信貸虧損將使用撥備矩陣而進行集體評估。撥備率乃基於監管局的過往違約率，並考慮可得之合理且可支持的前瞻性資料，減少不必要的成本及努力。於各報告日期，可觀察的歷史違約率會重新評估，並考慮前瞻性資料的變動。

預期信貸虧損撥備對估計變動尤為敏感。有關預期信貸虧損及監管局應收賬款的資料於附註14披露。

4. Critical Accounting Judgment and Key Sources of Estimation Uncertainty (continued)

Impairment assessment of debtors (continued)

EAA assesses the internal credit ratings for debtors. Except for those which had been determined as credit impaired under HKFRS 9 the ECL of which is assessed individually, debtors are grouped based on internal credit rating and the ECL on these assets are assessed collectively using a provision matrix. The provision rates are based on EAA's historical default rates taking into consideration forward-looking information that is reasonable and supportable available without undue costs or effort. At every reporting date, the historical observed default rates are reassessed and changes in the forward-looking information are considered.

The provision of ECL is sensitive to changes in estimates. The information about the ECL and EAA's debtors are disclosed in note 14.

5. 牌照費

		2024 港元 HK\$	2023 港元 HK\$
牌照費總收入	Total licence fees	81,881,595	83,845,607

5. Licence Fees

6. 考試費

		2024 港元 HK\$	2023 港元 HK\$
地產代理及營業員資格考試	Estate agents and salespersons qualifying examinations	5,383,650	9,444,300

6. Examination Fees

7. 稅項

根據《稅務條例》第87條，監管局獲豁免繳納香港利得稅。

7. Taxation

EAA is exempt from Hong Kong Profits Tax under section 87 of the Inland Revenue Ordinance.



8. 物業、機器及設備

8. Property, Plant and Equipment

		租賃土地及樓宇 Leasehold land and buildings 港元 HK\$	租賃物業裝修 Leasehold improvements 港元 HK\$	汽車 Motor vehicles 港元 HK\$	傢俬及裝置 Furniture and fixtures 港元 HK\$	設備 Equipment 港元 HK\$	合計 Total 港元 HK\$
成本	COST						
於2022年4月1日	At 1 April 2022	139,613,990	2,548,887	646,982	15,193,155	19,838,245	177,841,259
添置	Additions	-	-	-	47,300	485,566	532,866
於2023年3月31日	At 31 March 2023	139,613,990	2,548,887	646,982	15,240,455	20,323,811	178,374,125
添置	Additions	-	-	-	22,500	976,368	998,868
撇銷	Disposals	-	-	-	-	(11,955)	(11,955)
於2024年3月31日	At 31 March 2024	139,613,990	2,548,887	646,982	15,262,955	21,288,224	179,361,038
折舊	DEPRECIATION						
於2022年4月1日	At 1 April 2022	7,199,321	476,059	436,713	6,718,488	18,076,819	32,907,400
年內撥備	Provided for the year	2,792,280	921,257	194,095	3,002,308	615,795	7,525,735
於2023年3月31日	At 31 March 2023	9,991,601	1,397,316	630,808	9,720,796	18,692,614	40,433,135
年內撥備	Provided for the year	2,792,280	921,257	16,174	1,996,188	758,763	6,484,662
撇銷	Eliminated upon disposals	-	-	-	-	(11,955)	(11,955)
於2024年3月31日	At 31 March 2024	12,783,881	2,318,573	646,982	11,716,984	19,439,422	46,905,842
賬面值	NET BOOK VALUES						
於2024年3月31日	At 31 March 2024	126,830,109	230,314	-	3,545,971	1,848,802	132,455,196
於2023年3月31日	At 31 March 2023	129,622,389	1,151,571	16,174	5,519,659	1,631,197	137,940,990

物業、機器及設備折舊乃按其估計使用年期以直線法按以下年率撇銷其成本：

租賃土地及樓宇	2%
租賃物業裝修	20%或按租賃年期 (倘少於五年)
汽車	30%
傢俬及裝置	20%
設備	20%至30%

Depreciation is recognised to write off the cost of items of property, plant and equipment over their estimated useful lives, using the straight-line method, at the following rates per annum:

Leasehold land and buildings	2%
Leasehold improvements	20% or over the period of the lease term if it is less than 5 years
Motor vehicles	30%
Furniture and fixtures	20%
Equipment	20% to 30%

