

一手住宅物業銷售監管局

Sales of First-hand Residential Properties Authority

Seminar on Sales of First-hand Residential Properties

一手住宅物業銷售監管局

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一手住宅物業銷售講座

The theme

- How to read a sales brochure of a development/phase?
- Gentle reminders.



主題

- 如何理解一個發展項目/期數的售樓說明書？
- 溫馨提示。



Why you should familiarise with a sales brochure?

- Clients rely heavily on what estate agents tell them.
- Sales brochure for a development/phase is the primary and the most authoritative source of information on a development/phase.
- Familiarising yourself with the information in a sales brochure for a development/phase helps you deliver your services to your clients more confidently and professionally.

為甚麼你要熟悉售樓說明書？

- 客戶非常信賴地產代理提供予他們的資料。
- 發展項目/期數的售樓說明書是該發展項目/期數最主要及最可靠的資料。
- 熟悉發展項目/期數的售樓說明書能讓你更有信心和專業地提供服務給你的客戶。

Why you should familiarise with a sales brochure?

- 天書 or promotional leaflets published by vendors are **NOT** a substitute to a sales brochure, in terms of comprehensiveness and reliability of information.
- Any person, including estate agents, who gives information which are not factually accurate may run the risk of having made a misrepresentation or disseminated false or misleading information, and is liable to prosecution under the Residential Properties (First-hand Sales) Ordinance (“the Ordinance”).

為甚麼你要熟悉售樓說明書？

- 在資料的全面性和可靠性方面，賣方發布的天書或宣傳單張不能代替售樓說明書。
- 任何人士，包括地產代理，若提供與事實不符的資料，可能構成作出《一手住宅物業銷售條例》(“《條例》”)所指的失實陳述或傳播虛假或具誤導性資訊，而被檢控。

Background information



背景資料



Commencement of the Ordinance

- The Ordinance came into full implementation on 29 April 2013.

《條例》的生效

- 《條例》於2013年4月29日全面實施。

Who are we?

- We are the Sales of First-hand Residential Properties Authority (SRPA). We -
 - ▣ Administer the provisions of the Ordinance.
 - ▣ Conduct compliance check and inspection.
 - ▣ Educate the public on matters relating to the Ordinance.

我們是誰？

- 我們是一手住宅物業銷售監管局(“ 銷售監管局”)。我們 –
 - ▣ 執行《條例》的條文。
 - ▣ 檢視《條例》遵守情況及進行巡查。
 - ▣ 教育公眾關乎《條例》的事宜。

Who are we?

- ▣ Issue guidelines on the operation of the Ordinance.
- ▣ Handle enquiries and complaints.
- ▣ Maintain the Sales of First-hand Residential Properties Electronic Platform (SRPE).

我們是誰？

- ▣ 為《條例》的執行提供指引。
- ▣ 處理查詢及投訴。
- ▣ 備存一手住宅物業銷售資訊網(“銷售資訊網”)。

Objectives of the Ordinance

- To create a clear, fair, balanced, practical and efficient mechanism to regulate the sales of first-hand residential properties.
- To protect the interest of purchasers of first-hand residential properties through enhancing transparency of property and transaction information, and through making the contravention of the requirements of the Ordinance criminal offences.

《條例》的目的

- 創建一個清晰、公平、平衡、實用和高效率的機制，以規管一手住宅物業的銷售。
- 透過提高物業和成交資料的透明度及將違反《條例》的規定訂為刑事罪行，以保障一手住宅物業買方的權利。

Objectives of the Ordinance

- To provide a level playing field for vendors of first-hand residential properties.



《條例》的目的

- 為一手住宅物業賣方提供公平的競爭環境。



Applicability of the Ordinance

- The Ordinance applies to any residential property in a development/phase situated in Hong Kong in respect of which property-
 - ▣ neither a preliminary agreement for sale and purchase (PASP) nor an agreement for sale and purchase (ASP) has ever been entered into; and
 - ▣ no assignment has ever been made.

《條例》的適用範圍

- 《條例》適用於符合以下說明的、香港境內的發展項目/期數中的住宅物業 -
 - ▣ 不曾有臨時買賣合約或買賣合約就該物業訂立；
及
 - ▣ 不曾有轉讓就該物業作出。

Applicability of the Ordinance

- Two situations which the Ordinance do not apply-
 - ▣ at least 95% of the number of residential properties in a completed development/phase have been held under a tenancy (other than a Government lease) for a continuous period of at least 36 months or for several periods that in aggregate equal to at least 36 months.

《條例》的適用範圍

- 《條例》不適用於兩種情況 -
 - ▣ 已落成的發展項目/期數中的住宅物業的數目中的最少95%，根據租約(政府租契除外)，連續持有最少36個月，或持有多於一段期間而該等期間合計不少於36個月；

Applicability of the Ordinance

- Two situations which the Ordinance do not apply (cont'd)-
 - ▣ a single New Territories exempted house (NTEH) issued with a certificate of exemption under the Buildings Ordinance (Application to the New Territories) Ordinance, Cap. 121.

《條例》的適用範圍

- 《條例》不適用於兩種情況(續)-
 - ▣ 根據《建築物條例(新界適用)條例》(第121章)獲發豁免證明書之單一新界豁免管制屋宇。

Exceptions

Some provisions in the Ordinance do not apply:

- When all the residential properties in a development/phase is sold to the same person under a single agreement (not applicable where a development comprises only one single house).
- When residential properties are sold or offered to be sold to associated entity.

例外情況

《條例》中某些條文不適用於：

- 當發展項目/期數中的所有住宅物業根據單一份合約售予同一人(不適用於發展項目只包含單一獨立屋)。
- 當住宅物業售予或要約出售予有聯繫公司。

Exceptions

- Developments constructed by the Housing Authority.
- When residential properties are sold or offered to be sold to sitting tenant.
- Property sold or offered to be sold by way of auction or tender.

例外情況

- 由房屋委員會興建的發展項目。
- 當住宅物業售予或推售予已入住租客。
- 以拍賣或招標方式出售或推售的物業。

Applicability of the Ordinance (summary)

- Generally speaking, the sales of almost all of the first-hand residential properties situated in Hong Kong being offered for sale by a vendor to the general public will fall under the Ordinance, including:
 - uncompleted first-hand residential properties;
 - completed first-hand residential properties (regardless of the age of the building); and
 - a development which comprises two or more New Territories Exempted Houses.

《條例》的適用範圍(摘要)

- 一般而言，差不多所有由賣方推售予公眾的香港境內的一手住宅物業，屬《條例》所規管，包括：
 - 未落成的一手住宅物業；
 - 已落成的一手住宅物業(不論建築物的樓齡)；及
 - 包含2個或多於2個新界豁免管制屋宇的發展項目。

Sales Brochure



售樓說明書



Which types of development must have a sales brochure?

- Vendors selling first-hand residential properties which the Ordinance apply MUST make available a sales brochure for the development/phase. The sales brochure must comply with all the requirements as set out in the Ordinance.
- If the development is divided into 2 or more phases, the vendor must prepare a sales brochure for each phase.

