



Australian Government

Department of Education, Employment and Workplace Relations

CPPDSM4052A List and market rural property for sale or lease

Release: 1

CPPDSM4052A List and market rural property for sale or lease

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit of competency specifies the outcomes required to list and market rural property for sale or lease. It includes sourcing listings, researching and evaluating market conditions, delivering listing presentations, recording listings, and developing, implementing, reviewing and reporting on marketing plans and activities.

The unit may form part of the licensing requirements for persons engaged in stock and station agency activities in those States and Territories where these are regulated activities.

Application of the Unit

Application of the unit

This unit of competency supports the work of licensed stock and station agents and stock and station representatives or certificate holders involved in listing and marketing rural properties for sale or lease.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit of competency is packaged, will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|---|--|
| <p>1 Source property listings.</p> | <p>1.1 Key <i>sources of property listings</i> are identified in line with agency practice and legislative requirements.</p> <p>1.2 <i>Target groups</i> are identified in line with agency practice.</p> <p>1.3 Strategy is developed and implemented to access target groups in line with agency practice, ethical standards and <i>legislative requirements</i>.</p> <p>1.4 Target groups are <i>canvassed</i> in a thorough and systematic manner in line with agency practice, ethical standards and legislative requirements.</p> |
| <p>2 Establish client requirements.</p> | <p>2.1 <i>Enquiries</i> from potential <i>clients</i> regarding property listings are handled promptly to enable high quality service delivery according to agency practice.</p> <p>2.2 <i>Appropriate rapport</i> is established with potential client.</p> <p>2.3 Appointment is made with client to discuss property listing in line with agency practice.</p> <p>2.4 <i>Client requirements</i> regarding listing and marketing of property are clarified and accurately assessed using appropriate <i>interpersonal communication techniques</i>.</p> |
| <p>3 Plan property listing presentation.</p> | <p>3.1 Preparations are made for property listing presentation in line with agency practice.</p> <p>3.2 <i>Promotional material and listing kit</i> are prepared to highlight benefits of agent and agency in line with agency practice, ethical standards and legislative requirements.</p> |
| <p>4 Deliver effective listing presentation and close agreement.</p> | <p>4.1 Potential clients are advised on <i>market influences likely to affect rural property sales and leasing</i> through the provision of reliable <i>market information</i>.</p> <p>4.2 Available options are discussed with potential client before agreement is reached on <i>method of sale or tenancy or lease agreement arrangements</i>.</p> <p>4.3 Agreement is confirmed in writing, including a <i>market value assessment</i> in line with agency practice and legislative requirements.</p> <p>4.4 Agreed instructions are recorded in line with agency practice and legislative requirements.</p> <p>4.5 Personal presentation is in line with expectations of client group and agency practice.</p> <p>4.6 Relevant parties are advised of the listing in a timely manner.</p> |

ELEMENT	PERFORMANCE CRITERIA
5 Confirm marketing plan for rural property.	<p>4.7 Listing documentation is completed according to agency practice and legislative requirements.</p> <p>5.1 Potential <i>buyer profile</i> and benefits of effectively marketing property for sale or lease are discussed with seller or owner.</p> <p>5.2 Strategies and timeframe for marketing property, including possible marketing activities, are discussed with seller or owner.</p> <p>5.3 Costs of different <i>marketing strategies and activities</i> are discussed with seller or owner.</p> <p>5.4 <i>Marketing plan</i> for property is prepared and presented to seller or owner in line with agency practice.</p> <p>5.5 Marketing plan, including marketing activities and budget, is agreed with seller or owner.</p>
6 Prepare marketing materials.	<p>6.1 Marketing materials that reflect agreed property and agency marketing plan are developed within agreed budget and timeframes.</p> <p>6.2 Marketing materials are checked for accuracy and compliance with agency and legislative requirements.</p>
7 Implement marketing activities.	<p>7.1 Persons involved in marketing property for sale are briefed on their roles and responsibilities to ensure success of marketing activities.</p> <p>7.2 Marketing activities are implemented in line with agreed marketing plan and budget.</p> <p>7.3 Responsibility is assigned for ongoing <i>monitoring of marketing activities</i>.</p> <p>7.4 Implementation of marketing activities complies with agency practice, ethical standards and legislative requirements.</p> <p>7.5 Seller or owner is kept <i>informed of progress</i> of marketing activities according to agency practice and legislative requirements.</p>
8 Review and report on marketing activities and plan.	<p>8.1 Marketing activities are reviewed against aims and objectives of marketing plan.</p> <p>8.2 Feedback on outcomes of marketing activities is sought according to agency practice and using reliable methods and verifiable data.</p> <p>8.3 Need for alternative marketing activities and adjustments to marketing plan are assessed in consultation with relevant people <i>if property proves difficult to sell or lease</i>.</p> <p>8.4 Effectiveness of planning and marketing processes is</p>