9. 使用權資產

9. Right-of-use Assets

		租賃物業 Leased properties 港元 HK\$	辦公室設備 Office equipment 港元 HK\$	總額 Total 港元 HK\$
於2024年3月31日	As at 31 March 2024			
賬面金額	Carrying amount	500,495	27,997	528,492
於2023年3月31日	As at 31 March 2023			
賬面金額	Carrying amount	2,240,536	112,045	2,352,581
截至2024年3月31日 止年度	For the year ended 31 March 2024			
折舊費	Depreciation charge	1,740,041	84,048	1,824,089
截至2023年3月31日 止年度	For the year ended 31 March 2023			
折舊費	Depreciation charge	1,740,041	84,048	1,824,089
			2024 港元 HK\$	2023 港元 HK\$
年內因租賃而流出的現金總額	Total cash outflow for leases during the year		(1,933,032)	(1,933,032)

截至2024年3月31日止年度，監管局因營運而租用辦公室和辦公室設備。租賃合約的固定期限為3年至5年，但具有延期及終止選擇權。租賃條款根據個別情況經協商確定，當中包含了不同的條款和細則。在確定租賃期及評估不可取消期限的時間長短時，監管局應用了合約定義及確定合約可強制執行的期限。

For the year ended 31 March 2024, EAA leases offices and office equipment for its operations. Lease contracts are entered into for fixed term of 3 years to 5 years, but may have extension and termination options. Lease terms are negotiated on an individual basis and contain a wide range of different terms and conditions. In determining the lease term and assessing the length of the non-cancellable period, EAA applies the definition of a contract and determines the period for which the contract is enforceable.



10. 銀行結餘及現金及定期存款

銀行結餘及現金包括監管局持有之現金及餘下到期日為22至65日(2023年：32至67日)，按當時市場年利率介乎0.95%至4.4%(2023年：0.5%至5.07%)計算之短期銀行存款。

於2024年3月31日，為日後購置辦公室計劃(如有)或開展其他項目而維持一筆101,849,994港元的基金(2023年：89,779,095港元)。監管局撥出足夠的資金以維持其運作後，基金的金額由其酌情決定。

定期存款包括餘下到期日為138至340日(2023年：111至319日)，按當時市場年利率4%至4.35%(2023年：4%至4.3%)計算之短期銀行存款。

監管局認為該等資產之賬面值與其公平價值相若。

10. Bank Balances and Cash and Time Deposits

Bank balances and cash comprise cash held by EAA and short-term bank deposits with remaining tenure of 22 to 65 days (2023: 32 to 67 days) at prevailing market interest rates ranging from 0.95% to 4.4% per annum (2023: 0.5% to 5.07% per annum).

As at 31 March 2024, a fund of HK\$101,849,994 (2023: HK\$89,779,095) was maintained for the plan, if any, to acquire further office accommodation or to pursue other projects in future. The amount of the fund is determined at the discretion of EAA after setting aside sufficient fund for sustaining its operation.

Time deposit comprises short-term bank deposits with remaining tenure of ranging from 138 to 340 days (2023: from 111 to 319 days) at prevailing market interest rate of 4% to 4.35% per annum (2023: rate of 4% to 4.3% per annum).

EAA considers that the carrying amounts of these assets approximate their fair values.

11. 合約負債

11. Contract Liabilities

		2024 港元 HK\$	2023 港元 HK\$
遞延牌照費收入	Deferred licence fee income	65,918,237	70,220,380
已收牌照申請款項	Licence application fees received	3,587,257	3,929,271
		69,505,494	74,149,651

牌照費

Licence fees

		2024 港元 HK\$	2023 港元 HK\$
已確認的牌照費收入包含在年初的合約負債結餘	Licence fee income recognised that was included in the contract liability balance at the beginning of the year	50,726,139	57,354,118

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11. 合約負債 (續)

於報告期末，16,189,788港元的遞延牌照費收入(2023年：13,051,874港元)預期不會在報告期末起十二個月內確認。已收取牌照申請費是指由地產代理因申請牌照而支付的款項，其於報告期末仍在處理中，尚未核准。

11. Contract Liabilities (continued)

At the end of the reporting period, deferred licence fee income amounting to HK\$16,189,788 (2023: HK\$13,051,874) were not expected to be realised within twelve months from the end of the reporting period. Licence application fees received represent amounts paid by estate agents applying for the licences which were still being processed but not yet approved at the end of the reporting period.