哪類發展項目需提供售樓說明書？

- 賣方出售適用於《條例》的一手住宅物業時，必須為該發展項目/期數提供一份售樓說明書。該售樓說明書必須符合《條例》列出的所有規定。
- 如發展項目分為兩期或多於兩期，賣方須為每一期擬備一份售樓說明書。

When a sales brochure will be available for collection/browsing?

- A period of at least 7 days immediately before the date of sale, and on a date of sale.

售樓說明書何時可供領取/瀏覽？

- 在緊接出售日期前的最少7日期間內及出售的日期當日。

Where to collect/browse a sales brochure ?

- Before the first date of sale: hard copies for collection free of charge at the venues as designated by the vendors;
- Every date of sale: hard copies for collection free of charge at the sales offices;
- An electronic copy on the website designated by the vendor for the development/phase; and
- an electronic copy on the SRPE.

在何處領取/瀏覽售樓說明書？

- 首個出售日期前：印本在賣方指定的場地供免費領取；
- 出售的日期的每一日：印本在售樓處供免費領取；
- 電子版本上載於賣方就該發展項目/期數指定的互聯網網站的；及
- 電子版本上載於在銷售資訊網。

Read the most updated sales brochure

- Ensure that the sales brochure obtained is the latest version, i.e. the version which was printed, or examined, or examined and revised, within the previous 3 months.

閱覽最新版本的售樓說明書

- 確保所取得的售樓說明書屬最新版本。即該版本是在之前的3個月之內印製或檢視、或檢視及修改。

Information in a sales brochure



售樓說明書內的資料



How to read a sales brochure?

- All of the information in the sales brochure is important, but some of the information are MORE important than the others.
- We will highlight those more important ones.

如何理解售樓說明書？

- 售樓說明書內所有資料都是重要的，但有些資料比其他資料更重要。
- 我們會集中介紹那些更重要的資料。

Information on the development

This part of the sales brochure tells you, among other things-

- The name of the street and street number at which the development/phase is situated;
- total no. of storeys, floor numbering, omitted floor numbers, refuge floors (if any) for multi-unit buildings;

發展項目的資料

除其他事項外，售樓說明書的這部分告訴你-

- 發展項目/期數所位於的街道的名稱及門牌號數；
- 多單位建築物的樓層的總數、樓層號數、被略去的樓層號數，庇護層(如有的話)；

Information on the development

- total no. of houses, house numbering, omitted house numbers for house developments.

發展項目的資料

- 獨立屋發展項目的獨立屋總數、門牌號數及被略去的門牌號數。

Information on the development

Points-to-note

- If the Commissioner of Rating and Valuation has yet to allocate a street number to a development/phase, the sales brochure will show the provisional street number. If not even a provisional street number is available, the vendor will state “not yet available” in the sales brochure. The vendor will update the information on street number when such information becomes available.

發展項目的資料

注意事項

- 如發展項目/期數未獲差餉物業估價署署長編配門牌號數，售樓說明書會列出臨時門牌號數。若仍未獲編配臨時門牌號數，賣方會在售樓說明書內述明「未有該項資料」。當賣方獲編配門牌號數後，會更新該項資料。

Information on design of the development

This part of the sales brochure tells you, among other things:

- The means of maintenance of the external walls of the building and related expenses, e.g. whether gondola is required for maintenance of curtain walls.

發展項目的設計的資料

除其他事項外，售樓說明書的這部分告訴你 -

- 建築物外牆維修辦法及所涉費用。例如：
維修幕牆是否需要使用吊船。

Location plan of the development

This part of the sales brochure tells you, among other things -

- 43 types of facilities, structures or buildings within 250 metres from the boundary of the development which may give rise to concerns on aspects such as traffic, noise level, air quality, odour, environment, hygiene, fire hazard, pedestrian flow, crowdedness, or tranquility, which affects the day-to-day living of residents in the development.

發展項目的所在位置圖

除其他事項外，售樓說明書的這部分告訴你-

- 位於距離發展項目的界線250米以內的43項設施，構築物或建築物。主要是一些很大可能會引起關注，例如交通、噪音水平、空氣質素、氣味、環境、衛生、火警危險、人流、擠迫程度或寧靜程度的關注，因為會影響準買方日後在有關發展項目時的生活作息。

Floor plans of residential properties in the development/phase

This part of the sales brochure tells you, among other things -

- the thickness of the floor slabs (excluding plaster) of each residential property;
- the floor-to-floor height of each residential property;

發展項目/期數的住宅物業的樓面 平面圖

除其他事項外，售樓說明書的這部分告訴你-

- 每個住宅物業的樓板(不包括灰泥)的厚度；
- 每個住宅物業的層與層之間的高度；

Floor plans of residential properties in the development/phase

- the external dimensions of each residential property;
- the internal dimensions of each residential property;
- the thickness of the internal partitions of each residential property;
- the external dimensions of individual compartments in each residential property.

發展項目/期數的住宅物業的樓面平面圖

- 每個住宅物業的外部尺寸；
- 每個住宅物業的內部尺寸；
- 每個住宅物業的內部間隔的厚度；
- 每個住宅物業內個別分隔室的外部尺寸。

Floor plans of residential properties in the development/phase

Points to note

- Floor-to-ceiling height = floor-to-floor height *minus* thickness of the floor slab
- The external and internal dimensions of each residential property as provided in the sales brochure does NOT include the thickness of plaster and finishes.
- All kinds of external wall finishes (such as claddings) is not counted as part of an enclosing wall. This also applies to the measurement of saleable area.

發展項目/期數的住宅物業的樓面平面圖

注意事項

- 地面至天花板的高度 = 層與層之間的高度減去樓板的厚度
- 售樓說明書所提供有關住宅物業外部和內部的尺寸，不包括批盪和裝飾物料的厚度。
- 所有類型的外牆裝飾物料(例如覆面)，不視作圍封牆的一部分。這做法亦適用於量度實用面積。

Floor plans of residential properties in the development/phase

Points-to-note

- It is natural and normal that the on-site measurements taken by a person in a first-hand residential property upon completion will not be exactly the same as those mentioned in a sales brochure though the difference should not be significant.

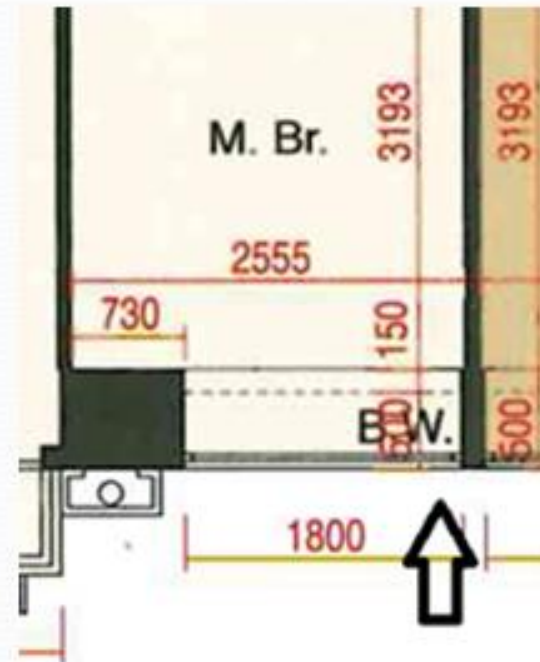
發展項目/期數的住宅物業的樓面 平面圖

注意事項

- 在一個已落成一手住宅物業現場所量度的尺寸，可能與售樓說明書所述的尺寸不完全一樣，這是自然和正常的情況，但差別應該不大。

Floor plans of residential properties in the development/phase

- How is a fixed window being shown on the floor plan?
 - Windows are generally delineated by three single lines on floor plans