ELEMENT**PERFORMANCE CRITERIA**

assessed to identify possible improvements in future activities.

8.5 Costs and time lines are analysed to evaluate and improve future marketing initiatives.

8.6 Conclusions are prepared from *verifiable evidence* and advice is provided on future marketing initiatives.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills:

- ability to communicate with and relate to people from a range of social, economic and cultural backgrounds and with varying physical and mental abilities
- analytical skills to interpret documents such as legislation, regulations and rural property market reports
- application of risk management strategies associated with advising clients on listing and marketing rural property for sale or lease
- computing skills to access agency databases, send and receive emails and complete standard forms online
- decision making and problem solving skills to analyse situations and make decisions regarding listing rural properties that are consistent with legislative and ethical requirements
- literacy skills to access and interpret a variety of texts, including legislation, regulations and rules of ethics; prepare general information, papers, formal and informal letters, advertisements, reports and applications; and complete standard and statutory forms
- negotiation skills to assist clients to list rural properties for sale or lease with agency
- numeracy skills to calculate and interpret data, such as commissions and entitlements
- planning, organising and scheduling skills to undertake work-related tasks, such as inspecting properties and advertising
- research skills to identify and source documents and information related to rural property.

Required knowledge and understanding:

- advertising

REQUIRED SKILLS AND KNOWLEDGE

- listings, including:
 - agency fees and conditions
 - agency practices in relation to obtaining listings
 - business and personal referral networks
 - documentation
 - ethical standards associated with listing rural properties for sale or lease
 - farming area for prospecting for listings
 - networks that provide listing opportunities
 - sources of listings
 - target groups for obtaining listings
 - techniques for identifying needs and motivations of clients to list rural property for sale or lease
- listing presentation kit, including:
 - content
 - format
 - purpose
- marketing, including:
 - budget
 - materials
 - plan
 - strategies if properties prove difficult to lease
- marketing activities, including:
 - advertising, including print and electronic media
 - agency property guide
 - brochures
 - business-to-business marketing
 - direct marketing
 - inspections
 - mail-outs
 - networking
 - open house
 - seminars
 - signboards
 - targetting markets by service type
 - internet and online advertising, including web pages, virtual tours and online directories
- market value, including:
 - forces that create value

REQUIRED SKILLS AND KNOWLEDGE

- types of value, such as value to owner, statutory value and security value
- methods of sale
- negotiation techniques
- presentation techniques
- principles underpinning effective listing and marketing materials, including:
 - action
 - attention
 - desire
 - interest
- property knowledge, including:
 - cropping properties: yields, seasons, types of crops, soils, facilities such as grain storage and transport, diseases and rotational cropping
 - dairies: quotas, breeds, lactation, dairy layout and equipment and conversion factors, such as dairy set up, herd, access and distance to market
 - general: local market conditions, trends in sector and industry, land titles, geophysical and topographical characteristics, carrying capacity and local land characteristics
 - grazing properties: dry sheep equivalent (DSE)/carrying capacity, pastures, soil types and breeds
 - irrigated properties: water licence availability, soil types, topography, and types of reticulation, such as flood, drip, direct or row cropping
 - water
- relevant federal and state or territory legislation and local government regulations related to:
 - animal health
 - anti-discrimination
 - aquaculture
 - consumer protection
 - crown land
 - environmental issues
 - equal employment opportunity (EEO)
 - financial probity
 - franchises and business structure
 - industrial relations
 - livestock
 - native title
 - OHS
 - privacy
 - rural property sales, leasing and management