12. 租賃負債

12. Lease Liabilities

		2024 港元 HK\$	2023 港元 HK\$
應付的租賃負債：	Lease liabilities due:		
一年之內	Within one year	558,861	1,904,640
一年以上，但不超過兩年	Within a period of more than one year but not exceeding two years	—	558,861
		558,861	2,463,501
減：在十二個月內到期的應付金額 (在流動負債下顯示)	Less: Amounts due for settlement within twelve months (shown under current liabilities)	(558,861)	(1,904,640)
在十二個月後到期的應付金額	Amounts due for settlement after twelve months	—	558,861

13. 資本風險管理

13. Capital Risk Management

監管局的資本主要是來自成立以來所累積的盈餘儲備金，其資本管理目標是確保監管局能夠持續營運，從而能不斷提升地產代理從業員的誠信和能力。

EAA's capital comprises primarily the surplus reserve fund accumulated since its establishment, and its objective when managing the capital is to ensure that EAA will be able to continue as a going concern so that it can continue to promote integrity and competence of estate agents.

監管局定期檢討並管理其資本架構，以確保監管局有充足的資金以作營運及資本需求。監管局對產生的盈餘實行零攤派政策。監管局撥出足夠的資金以維持其運作後，維持一筆基金，以便計劃日後購置永久辦公室或用於其他項目。

EAA regularly reviews and manages its capital to ensure adequacy for both the operational and capital needs. EAA operates a zero distribution policy with regard to surpluses generated. EAA maintains a fund for the plan, if any, to acquire further office accommodation or to pursue other projects in future after setting aside sufficient fund for sustaining EAA's operation.

地產代理每年須向監管局繳付牌照費。監管局定期檢討增加牌照費的需要，以確保妥善切合營運需求。

EAA charges annual licence fees on the estate agents. EAA regularly reviews the need to increase licence fees to ensure operational needs are fully covered.



14. 金融工具

a. 金融工具類別

		2024 港元 HK\$	2023 港元 HK\$
金融資產：	Financial assets:		
按攤銷成本計量之金融資產	Financial assets at amortised cost		
其他應收款	Sundry receivables	1,500,739	2,833,359
已付按金	Deposit paid	543,991	802,891
定期存款、銀行結餘及現金	Time deposits, bank balances and cash	183,727,631	169,386,561
		185,772,361	173,022,811
金融負債：	Financial liability:		
攤銷成本	Amortised costs		
應付賬款	Creditors	10,740,119	10,119,394

b. 金融風險管理目標及政策

監管局之主要金融工具包括其他應收款、已付按金、定期存款、銀行結餘及現金、及應付賬款。該等金融工具詳情於各自附註披露。該等金融工具之相關風險包括市場風險(包括利率風險)、信貸風險及流動資金風險。如何減輕該等風險的政策載於下文。管理層管理及監控該等風險，以確保可及時及有效地實施適當措施。

市場風險

現金流量利率風險

監管局因計息金融資產利率變動的影響而面對現金流量利率風險。計息金融資產主要為銀行結餘，全屬短期性質。因此，未來任何利率變動將不會對監管局之業績造成重大影響。

a. Categories of financial instruments

b. Financial risk management objectives and policies

EAA's financial instruments include sundry receivables, deposit paid, time deposits, bank balances and cash and creditors. Details of the financial instruments are disclosed in respective notes. The risks associated with these financial instruments include market risk (including interest rate risk), credit risk and liquidity risk. The policies on how to mitigate these risks are set out below. Management manages and monitors these exposures to ensure that appropriate measures are implemented in timely and effective manner.

Market risk

Cash flow interest rate risk

EAA is exposed to cash flow interest rate risk through the impact of rate changes on interest bearing financial assets. Interest bearing financial assets are mainly balances with banks which are all short term in nature. Therefore, any future variation in interest rates will not have a significant impact on the results of EAA.