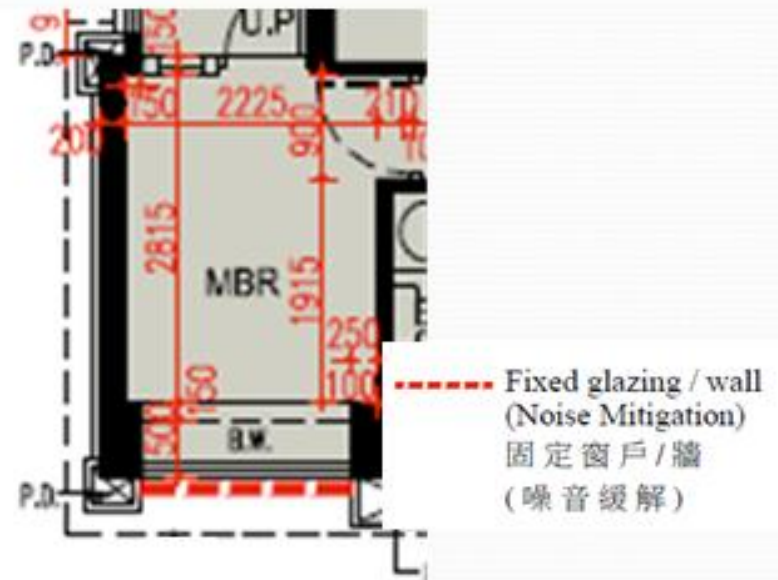
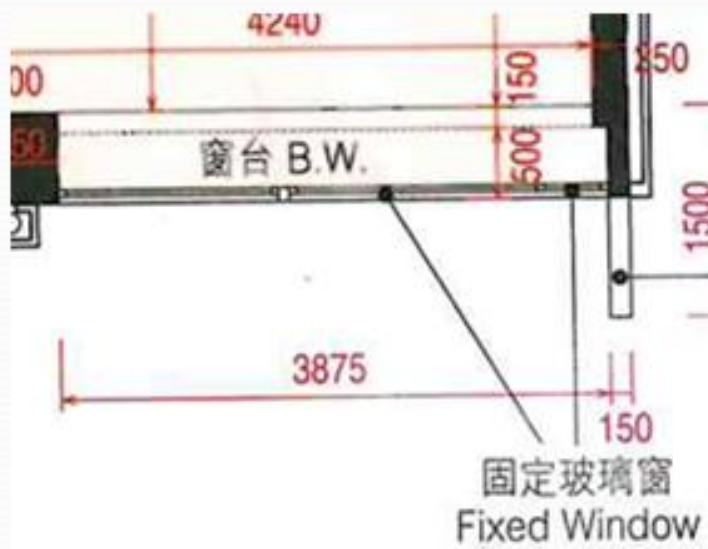
發展項目/期數的住宅物業的樓面平面圖

- 固定窗戶是怎樣在樓面平面圖標示？
 - ▣ 樓面平面圖一般以三條單線標示窗戶



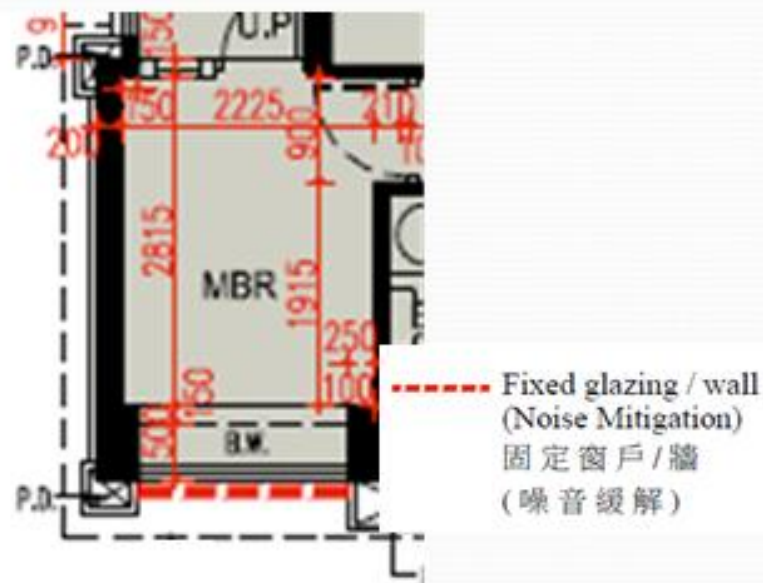
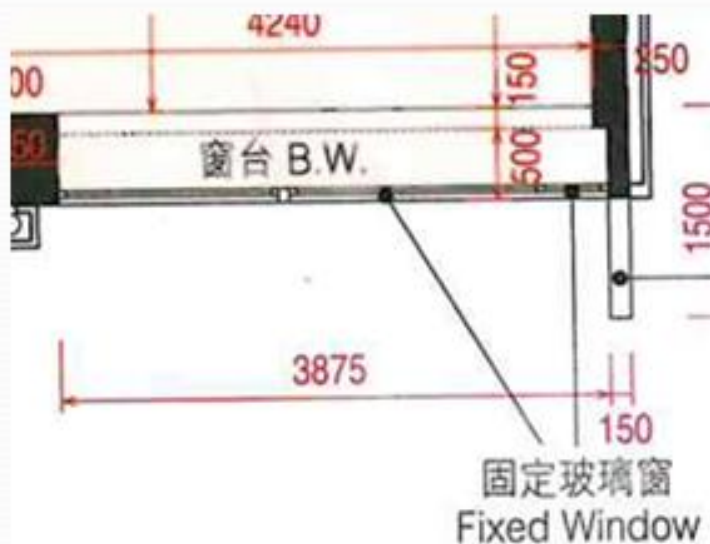
Floor plans of residential properties in the development

- Examples of fixed windows as indicated on floor plans.



發展項目/期數的住宅物業的樓面 平面圖

- ### ■ 樓面平面圖標示固定窗戶的例子



Floor plans of residential properties in the development/phase

- How a toilet which does not have window is being shown on a floor plan?
 - ▣ Walls are generally delineated by solid lines on floor plans. The two toilets below are enclosed by solid lines which mean the toilets are not provided with window (commonly called “黑廁”)



發展項目/期數的住宅物業的樓面平面圖

- 沒有窗戶的洗手間是怎樣在樓面平面圖標示？
 - ▣ 樓面平面圖一般以實線標示牆。以下兩個洗手間是以實線圍封，表示該些洗手間沒有窗戶。(通常稱為“黑廁”)



Area of residential properties in the development/phase

This part of the sales brochure tells you, among other thing –

- the saleable area of the residential property;
- the floor area of a balcony, a utility platform; a verandah;
- the area of each of an air-conditioning plant room, a bay window, a cockloft, a flat roof, a garden, a parking space, a roof, a stairhood, a terrace, a yard.

