



Australian Government

**Assessment Requirements for CPPREP5009
Develop a marketing and service strategy in
real estate**

Release: 1

Assessment Requirements for CPPREP5009 Develop a marketing and service strategy in real estate

Modification History

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

Supersedes and is equivalent to CPPDSM5014A Develop property marketing and sales strategy.

Updated to the Standards for Training Packages.

Performance Evidence

To demonstrate competency in this unit, a person must develop, evaluate and report on a property marketing and service strategy for one target market.

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:

- Commonwealth and state or territory legislation and local government regulations related to marketing and service strategies of real estate agencies
- ethical considerations in real estate agency marketing and service strategy planning
- sources of property marketing information
- processes for:
 - determining and evaluating characteristics of client base and target markets using available data and recognised research techniques
 - analysing marketing and service opportunities
 - determining and analysing marketing and service requirements
 - developing marketing and service objectives and approaches
 - gathering and analysing feedback on marketing and service strategy outcomes
- aspects of market competitors relating to marketing and service strategies of real estate agencies
- market conditions and forces relating to marketing and service strategies of real estate agencies
- marketing and service principles and practices relating to marketing and service strategies of real estate agencies.

Assessment Conditions

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

- comprehensive property market information relating to the real estate agency
- equipment, communication and data access and storage technology required for developing a marketing and service strategy in real estate.
- materials and equipment meeting the operational requirements of a real estate agency, including:
 - geographic location and detailed description of the real estate agency
 - comprehensive property market information relating to the real estate agency
 - real estate agency business plans, strategies, policies, procedures and forms
 - position descriptions for all employees, including detailed roles and responsibilities
 - equipment, communication and data access and storage technology required for developing a marketing and service strategy in real estate.

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>