REQUIRED SKILLS AND KNOWLEDGE

- taxation
- water rights
- role of stock and station agent in providing estimate of value
- ways of developing and maintaining a business network.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Overview of assessment

This unit of competency could be assessed through practical demonstration of listing and marketing a rural property for sale or lease. Targeted written (including alternative formats where necessary) or verbal questioning to assess the candidate's underpinning knowledge would provide additional supporting evidence of competence. The demonstration and questioning would include collecting evidence of the candidate's knowledge and application of ethical standards and relevant federal, and state or territory legislation and regulations. This assessment may be carried out in a simulated or workplace environment.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

A person who demonstrates competency in this unit must be able to provide evidence of:

- completing standard and statutory documentation associated with listing and marketing rural properties for sale or lease
- identifying client requirements with regard to listing and marketing rural properties for sale or lease
- knowledge of agency practice, ethical standards and legislative requirements affecting listing and marketing properties for sale or lease
- knowledge of consumer protection principles that affect the listing and marketing of rural properties for sale or lease
- maintaining business records associated with listing and marketing properties for sale or lease
- maintaining communication with clients throughout the listing and marketing process

- planning and delivering effective listing and marketing presentations in line with agency practice, ethical standards and legislative requirements
- negotiating and finalising the listing of rural property for sale or lease in line with agency practice, ethical standards and legislative requirements
- planning and developing marketing plans for the sale or lease of rural property in line with agency practice, ethical standards and legislative requirements
- implementing marketing activities for the sale or lease of rural properties in line with agency practice, ethical standards and legislative requirements
- preparing marketing materials for the sale or lease of rural properties in line with agency practice, ethical standards and legislative requirements
- reviewing and reporting on marketing activities associated with the sale or lease of all types of rural properties.

Context of and specific resources for assessment

Resource implications for assessment include:

- access to suitable simulated or real opportunities and resources to demonstrate competence
- assessment instruments that may include personal planner and assessment record book
- access to a registered provider of assessment services.

Where applicable, physical resources should include equipment modified for people with disabilities.

Access must be provided to appropriate learning and/or assessment support when required.

Assessment processes and techniques must be culturally appropriate, and appropriate to the language and literacy capacity of the candidate and the work being performed.

Validity and sufficiency of evidence require that:

- competency will need to be demonstrated over a period of time reflecting the scope of the role and the practical requirements of the workplace
- where the assessment is part of a structured learning experience the evidence collected must relate to a number of performances assessed at different points in time and separated by further learning and practice with a decision of competence only taken at the point when the assessor has complete confidence in the person's competence
- all assessment that is part of a structured learning experience must include a combination of direct,

indirect and supplementary evidence

- where assessment is for the purpose of recognition (RCC/RPL), the evidence provided will need to be current and show that it represents competency demonstrated over a period of time
- assessment can be through simulated project-based activity and must include evidence relating to each of the elements in this unit.

In all cases where practical assessment is used it will be combined with targeted questioning to assess the underpinning knowledge. Questioning will be undertaken in such a manner as is appropriate to the language and literacy levels of the candidate and any cultural issues that may affect responses to the questions, and will reflect the requirements of the competency and the work being performed.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.

Sources of property listings may include:

- advertising and promotion
- business newsletters
- cold prospecting
- mailing lists
- networks, including:
 - local community
 - personal
 - recommendations from friends, and past and present clients
 - social organisations
- targeted direct mail
- telephone canvassing
- website.

Target groups may include:

- buyers
- holiday makers and tourists
- investors
- new arrivals to town or district
- previous clients and customers
- prospective tenants
- retirees
- rural property owners
- seasonal workers
- students.