發展項目/期數的住宅物業的面積

除其他事項外，售樓說明書的這部分告訴你—

- 該住宅物業的實用面積；
- 露台、工作平台、陽台的樓面面積；
- 空調機房、窗台、閣樓、平台、花園、停車位、天台、梯屋、前庭、庭院的每一項目的面積。

Area of residential properties in the development/phase

Points-to-note

- Under the Ordinance, vendors can only use **saleable area** in expressing the size and unit price of any first-hand residential property in sales brochure, price list and advertisement.
- According to Practice Circular No. 13-04(CR) issued by the Estate Agents Authority (EAA) in April 2013, licensees must not provide information concerning floor area and price per square foot or square metre of first-hand residential properties other than by reference to the **saleable area** of the property.

發展項目/期數的住宅物業的面積

注意事項

- 《條例》下，賣方在售樓說明書、價單及廣告內，只能以實用面積表達一手住宅物業的面積以及每平方呎及每平方米的售價。
- 根據地產代理監管局於2013年4月發出的執業通告第13-04(CR)號，持牌人除以物業的實用面積作為基準外，不得以其他基準表達一手住宅物業的樓面面積和物業的每平方呎或每平方米的售價資料。

Area of residential properties in the development/phase

Points-to-note

- **Saleable area**, as defined under the Ordinance, means (a) the floor area of the residential property; (b) includes the floor area of (i) a balcony; (ii) a utility platform; (iii) a verandah to the extent that it forms part of the residential property; and (c) excludes the area of an air-conditioning plant room, a bay window, a cockloft, a flat roof, a garden, a parking space, a roof, a stairhood, a terrace, a yard to the extent that it forms part of the residential property.

發展項目/期數的住宅物業的面積

注意事項

- 實用面積，根據《條例》的定義，指(a)該物業的樓面面積；(b) 包括(i)露台、(ii) 工作平台、(iii) 陽台的樓面面積(但只在它構成該物業的一部分的範圍內才包括)；及(c)不包括空調機房、窗台、閣樓、平台、花園、停車位、天台、梯屋、前庭、庭院的每一項目的面積(但只在它構成該物業的一部分的範圍內才不包括)。

Area of residential properties in the development/phase

Points-to-note

- For the purpose of the Ordinance, the floor area of a residential property-
 - ▣ is to be measured from the exterior of the enclosing walls of the residential property;
 - ▣ includes the area of the internal partitions and columns within the residential property; and
 - ▣ excludes the area of any common part outside the enclosing walls of the residential property.

發展項目/期數的住宅物業的面積

注意事項

- 在《條例》下，住宅物業的樓面面積 -
 - 須從圍封該住宅物業的圍封牆的外部開始量度；
 - 包括該住宅物業內部的間隔及柱的面積；及
 - 不包括圍封該住宅物業的圍封牆之外的任何公用部分的面積。

Relevant information

This part of the sales brochure tells you, among other things -

- information that is specific to a residential property in the development, or information that is specific to the development, and-
 - ▣ the information is on any matter that is likely to materially affect the enjoyment of the residential property; and
 - ▣ the information is known to the vendor but is not known to the general public.

有關資料

除其他事項外，售樓說明書的這部分告訴你－

- 屬該發展項目中的住宅物業特有的資料或屬該發展項目特有的資料，而該些資料－
 - 相當可能對享用該住宅物業造成重大影響的事宜；及
 - 為賣方所知悉，但並非為一般公眾人士所知悉。

Relevant information

Points-to-note

- Examples of “relevant information” -
 - ▣ residential property equipped with fixed windows for noise mitigation purpose which cannot be opened, or which may bring in a high noise level if they are opened;
 - ▣ a residential property is currently being leased to a tenant and it is only possible for the purchaser to move in upon the expiry of the tenancy;

有關資料

注意事項

■ “有關資料” 的例子-

- ▣ 住宅物業有裝設不能開啟的固定窗戶，以減低噪音的影響。在開啟固定窗戶後，或會帶來高噪音水平的影響；
- ▣ 住宅物業現正出租予租客，買方要待租約期滿後方可遷入；

Relevant information

- Examples of “relevant information”-
 - ▣ a roof which is sold together with the residential property cannot be used in a normal manner, or the owner of the roof is required to allow maintenance workers to enter his/her property from time to time in order to carry out maintenance works on the roof;

有關資料

■ “有關資料” 的例子-

- ▣ 住宅物業與天台連接並一併出售，但該住宅物業的擁有人並不能正常使用該天台，或該物業的擁有人須不時讓維修工人進入其物業以通往天台進行維修工作；

Relevant information

- Examples of “relevant information”-
 - ▣ information on a site adjacent to the development which is let under short term tenancy with various permitted uses on a temporary basis.

有關資料

■ “有關資料” 的例子-

- ▣ 毗連發展項目的一幅土地以短期租約形式出租，並可以臨時性質作各種許可用途的資料。

Summary of deed of mutual covenant (DMC)

This part of the sales brochure tells you, among other things -

- the common parts of the development;
- the number of undivided shares assigned to each residential property in the development;
- the term of years for which the manager of the development is appointed;

公契的摘要

除其他事項外，售樓說明書的這部分告訴你－

- 發展項目的公用部分；
- 分配予發展項目中的每個住宅物業的不可分割份數的數目；
- 有關發展項目中的管理人的委任年期；

Summary of deed of mutual covenant (DMC)

- the basis on which the management expenses are shared among the owners of the residential properties in the development;
- the basis on which the management fee deposit is fixed;
- the area (if any) in the development retained by the owner for that owner's own use.

公契的摘要

- 管理開支按甚麼基準在發展項目中的住宅物業的擁有人之間分擔；
- 計算管理費按金的基準；
- 擁有人在發展項目中保留作自用的範圍(如有的話)。

Summary of deed of mutual covenant (DMC)

Points-to-note

- The Ordinance does not require vendors to provide in the sales brochure the exact amount of management fee of each residential property because vendors may or may not have worked out the exact amount of management fee for each residential property during pre-sale.
- The amount of management fee for a completed first-hand residential property has to be set out in the Vendor's Information Form.
- Your clients may wish to know the estimated amount of management fee for an uncompleted first-hand residential property. If so, please help them find out from the vendors if the information is available.

公契的摘要

注意事項

- 《條例》沒有要求賣方於售樓說明書列出每個住宅物業的管理費款額，是因為賣方在推售樓花時或許未落實每個住宅物業的管理費的確切款額。
- 已落成一手住宅物業的管理費款額須在賣方資料表格中列出。
- 如你的客戶欲知道某個未落成一手住宅物業的預計管理費款額，請協助他們向賣方查詢能否提供該資料。

Summary of land grant

This part of the sales brochure tells you, among other things -

- the term of years under the lease;
- the user restrictions applicable to that land;

批地文件的摘要

除其他事項外，售樓說明書的這部分告訴你-

- 有關租契規定的年期；
- 適用於該土地用途限制；

Summary of land grant

- the facilities that are required to be constructed and provided for the Government, or for public use;
- the grantee's obligations to lay, form or landscape any areas, or to construct or maintain any structures or facilities, within or outside that land;
- the lease conditions that are onerous to a purchaser.

