



Australian Government

CPPREP4142 Promote property management products and services

Release: 1

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Modification History

Release 1 This version first released with CPP Property Services Training Package Release 8.0.

New unit of competency.

Application

This unit specifies the skills and knowledge required to promote property management products and services.

It includes identifying opportunities for greater relationships within the agency and opportunities for improvement in current property management services, monitoring client satisfaction and the provision of client care to build loyalty with existing clients, developing and implementing strategies, and communication and promotional services, to develop the agency's property management services.

This unit applies to people currently working in or seeking to work in real estate.

State or territory licensing requirements may apply to this unit.

Pre-requisite Unit

Nil

Unit Sector

Real estate

Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

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| 1 | Optimise relationships within the agency. | 1.1 | Analyse and report on relationship between property management and other agency activities. |
| | | 1.2 | Identify and document communication gaps within agency. |
| | | 1.3 | Develop strategies that optimise communication to improve the property management business. |

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| 2 | Analyse real estate practice. | 2.1 | Identify and implement client care service standards to build client loyalty. |
| | | 2.2 | Analyse positive and negative feedback to continuously improve products and customer service. |
| | | 2.3 | Coordinate products and agency services to maintain and improve client experience. |
| 3 | Optimise business development strategies. | 3.1 | Develop and document strategies to promote a professional and ethical agency image. |
| | | 3.2 | Prioritise property management business development approaches. |
| 4 | Establish business development resources. | 4.1 | Examine existing communication and promotional materials. |
| | | 4.2 | Develop communication and promotional materials to reflect business development priorities. |
| | | 4.3 | Confirm that communication and promotional materials reflect agency professional and ethical image. |
| | | 4.4 | Confirm that communication and promotional materials are appropriate. |
| 5 | Initiate relationships with potential clients. | 5.1 | Develop communication strategies to effectively liaise with profiled clients. |
| | | 5.2 | Discuss and negotiate individual client needs and expectations. |
| | | 5.3 | Prepare listing presentation documentation. |

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

No equivalent unit.

New unit of competency.

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>