



Australian Government

CPPREP5009 Develop a marketing and service strategy in real estate

Release: 1

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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.

Application

This unit specifies the skills and knowledge required to develop a real estate marketing and service strategy for an agency.

It does **not** include marketing required for individual properties. The unit applies to industry professionals 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 what needs to be done to demonstrate achievement of the element.
1. Analyse information for marketing and service strategy.	1.1 Collate and analyse sources of real estate marketing information. 1.2 Determine marketing and service aims and objectives. 1.3 Analyse characteristics of client base and target markets. 1.4 Evaluate viability of marketing and service opportunities and contribution to achieving agency goals and objectives.
2. Create marketing and service	2.1 Develop and select marketing and service methods and activities to ensure maximum impact.

strategy.	<p>2.2 Obtain staff and resources for marketing and service strategy.</p> <p>2.3 Develop marketing and service strategy materials within budget and timeframes.</p>
3. Report on marketing and service activities.	<p>3.1 Analyse marketing and service activity outcomes against strategy aims and objectives.</p> <p>3.2 Use review findings to adjust strategy and provide recommendations for future marketing and service initiatives.</p>

Foundation Skills

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

Unit Mapping Information

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

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>