批地文件的摘要

- 按規定須興建並提供予政府或供公眾使用的設施；
- 有關承授人在該土地內外鋪設、塑造或作環境美化的任何範圍，或興建或維持任何構築物或設施的責任；
- 對買方造成負擔的租用條件。

Summary of land grant

Points-to-note

- Watch out for provisions in the land grant which set out that the grantee shall at his own expense provide, construct and maintain within the lot unobstructed roads and footpaths leading to adjacent private land, and that the grantee shall allow members of the public at all time and for all lawful purposes to pass on foot or by vehicle through the aforementioned roads and footpath free of charge.

批地文件的摘要

注意事項

- 留意是否有批地條款列明承授人須自費在該地段提供、興建及維持可通往毗連的私人土地的暢通無阻的道路及行人路，並且承授人須容許公眾人士於所有時間及就所有合法目的，步行或以車輛免費通過或往返上述的道路和行人路。

Summary of land grant

Points-to-note

- Should read together with the sections for “Location plan of the development”, “Layout plan of the development”, “Information on public facilities and public open spaces” and “Relevant information” in the sales brochure, in order to get a clear idea of the boundary of the development, the location of the aforementioned roads and footpaths, and whether the owners will have to share the costs of the capital works for, and the expenses for managing and maintaining the aforementioned roads and footpaths.

批地文件的摘要

注意事項

- 應同時閱覽售樓說明書內「發展項目的所在位置圖」、「發展項目的布局圖」、「公共設施及公眾休憩用地的資料」以及「有關資料」部分，以清楚了解該發展項目的邊界、上述道路及行人路的位置，以及業主是否須共同承擔有關道路及行人路的建築工程、管理及維修的費用。

Summary of land grant

Points-to-note

- Watch out for provisions in the land grant which *set out* :
 - ▣ non-exclusive right of way to/from the lot, which are to be maintained at the expense of the owners;
 - ▣ noise mitigation measures (such as noise barriers) to be maintained at the expense of the owners;
 - ▣ ground settlement.

批地文件的摘要

注意事項

- 留意批地文件是否有條款列出：
 - 進出地段的非專用通行權，有關地段由業權擁有人出資維持；
 - 須由業權擁有人出資維持的噪音緩解措施(例如隔音屏障)；
 - 土地沉降的情況。

Information on public facilities and public open space

This part of the sales brochure tells you, among other things -

- any facilities that are required under the land grant to be **constructed** and **provided** for the **Government**, or for **public use** ;
- any facilities that are required under the land grant to be **managed, operated or maintained** for **public use** at the expense of the owners of the residential properties in the development;

公共設施及公眾休憩用地的資料

除其他事項外，售樓說明書的這部分告訴你－

- 根據批地文件規定須**興建**並**提供**予政府或供公眾使用的任何設施；
- 根據批地文件規定須由發展項目中的住宅物業的擁有人出資**管理**、**營運**或**維持**以供公眾使用的任何設施；

Information on public facilities and public open spaces

- the size of any **open space** that is required under the land grant to be **managed, operated or maintained** for public use at the expense of the owners of the residential properties in the development; and
- any part of the land (on which the development is situated) that is dedicated for public use.

公共設施及公眾休憩用地的資料

- 根據批地文件規定須由發展項目中的住宅物業的擁有人出資**管理、營運或維持**以供公眾使用的任何**休憩用地**的大小；及
- 該發展項目所位於的土地中撥供公眾用途的任何部分。

Cross-section plan of building in the development/phase

This part of the sales brochure tells you, among other things -

- a cross-section of the building in the development/phase in relation to every street adjacent to the building; and
- the level of every such street in relation to a known datum and to the level of the lowest residential floor of the building.

發展項目/期數中的建築物的橫截面圖

除其他事項外，售樓說明書的這部分告訴你－

- 發展項目/期數內的建築物相對毗連該建築物的每條街道的橫截面；及
- 每條上述街道與已知基準面和該建築物最低的一層住宅樓層的水平相對的水平。

Cross-section plan of building in the development/phase

Points-to-note

- Irrespective of the naming of the lowest residential floor, the cross-section plan can show the level of every street adjacent to the building in relation to the level of the lowest residential floor of the building.