14. 金融工具 (續)

b. 金融風險管理目標及政策 (續)

信貸風險

信貸風險指交易對手予未能履行合約責任而引致監管局蒙受財務損失之風險。監管局會持續監控，檢討及審核因對手而面對之信貸風險。

為盡量減低信貸風險，監管局就不可收回的金額充分計算減值損失。就此而言，監管局認為其信貸風險已大幅降低。

釐定應收賬款的預期信貸虧損時，監管局計及適合的過往經驗及前瞻資料。監管局已審視過往違約率持續低微及斷定監管局的其他應收款附帶信貸風險。監管局進一步評估其他應收款自初始確認後並未出現信貸風險大幅增加，且違約風險不重大，因此並無確認減值。

截至2024年3月31日及2023年3月31日止年度，根據預期信貸虧損評估，並無就已付按金提供重大減值撥備。

定期存款及流動資金之信貸風險不大，原因是交易對手為具良好聲譽之銀行。

14. Financial Instruments (continued)

b. Financial risk management objectives and policies (continued)

Credit risk

Credit risk refers to the risk that the counterparty will default on its contractual obligations resulting in financial loss to EAA. EAA's exposure of its counterparties are continuously monitored, reviewed and approved.

In order to minimise the credit risk, EAA makes adequate impairment losses for irrecoverable amounts. In this regard, EAA considers that EAA's credit risk is significantly reduced.

In determining the ECL for debtors, EAA has taken into account the historical default experience and forward-looking information, as appropriate. EAA has considered the consistently low historical default rate and concluded that credit risk is inherent in EAA's sundry receivables and deposit paid. EAA has further assessed that sundry receivables have not had a significant increase in credit risk since initial recognition and risk of default is insignificant, and therefore, no impairment has been recognised.

During the years ended 31 March 2024 and 2023, no material impairment allowance on deposit paid was provided based on the ECL assessment.

The credit risk on time deposits and liquid funds is limited because the counterparties are banks with good reputation.



14. 金融工具 (續)

b. 金融風險管理目標及政策 (續)

信貸風險 (續)

監管局內部信貸風險評級由下列類別組成：

內部信貸評級 Internal credit rating	說明 Description	金融資產 Financial assets
履行	交易對手方之違約風險較低，且並無任何逾期末還款項	十二個月預期 信貸虧損
Performing	The counterparty has a low risk of default and does not have any past-due amounts	12-month ECL
監察名單	經常於到期日後償還而通常於到期日後結付的債務。	十二個月預期 信貸虧損
Watch list	Debtor frequently repays after due dates but usually settle after due date	12-month ECL
存疑	根據內部形成之資料或外部資源，信貸風險自初始確認以來顯著增加	全期預期信貸 虧損－無信貸減值
Doubtful	There have been significant increases in credit risk since initial recognition through information developed internally or external resources	Lifetime ECL – not credit-impaired
虧損	有證據顯示資產出現信貸減值	全期預期信貸 虧損－已信貸減值
Loss	There is evidence indicating the asset is credit-impaired	Lifetime ECL – credit-impaired
註銷	有證據顯示債務人面對嚴重財政困難及監管局並無實際可收回希望	款項被註銷
Write-off	There is evidence indicating that the debtor is in severe financial difficulty and the Group has no realistic prospect of recovery	Amount is written off

14. Financial Instruments (continued)

b. Financial risk management objectives and policies (continued)

Credit risk (continued)

EAA's internal credit risk grading assessment comprises the following categories:

14. 金融工具 (續)

b. 金融風險管理目標及政策 (續)

信貸風險 (續)

下表詳述監管局金融資產(須進行預期信貸虧損評估)所面臨之信貸風險：

	外部信貸評級 External credit rating	內部信貸評級 Internal credit rating	十二個月或 全期預期信貸虧損 12-month or lifetime ECL	賬面總值 Gross carrying amount	
				2024 港元 HK\$	2023 港元 HK\$
按攤銷成本入賬的金融資產					
Financial assets at amortised cost					
其他應收款	不適用	履行(附註a)	十二個月預期信貸虧損	1,500,739	2,833,359
Sundry receivables	N/A	Performing (note a)	12-month ECL		
已付按金	不適用	履行(附註a)	十二個月預期信貸虧損	543,991	802,891
Deposit paid	N/A	Performing (note a)	12-month ECL		
定期存款、銀行結餘及現金	Aa3至A3	不適用	十二個月預期信貸虧損	183,726,590	169,386,561
Time deposits, bank balances and cash	Aa3 to A3	N/A	12-month ECL		