Legislative requirements may include:

- relevant federal and state or territory legislation and local government regulations related to:
 - animal health
 - anti-discrimination
 - aquaculture
 - consumer protection
 - crown land
 - environmental issues

- EEO
 - financial probity
 - franchises and business structure
 - industrial relations
 - livestock
 - native title
 - OHS
 - privacy
 - rural property sales, leasing and management
 - taxation
 - water rights.
- Canvassed*** may refer to:
- advertising
 - direct contact
 - networking
 - referrals.
- Enquiries*** may be:
- direct contact
 - email
 - inspections
 - referral
 - telephone
 - website.
- Clients*** may include:
- potential sellers and buyers
 - previous clients and customers
 - prospective tenants and buyers
 - rural property owners.
- Appropriate rapport*** relates to use of techniques that:
- establish and build confidence and trust in the agency and its representatives
 - make the client feel valued
 - promote and maintain an effective relationship with client.
- Client requirements*** may include:
- method of sale or lease
 - price or rent expectations
 - purpose of listing property for sale or lease, including:
 - business reasons
 - deceased estate
 - investment
 - relocation
 - replacing or upgrading existing property
 - timeframe for sale or lease.
- Interpersonal***
- active listening
 - providing an opportunity for clients to clarify their

<i>communication techniques</i> may include:	<ul style="list-style-type: none">• understanding of the sales process• soft questioning and seeking feedback from clients to confirm own understanding of their needs and expectations• summarising and paraphrasing to check understanding of client message• using appropriate body language.
<i>Promotional material and listing kit</i> may include:	<ul style="list-style-type: none">• advertisements• agent profile• agency and statutory documentation• agency profile• agency website and online service information, such as virtual tours and online directory• other marketing material.
<i>Market influences likely to affect rural property sales and leasing</i> may include:	<ul style="list-style-type: none">• climatic• economic• historical• political• seasonal• technological.
<i>Market information</i> may include:	<ul style="list-style-type: none">• property leasing• property sales.
<i>Method of sale options</i> may include:	<ul style="list-style-type: none">• auction• off the plan• private treaty• reverse auction• specialised properties• tender.
<i>Tenancy or lease agreement arrangements</i> may include:	<ul style="list-style-type: none">• conditions of lease or tenancy agreement• rental range• type of lease, including:<ul style="list-style-type: none">• residential tenancy agreement• retail lease.
<i>Market value assessment</i> may include:	<ul style="list-style-type: none">• agency details, including:<ul style="list-style-type: none">• advertising responsibility• internal staff handling matter• type of agency• estimations of:<ul style="list-style-type: none">• rental range of property• selling range of property• rural property details, including:

- carrying capacity
- cropping
- description of geophysical aspects
- improvements
- layout and fencing
- pastures
- services available
- title details
- type of sale
- use of land
- water

Buyer profile may include:

- seller and location details.
- buyer's property requirements
- buying intentions
- financial capacity
- timeframe for purchase.

Marketing strategies and activities may include:

- advertising, including print and electronic media
- agency property guide
- brochures
- business-to-business marketing
- direct marketing
- inspections
- mail-outs
- networking
- open house
- seminars
- signboards
- target markets by service type
- window displays
- internet and online advertising, including web pages, virtual tours and online directories.

Marketing plan may include:

- advertising and promotional materials prepared and scheduled
- advertising budget
- aims and objectives
- inspection of property by agency sales consultants
- property listed in agency property guide
- prospective buyers contacted
- sale board prepared and ordered as per schedule
- seller advised of advertising and marketing procedures and costs

- seller advised on optimal property presentation
 - target group identified for marketing plan
 - timeframe for marketing activities
 - web-based advertising arranged.
- Monitoring of marketing activities*** may include:
- enquiry records
 - expenditure
 - feedback from prospective buyers
 - feedback from sales consultants
 - feedback from seller.
- Information on progress*** may include:
- agency input into marketing of property
 - approaches and enquiries of interest regarding the property
 - costings
 - perception of levels of interest and worth of current marketing strategies
 - possible changes in the marketing activities and plan
 - strategies used in the marketing and promotion of property.
- If property proves difficult to sell or lease*** strategies may include:
- advertising budget
 - advertising copy and promotional materials
 - involving other agencies.
- Verifiable evidence*** may include:
- checklists
 - notes
 - qualitative and quantitative data.
 - records
 - testimonies.

Unit Sector(s)

Unit sector Property development, sales and management

Competency field

Competency field Stock and station agency