發展項目/期數中的建築物的橫截面圖

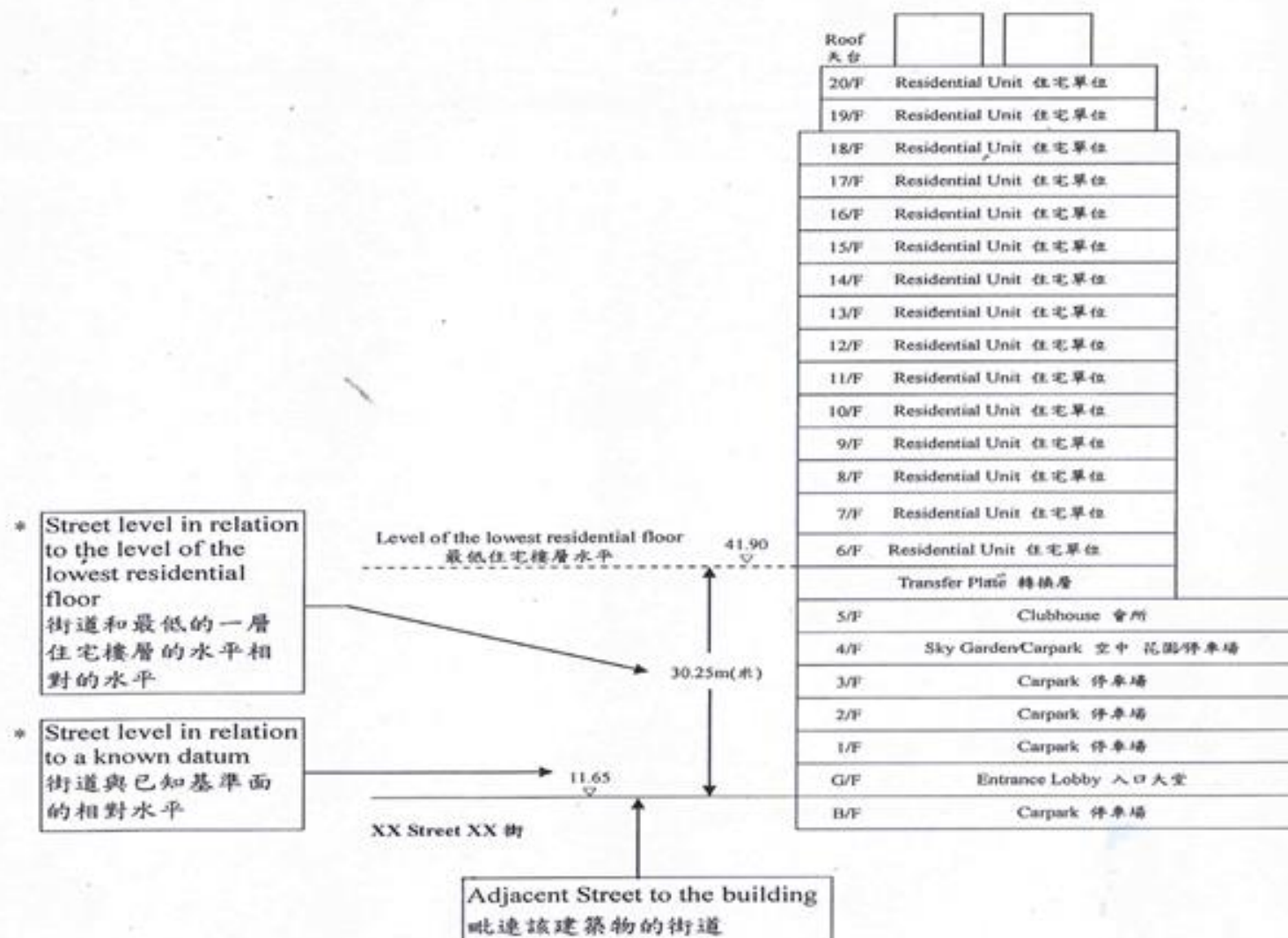
注意事項

- 不論某建築物的最低住宅樓層以何種方式命名，橫截面圖可顯示毗連該建築物的每條街道和該建築物最低的一層住宅樓層的相對水平。

Example 1 (例子一)

Cross-section Plan (Building with one adjacent street)

橫截面圖 (建築物毗連一條街道)

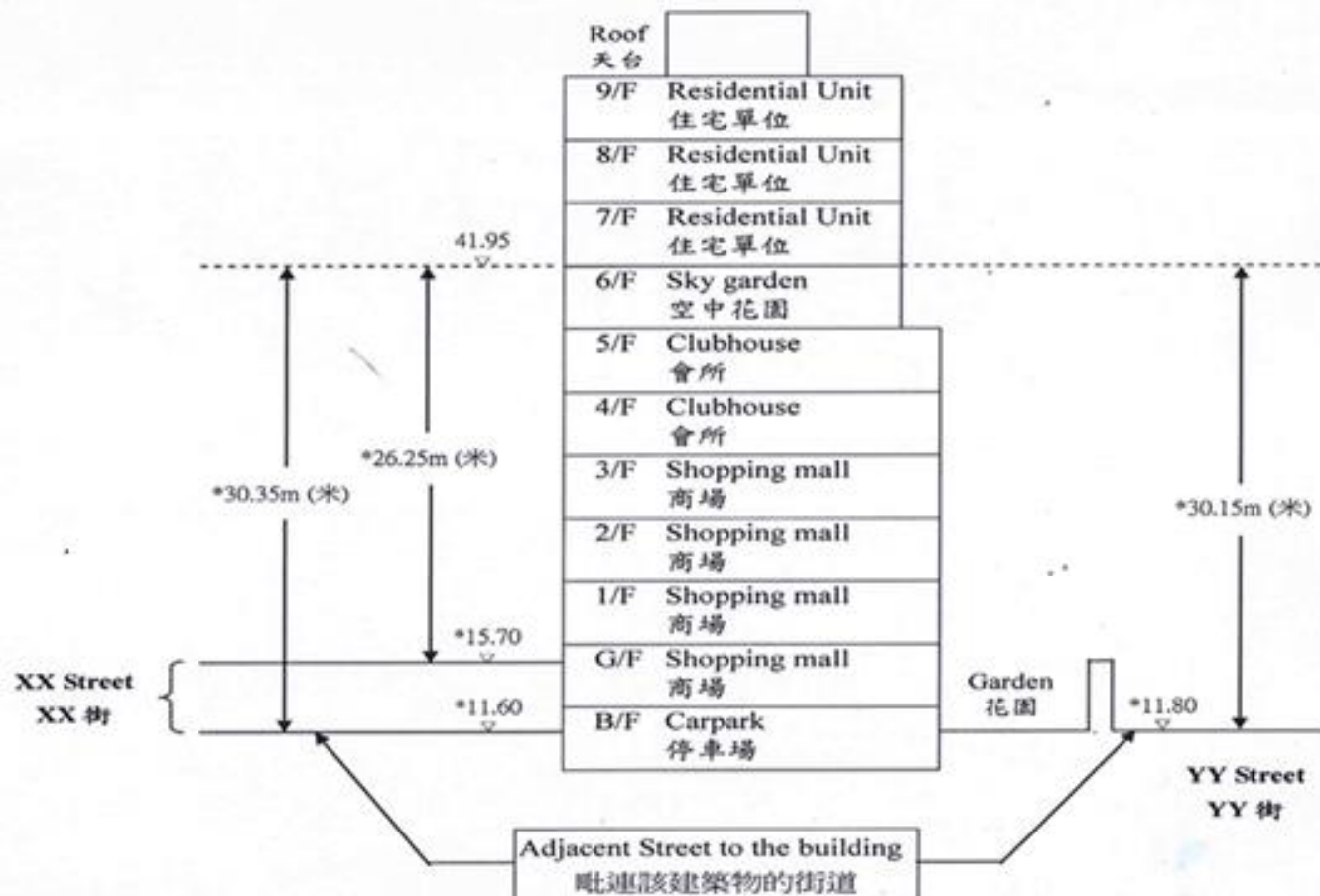


- * Mandatory Information to be provided in sales brochure according to Section 18 of Schedule 1 to the Residential Properties (First-hand Sales) Ordinance (Cap. 621).
根據《一手住宅物業銷售條例》(第 621 章) 附表一第 18 條為必須於售樓說明書內提供的資料。

Example 2 (例子二)

Cross-section Plan (Building with two adjacent streets, one sloping)

橫截面圖 (建築物毗連兩條街道，其一為斜街)

