Assessment Requirements for CPPREP4004 Establish marketing and communication profiles in real estate

# Modification History

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| Release 1 | This version first released with CPP Property Services Training Package Release 8.0.  Supersedes and is equivalent to CPPDSM4005A Establish and build client-agency relationships.  Updated to the Standards for Training Packages. |

# Performance Evidence

To demonstrate competency in this unit, a person must develop 3 marketing and communication profiles. These profiles must include:

* 1 designed to engage the community for an agency
* 1 individual personal profile designed to attract potential clients
* 1 marketing profile for a property designed to engage clients.

In doing this, the person must meet the performance criteria for this unit.

# Knowledge Evidence

To be competent in this unit, a person must demonstrate knowledge of:

* real estate services:
* sales
* property management
* lease
* auction
* buyers’ agent
* stock and station agent
* business broking
* general expectations of clients and community
* types of marketing and communication in real estate
* methods for marketing and communicating:
* the agent to the client
* the property to the client
* the agency to the community
* ethical practice in marketing and communication in real estate
* legal obligations in marketing and communication in real estate
* marketing and communication techniques:
* profiling of people and environment
* target market analysis
* analysis of factors, including location, competition, opportunities
* purposes of personal, property and agency profiles
* communication strategies for responding to client complaints.

# Assessment Conditions

Assessors must satisfy the requirements for assessors listed in the Standards for Registered Training Organisations.

Assessment must be conducted in the workplace or in a simulated workplace environment.

Assessors are responsible for ensuring that the person demonstrating competency has access to:

* at least one example of a marketing and communication profile for a property
* at least one example of an agency marketing and communication document.

# Links

Companion volumes to this training package are available at the VETNet website - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6f3f9672-30e8-4835-b348-205dfcf13d9b>