

CONTROLLING OFFICER'S REPLY

HB013

(Question Serial No. 1715)

Head: (62) Government Secretariat: Housing Bureau

Subhead (No. & title): (-) Not Specified

Programme: (3) Private Housing

Controlling Officer: Permanent Secretary for Housing (Miss Charmaine LEE)

Director of Bureau: Secretary for Housing

Question:

The Government states that it will enhance the transparency of the sale of first-hand residential properties in the coming year. In this connection, please inform this Committee of:

1. the guidelines issued by the Government to the trade in each of the past 3 years for effective and practical compliance with the Residential Properties (First-hand Sales) Ordinance (the Ordinance);
2. the number of private residential projects that were first offered for public sale, the number of units involved and the number of unannounced inspections conducted at sales locations in each of the past 3 years;
3. the expenditure in each of the past 3 years and estimated expenditure in the coming year on the Government's publicity campaigns to enhance public understanding of the Ordinance, thereby strengthening consumer protection; and
4. the relevant action plans in the coming year.

Asked by: Hon CHAN Hok-fung (LegCo internal reference no.: 14)

Reply:

1. The Sales of First-hand Residential Properties Authority (SRPA) has been enhancing the trade's understanding of the Residential Properties (First-hand Sales) Ordinance (the Ordinance) through various methods, including issuing guidelines, practice notes, reminders to the trade, and frequently asked questions and answers (FAQs). The goal is to bring about more effective and practical compliance with the Ordinance by the trade, thereby improving the transparency and fairness of the sales of first-hand residential properties and strengthening consumer protection. The various guidelines issued/revised by the SRPA from 2023 to 2025 are as follows:

2023	<ol style="list-style-type: none"> 1. Practice Note (PN01/23): Financing plans offered by vendors or vendors' designated financing companies (17 February 2023) 2. Reminder for the Trade: Matter pertaining to Practice Note No. PN01/23 – Financing plans offered by vendors or vendors' designated financing companies (17 February 2023) 3. Revised Annex D of the Guidelines on Sales Brochure (G01/13) (10 August 2023) 4. Revised Annex D of the Practice Note on Sales Brochure (PN01/13) (10 August 2023) 5. Announcement to the Trade: Revised Annex D of the Guidelines on Sales Brochure (G01/13) and Practice Note on Sales Brochure (PN01/13) (10 August 2023)
2024	<ol style="list-style-type: none"> 1. Reminder for the Trade: Arrangements relating to vendors' temporary suspension of the sales of first-hand residential properties on the Lunar New Year Eve and during the Lunar New Year public holidays (19 January 2024) 2. Reminder for the Trade: Estimated material date for a development/phase and change of place where specified residential properties are offered to be sold (9 July 2024) 3. Practice Note (PN01/24): Disclosure of relationship between vendor and the manager appointed under the deed of mutual covenant (4 September 2024) 4. Reminder for the Trade: Matter pertaining to Practice Note No. PN01/24 – Disclosure of relationship between vendor and the manager appointed under the deed of mutual covenant (4 September 2024) 5. Revised Annex D of the Guidelines on Sales Brochure (G01/13) (16 December 2024) 6. Revised Annex D of the Practice Note on Sales Brochure (PN01/13) (16 December 2024) 7. Announcement to the Trade: Revised Annex D of the Guidelines on Sales Brochure (G01/13) and Practice Note on Sales Brochure (PN01/13) (16 December 2024)
2025	<ol style="list-style-type: none"> 1. Reminder for the Trade: Arrangements relating to vendors' temporary suspension of the sales of first-hand residential properties on the Lunar New Year Eve and during the Lunar New Year public holidays (7 January 2025) 2. Reminder for the Trade: Telecommunications (Amendment) Ordinance 2024 Mobile Communications Facilities Installations (12 March 2025) 3. Adding a new FAQ on Sales Brochure on some examples of "relevant information" under section 20(1) and (7) of the Ordinance for reference (12 March 2025)

2. In accordance with the Ordinance, developers should make available to the public the information on sales arrangements, including the number of first-hand residential properties to be offered for sale. The yearly numbers of first-hand residential property units offered for sale listed in the relevant documents containing the information on sales arrangements (including number of first-hand residential property developments first offered for sale and number of units involved) from 2023 to 2025 are as follows:

	Number of first-hand residential property developments first offered for sale by developers	Number of first-hand residential property units involved	Total number of first-hand residential property units offered for sale by developers
2023	38	8 512	10 981
2024	45	10 716	15 247
2025	56	11 093	17 396

All inspections of sales offices are conducted by the SRPA in a surprise manner, except where vendor's arrangement is required for inspections involving access to areas that are not open to the public (e.g. flat selection counters). The SRPA conducted a total of 536, 566 and 580 surprise inspections to sales offices in 2023, 2024 and 2025 respectively.

3. The SRPA's expenditures for various publicity campaigns to enhance public awareness of the Ordinance in the past 3 years and for 2026-27 are listed as follows:

Financial Year	Publicity Expenditure (\$ million)
2023-24	0.71
2024-25	0.94
2025-26	1.01
2026-27	0.9

Note: The publicity expenditure for 2025-26 was the revised estimate and that for 2026-27 is the estimate.

4. The SRPA will continue to take a three-pronged approach to enforcing the Ordinance and regulating the sales of first-hand residential properties: (a) monitor developers' and concerned persons' compliance with the Ordinance and take enforcement action when necessary; (b) issue timely guidelines to the trade when necessary for the more effective and practical compliance with the Ordinance; and (c) foster public awareness through various publicity channels, including online platforms, electronic and print media to better protect consumer interests.