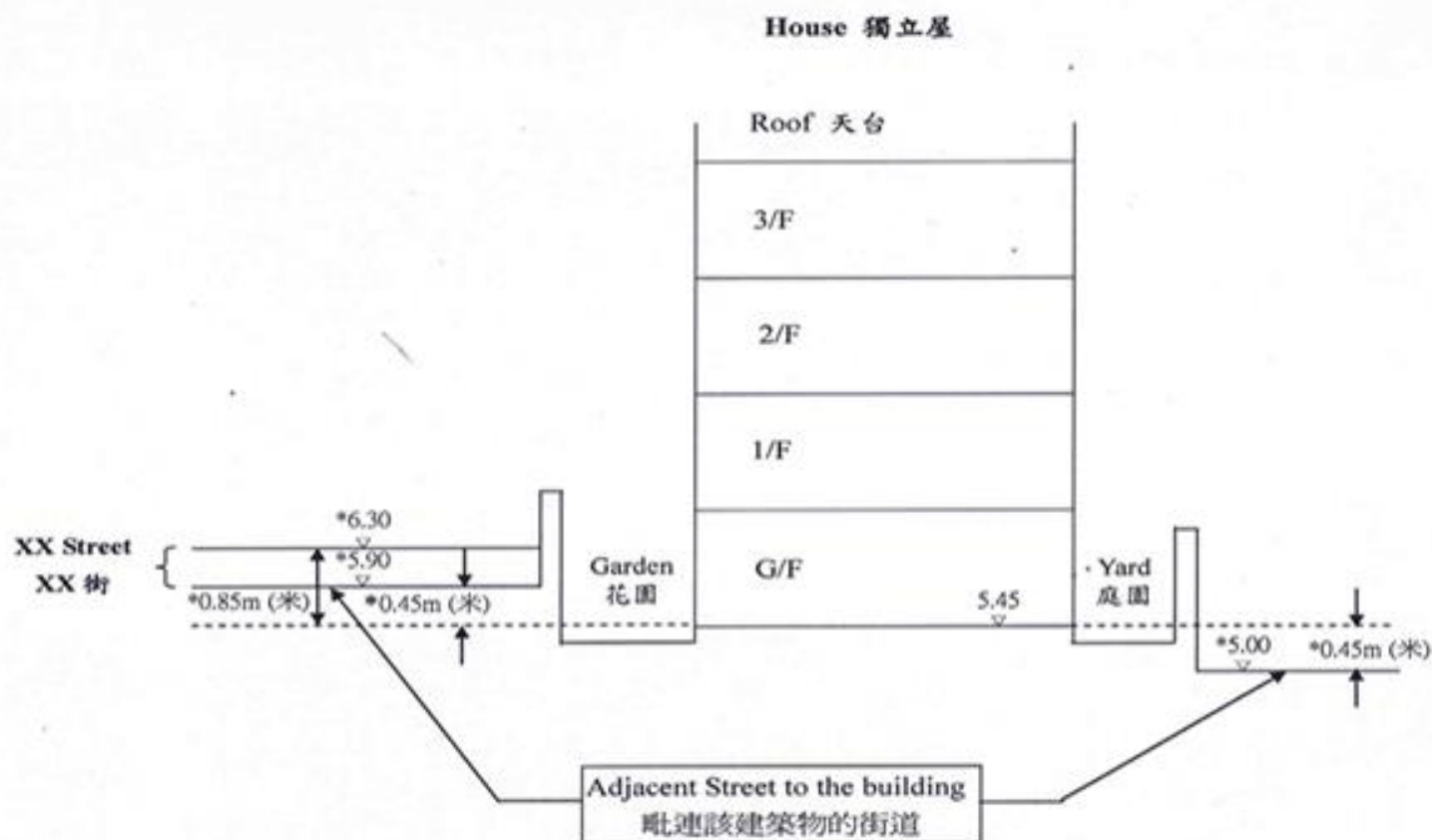


- The part of XX Street adjacent to the building is 11.60 to 15.70 metres above the Hong Kong Principal Datum.
毗連建築物的一段 XX Street 為香港主水平基準以上 11.60 至 15.70 米。
- Dotted line denotes the lowest residential floor.
虛線為最低住宅樓層水平。
- * Mandatory Information to be provided in sales brochure according to Section 18 of Schedule 1 to the Residential Properties (First-hand Sales) Ordinance (Cap. 621).
根據《一手住宅物業銷售條例》(第 621 章) 附表一第 18 條為必須於售樓說明書內提供的資料。

Example 3 (例子三)

Cross-section Plan (House with two adjacent streets, one sloping)

橫截面圖 (獨立屋毗連兩條街道，其一為斜街)



- The part of XX Street adjacent to the building is 5.90 to 6.30 metres above the Hong Kong Principal Datum.
毗連建築物的一段 XX Street 為香港主水平基準以上 5.90 至 6.30 米。
- Dotted line denotes the lowest residential floor.
虛線為最低住宅樓層水平。
- * Mandatory Information to be provided in sales brochure according to Section 18 of Schedule 1 to the Residential Properties (First-hand Sales) Ordinance (Cap. 621).
根據《一手住宅物業銷售條例》(第 621 章) 附表一第 18 條為必須於售樓說明書內提供的資料。

Fittings, finishes and appliances

This part of the sales brochure tells you, among other things -

- The fittings, finishes and appliances of the residential properties/buildings.

裝置、裝修物料及設備

除其他事項外，售樓說明書的這部分告訴你－

- 住宅物業/建築物的裝置、裝修物料及設備。

Fittings, finishes and appliances

Points-to-note

- The purpose is to ensure that prospective purchasers will be informed of what they may get upon receipt of the properties, in particular if the development has not yet been completed at the time of purchase. e.g. the type and material of fittings and equipment, the type and material of the water supply system, the material of bathing facilities, etc.

裝置、裝修物料及設備

注意事項

- 目的是為了確保準買方能知悉當他們接收物業時的狀況，特別是在購買該物業時所屬發展項目尚未落成。例如：裝置及設備的類型及用料，供水系統的類型及用料，沐浴設施的用料等等。

Fittings, finishes and appliances

Points-to-note

- Caution: The brand name or model number of the lifts installed in the buildings and the appliances for a residential property may not be exactly the same, though should be of comparable quality, as those specified in any version of the sales brochure.
- Vendors may change the types of fittings, finishes and appliances for a residential property/building during the construction stage. But they have to make known the changes in a revised version of the sales brochure.

裝置、裝修物料及設備

注意事項

- 提醒你：安裝在建築物內的升降機和住宅物業的設備的品牌名稱或產品型號可能和售樓說明書所列出的不完全一樣，但應該和任何版本的售樓說明書所列明的品質相若。
- 在施工期間，賣方可能會更改某一住宅物業/建築物的裝置、裝修物料及設備的類型，但他們必須在已修改的售樓說明書公布有關的變動。

Fittings, finishes and appliances

Points-to-note

- Pay attention to the descriptions on “Gas Supply” for the residential properties under the section for “Fittings, Finishes and Appliances” in the sales brochure.
- If gas supply pipes are not installed in the kitchen of a residential property in a development/phase, it may imply that flame cooking is not permitted in those residential properties.

裝置、裝修物料及設備

注意事項

- 留意售樓說明書「裝置、裝修物料及設備」描述住宅物業的氣體供應的部份；
- 如發展項目/期數內的住宅物業的廚房沒有裝設管道煤氣，這可能表示有關住宅物業不可以明火煮食。

Miscellaneous payments by purchasers

This part of the sales brochure tells you, among other things -

- whether the purchaser is liable to reimburse the owner for the deposits for water, electricity and gas upon receipt of the residential property; and
- whether, on that delivery, the purchaser is also liable to pay to the owner a debris removal fee.

買方的雜項付款

除其他事項外，售樓說明書的這部分告訴你－

- 在接收住宅物業時，買方是否須負責向擁有人補還水，電力及氣體的按金；及
- 在該住宅物業交付時，買方是否須向擁有人支付清理廢物的費用。

Miscellaneous payments by purchasers

Points-to-note

- Your clients may wish to know the amount of the aforementioned payment. If so, please help your clients find out the amount from the vendors.

買方的雜項付款

注意事項

- 如你的客戶欲知道上述費用的款額，請協助他們向賣方查詢有關款額。

Maintenance of slopes

This part of the sales brochure tells you, among other things -

- whether the land grant requires the owner of the residential properties in the development/phase to maintain any slope at their own cost, and if so:
 - the terms of the requirement;
 - who is obliged to contribute towards the costs of the maintenance work;
 - the location, boundary and size of the slope, and any retaining wall or related structures constructed, or to be constructed, within or outside the land on which the development/phase is situated;

斜坡維修

除其他事項外，售樓說明書的這部分告訴你－

- 批地文件是否規定住宅物業的擁有人須自費維修任何斜坡，以及：
 - 該規定的條款；
 - 誰人須分擔維修工程的費用；
 - 該斜坡的所在位置、界線及大小及已經或將會在該發展項目/期數所位於的土地之內或之外建造的任何護土牆或有關構築物。

Maintenance of slopes

Points-to-note

- Pay attention to this section in order to get a clear idea of the location of the slope/retaining wall or related structures, and whether the owners are obliged to contribute towards the costs of the maintenance work.

