

# 理想和使命

## Vision and Mission



理想	在物业估价和资讯服务的领域，成为全球同类专业公营机构的典范。
Vision	To be a world-wide model as a public agency in property valuation and information services.

使命	<p>提供公平合理的估价，迅速地征收差饷及地租。</p> <p>提供优质的物业资讯和相关服务，配合社会的需要。</p> <p>推广资讯和技术交流，提高物业市场透明度和效率。</p> <p>扩展积极进取的部门文化和团队精神。</p>
Mission	<p>To provide equitable valuations for the efficient and timely collection of rates and Government rent.</p> <p>To deliver quality property information and related services tailored to the needs of the community.</p> <p>To contribute to a transparent and efficient property market through information and technology sharing.</p> <p>To develop a dynamic corporate culture and workforce in partnership with staff.</p>

信念	<p><b>称心服务</b> 我们主动掌握顾客的需要，时刻提供称心满意的服务。</p> <p><b>全力承担</b> 我们就服务水平和表现，竭诚尽责。</p> <p><b>专业精神</b> 我们善用专业知识、技术和经验，并坚守至高的诚信。</p> <p><b>创新求进</b> 我们力求创新，积极进取，掌握机遇和勇于面对挑战。</p> <p><b>以人为本</b> 我们重视每一位同事、伙伴和顾客，以互重互信的精神，同心协力，开拓未来。</p> <p><b>物有所值</b> 我们善用资源，向顾客和伙伴提供最佳服务。</p>
Values	<p><b>Customer Satisfaction</b> We proactively identify customers' needs, and take every opportunity to enhance customer satisfaction.</p> <p><b>Accountability</b> We accept our accountability to the Government and community for our service standards and performance.</p> <p><b>Professionalism</b> We apply appropriate professional knowledge, skills and experience, and uphold the highest standard of integrity in our work.</p> <p><b>Innovation</b> We anticipate new challenges and opportunities, and respond to these in a timely and creative way.</p> <p><b>Respect</b> We value our colleagues, partners and customers, and look to work with them in a spirit of mutual respect and trust.</p> <p><b>Value for Money</b> We strive to provide the best service to our customers and partners in the most cost-effective manner.</p>