

AIDM7420 News and Feature Writing for Digital Media
Assignment: Humans of Hong Kong

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“As an agent, I always stay abreast of Hong Kong's housing market, including the timing of new launches and what strategies that developers are using. Before a new launch of a project, I do a lot of research, tidy up the information into an easily digested format, and deliver it to my potential clients through WhatsApp. Though most of the people usually ignore my messages, especially during the economic downturn these days, I still have an average of three clients showing interest in each new launch.”

“I bring interested clients to see the flat demonstration units at sales venues. They will submit the subscription form if they are interested. If they eventually can buy a desired flat after the ballot draw, I can earn a commission. People think it's easy money. Actually, even if you have paid a lot of effort, you may get nothing – the client may not have a luck in ballot drawing, or they might decide not to buy after all. Sales of first-hand flats in Hong Kong today are challenging, as people are pessimistic about the city's prospects. I haven't achieved a deal on a new property in a half a year. To earn some income, I've turned to renting out flats. People prefer renting over buying when they are uncertain about the city's future.”

“It's a dog-eat-dog world in the real estate industry. I remember a couple whom I had known for years. They were real potential buyers, but unfortunately, they never got very good positions in the ballot drawing for several new properties over the years. One time, I saw them at a new property sales venue, being led by another agent. I was shocked, and they looked embarrassed. I texted them afterward to ask why they had turned to another agent. Was anything that I did wrong? I haven't received an answer. Such things always happen. I love the job, and I don't want to change it. With my limited education, I don't think there's much else I can do besides being a property agent. Things will get better. It's the only way I can comfort myself.”



Sam, a property sales agent, struggles in the city.