斜坡維修

注意事項

- 留意此部分以清楚了解該斜坡/護土牆或有關構築物的所在位置；及擁有人是否須要分擔維修工程的費用。

Gentle reminders



溫馨提示



Gentle reminders

1. Think before you publish any promotional materials

- Any material (e.g. leaflets, booklets, posters, etc.) published by any person (including estate agents) which purports to promote the sale of first-hand residential properties has to comply with the requirements on advertisements as set out in the Ordinance.

溫馨提示

1. 發布任何宣傳資料前要想清楚

- 任何人士（包括地產代理）發布任何本意是促銷一手住宅物業的資料（例如：單張、小冊子、海報等），均須符合《條例》對廣告的規定。

Gentle reminders

- The Ordinance stipulates that advertisements must not contain false or misleading information.
- It is an offence under the Ordinance for any person to make misrepresentation, or disseminate false or misleading information, in the sale of first-hand residential properties.
- The maximum penalty is a fine of \$5 million and to imprisonment for 7 years.

溫馨提示

- 《條例》規定廣告不得載有虛假或具誤導性的資料。
- 根據《條例》，任何在銷售一手住宅物業的過程中作出失實陳述或傳布虛假或具誤導性的資料，即屬犯罪。
- 最高刑罰為罰款500萬元及監禁7年。

Gentle reminders

- There are also requirements under the Ordinance on matters including -
 - ▣ information that must be stated in advertisements or printed advertisements (including posters displayed on the walls/doors of estate agency shops and on movable notice boards manned by estate agents on the pedestrians);
 - ▣ minimum font size of certain statements contained in printed advertisements.
- The maximum penalty for publishing advertisements which do not comply with these requirements is a fine of \$500,000.

溫馨提示

- 《條例》下的其他規定包括 –
 - ▣ 廣告或印製廣告 (包括張貼在地產代理店舖牆壁/門上的海報及地產代理在行人路擺放的活動告示板)必須述明的資料 ；
 - ▣ 載於印製廣告的某些聲明的字體大小的最低要求。
- 發布的廣告不符合這些規定，最高刑罰為罰款50萬元。

Gentle reminders

2. Think before you give advice on mortgage matters

- Please be cautious when advising your clients on the loan-to-value ratio, or the maximum mortgage amount, which lending institutions in general may consider offering to the purchasers of a first-hand residential property taking into account the guidelines of the Hong Kong Monetary Authority, as well as the income eligibility criteria in respect of any second mortgage package to be offered by the Hong Kong Mortgage Corporation Ltd or lending institutions arranged by the vendors.

溫馨提示

2. 就按揭事宜給予意見前要想清楚

- 在給予客戶就貸款機構一般提供給一手住宅物業買方的按揭上限或最高抵押貸款額的意見時要小心謹慎。應考慮香港金融管理局的指引，以及由香港按揭證券有限公司或賣方安排的貸款機構所提供任何二按產品的入息資格準則。

Gentle reminders

- According to Practice Circular No. 13-04(CR) issued by the EAA in April 2013, licensees must not make any statement to assure prospective purchasers that they will successfully obtain a mortgage loan or the desired terms to finance their purchase. They should advise prospective purchasers to make enquiries directly with the banks and finance companies, or the vendor concerned.
- Many of the complaints which the SRPA has received against estate agents were related to allegations that estate agents had given them inaccurate information in respect of mortgage matters.

溫馨提示

- 根據地產代理監管局於2013年4月發出的執業通告第13-14(CR)號，持牌人不得向準買家聲稱可保證其將成功取得購買有關物業按揭貸款或獲得其希望的按揭條款。持牌人應建議準買家直接向有關銀行或財務公司或賣方查詢條款。
- 在銷售監管局收到對地產代理的投訴中，很多是有關地產代理就按揭事宜給予不正確資料的指控。

Gentle reminders

3. Help your clients avoid financial loss

- The SRPA pledges for your support in reminding prospective purchasers to think carefully before signing a PASP. If a person does not sign a ASP within 5 working days after signing the PASP, the preliminary deposit which is equivalent to 5% of the purchase price of the property is forfeited.



溫馨提示

3. 幫助客戶避免財務損失

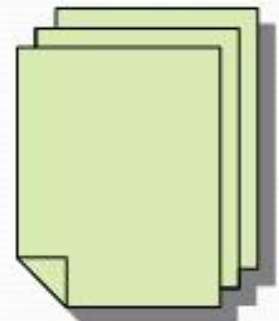
- 銷售監管局呼籲你出一分力，提醒準買家在簽署臨時買賣合約前要仔細想清楚。如果某人沒有在訂立臨時買賣合約後的五個工作日內簽立買賣合約，有關的臨時訂金，相等於該物業樓價的5%會被沒收。



Gentle reminders

4. Treat your promise on incentives to clients seriously

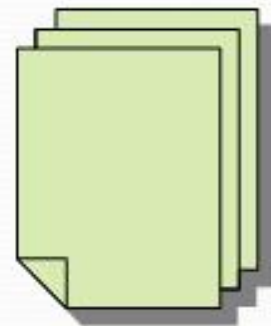
- To safeguard your own interest and that of your clients, if you are going to offer any incentives (e.g. any gifts, discounts, rebates, etc.) to your clients, please set out the incentives and the conditions attached in writing clearly to avoid disputes.



溫馨提示

4. 認真處理給予客戶優惠的承諾

- 為維護你和您的客戶的利益，如果你擬提供予客戶任何優惠(例如：任何贈品、折扣、回贈等)，請以書面列明優惠及有關條款，以避免糾紛。



Gentle reminders

- According to Practice Circular No. 13-04(CR) issued by the EAA in April 2013, licensees must set out in writing any incentives, including any gifts, discounts or rebates, that they have offered to prospective purchasers, and stipulate clearly the terms and format of the incentives so offered.

溫馨提示

- 根據地產代理監管局於2013年4月發出的執業通告第13-04(CR)號，持牌人須將其提供予準買家的任何優惠（包括任何送贈、折扣或回贈）以書面形式向準買家作出，並具體列明優惠的條款及形式。

Gentle reminders

5. Nurture a sustainable relationship with your clients, and cherish it

- Protect the interest of your clients.
- Aggressive sales tactics hurts, rather than enhance, the relationship between you and your clients.
- It may take years to build your reputation, but just a single incident to destroy it.

溫馨提示

5. 珍惜與客戶建立可持續的關係

- 保護客戶的利益。
- 壓逼性的銷售策略只會傷害，而不是增強你和客戶之間的關係。
- 個人聲譽得來不易，但往往因一事而毀於一旦。

一手住宅物業銷售監管局

Sales of First-hand Residential Properties Authority

- Thank you -

一手住宅物業銷售監管局

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- 謝謝 -