附註：

- (a) 就內部信貸風險管理而言，監管局使用逾期的其他應收款及已付按金的財務資料，以評估自初始確認後信貸風險是否顯著增加。

14. Financial Instruments (continued)

b. Financial risk management objectives and policies (continued)

Credit risk (continued)

The tables below detail the credit risk exposures of EAA's financial assets which are subject to ECL assessment:

Note:

- (a) For the purpose of internal credit risk management, EAA uses the financial information of the past-due information of sundry receivables and deposit paid to assess whether credit risk has increased significantly since initial recognition.



14. 金融工具 (續)

b. 金融風險管理目標及政策 (續)

流動資金風險

監管局管理層對流動資金風險負有最終管理責任，彼等已就監管局之短期、中期及長期資金及流動資金管理規定建立適當之流動資金風險管理框架。監管局管理層透過維持足夠儲備以及持續監察預測及實際現金流量，以管理流動資金風險。

下表載列監管局非衍生金融負債按償還條之餘下合約到期日。該表乃根據監管局可被要求支付金融負債之最早日期編製，以反映金融負債之未貼現現金流量。

14. Financial Instruments (continued)

b. Financial risk management objectives and policies (continued)

Liquidity risk

Ultimate responsibility for liquidity risk management rests with management of EAA, which has built an appropriate liquidity risk management framework for the management of EAA's short, medium and long-term funding and liquidity management requirements. Management of EAA manages liquidity risk by maintaining adequate reserve and continuously monitors the forecast and actual cash flows.

The following table details EAA's remaining contractual maturity for its non-derivative financial liabilities on the agreed repayment terms. The table has been drawn up based on the undiscounted cash flows of financial liabilities based on the earliest date on which EAA can be required to pay.

		加權平均 實際利率 Weighted average effective interest rate %	0至30天 0 - 30 days 港元 HK\$	1個月 至1年 1 month - 1 year 港元 HK\$	1至5年 1 - 5 years 港元 HK\$	未貼現現金 流量總額 Total undiscounted cash flows 港元 HK\$	賬面值 Carrying amount 港元 HK\$
2024年	2024						
應付賬款	Creditors	-	10,610,119	130,000	-	10,740,119	10,740,119
租賃負債	Lease liabilities	2	161,086	398,951	-	560,037	558,861
			10,771,205	528,951	-	11,300,156	11,298,980
2023年	2023						
應付賬款	Creditors	-	9,989,394	130,000	-	10,119,394	10,119,394
租賃負債	Lease liabilities	2	161,086	1,771,946	560,037	2,493,069	2,463,501
			10,150,480	1,901,946	560,037	12,612,463	12,582,895

14. 金融工具 (續)

c. 公平價值

金融資產及金融負債之公平價值，按貼現現金流量分析普遍採納之定價模式釐定。

監管局認為，於財務報表按攤銷成本入賬的金融資產及金融負債之賬面值與其公平價值相約。

14. Financial Instruments (continued)

c. Fair values

The fair values of financial assets and financial liabilities are determined in accordance with generally accepted pricing models based on discounted cash flow analysis.

EAA considers that the carrying amounts of financial assets and financial liabilities recorded at amortised cost in the financial statements approximate their corresponding fair values.

15. 融資活動產生的負債之對賬

下表詳述監管局來自融資活動的負債變動，當中包括現金和非現金變動。融資活動所產生的負債為現金流量或未來現金流量將於監管局的現金流量表中分類為來自融資活動現金流量的負債。

15. Reconciliation of a Liability Arising from Financing Activity

The table below details changes in EAA's liability arising from financing activity, including both cash and non-cash changes. Liability arising from financing activity is that for which cash flows were, or future cash flows will be, classified in EAA's statement of cash flows as cash flows from financing activity.

		租賃負債 Lease liabilities 港元 HK\$
於2022年4月1日	At 1 April 2022	4,330,798
融資現金流	Financing cash flow	(1,933,032)
利息支出	Interest expense	65,735
於2023年3月31日	At 31 March 2023	2,463,501
融資現金流	Financing cash flow	(1,933,032)
利息支出	Interest expense	28,392
於2024年3月31日	At 31 March 2024	558,861

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