



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **CPPDSM3002A Assist in listing properties for sale**

**Release: 1**

## **CPPDSM3002A Assist in listing properties for sale**

### **Modification History**

Not Applicable

### **Unit Descriptor**

#### **Unit descriptor**

This unit of competency specifies the outcomes required to assist with the listing of all forms of properties for sale by private treaty or auction as part of an agency sales team. It includes assisting with the preparation and delivery of the property listing presentation and assisting in providing follow-up service to clients.

The unit may form part of the licensing requirements for persons engaged in property operations and development in those States and Territories where these activities are regulated.

### **Application of the Unit**

#### **Application of the unit**

This unit of competency supports the work of real estate representatives and agency support staff involved in assisting with listing properties for sale by private treaty or auction as part of an agency sales team. The work is performed under the supervision of the licensee in charge or principal.

### **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><b>1 Assist with preparing listing presentation.</b></p>	<p>1.1 <i>Client requirements</i> are clarified with licensee in charge or principal using appropriate <i>interpersonal communication techniques</i>.</p> <p>1.2 <i>Assistance is given to licensee in charge or principal and other members of sales team to prepare property listing presentation</i> in line with agent instructions, agency practice and legislative requirements.</p> <p>1.3 <i>Information on comparable properties and market conditions</i> is accessed to enhance the listing presentation.</p> <p>1.4 Assistance is given to licensee in charge or principal and other members of the sales team to prepare <i>promotional material and listing kit</i> to highlight benefits of agent and agency and address client requirements in line with agency practice, ethical standards and legislative requirements.</p>
<p><b>2 Assist in delivery of property listing presentation.</b></p>	<p>2.1 Appointment details for property listing presentation are confirmed.</p> <p>2.2 <i>Assistance is given to licensee in charge or principal and other members of sales team in delivering listing presentation</i> in line with agency practice and legislative requirements.</p> <p>2.3 <i>Appropriate rapport</i> is established with client.</p> <p>2.4 Client questions are answered fully and honestly or referred to <i>appropriate person</i>.</p> <p>2.5 Effective interpersonal communication and presentation skills are used in representing the agency and responding to client questions and concerns.</p> <p>2.6 Contribution is made to sales team review of list presentation in line with agency practice.</p>
<p><b>3 Assist in providing follow-up service to clients.</b></p>	<p>3.1 <i>Information</i> is researched and prepared for licensee in charge or principal and other members of sales team to facilitate provision of effective follow-up service to client in line with agency practice.</p> <p>3.2 <i>Support</i> is provided to licensee in charge or principal to facilitate finalisation of listing.</p>

## 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 a range of people from diverse social, economic and cultural backgrounds and with varying physical and mental abilities on matters associated with the listing of property for sale
- analytical skills to interpret documentation such as agency and statutory listing documents
- application of risk management strategies associated with listing property for sale
- computing skills to access the internet and web pages, prepare and complete online forms, lodge electronic documents and search online databases
- decision making and problem solving skills to analyse situations and make decisions consistent with legislative and ethical requirements associated with listing property for sale
- literacy skills to access and interpret a variety of texts, including legislation, regulations and codes of conduct; prepare general information and papers; prepare formal and informal letters, reports and applications; and complete standard and statutory forms
- numeracy skills to interpret statistical information on property market conditions and comparable property prices
- planning, organising and scheduling skills to confirm appointments associated with the listing of properties for sale
- research skills to identify and locate documents and information relating to the listing of properties for sale
- team skills to identify roles and responsibilities in an agency property sales team.

### **Required knowledge and understanding:**

- listings for sale of property, including:
  - agency and statutory listing documentation
  - agency fees and conditions
  - agency practices in relation to obtaining listings
  - consumer protection principles that affect the listing of properties for sale
  - ethical standards associated with listing of property for sale
  - farming area for prospecting for listings
  - legislation and regulations affecting listing property for sale
  - reasons for listing
  - sales property listing presentation and follow-up
  - sources of listings
  - target groups for obtaining listings
  - techniques for identifying needs and motivation of clients

## REQUIRED SKILLS AND KNOWLEDGE

- listing presentation kit, including content, format and purpose
- marketing activities
- methods of sale
- presentation techniques
- relevant federal, and state or territory legislation and local government regulations relating to:
  - anti-discrimination and equal employment opportunity
  - consumer protection, fair trading and trade practices
  - employment and industrial relations
  - financial services
  - OHS
  - privacy
  - property sales
- risks and risk management strategies
- sales team, including:
  - accountabilities
  - communication
  - functions
  - roles
  - responsibilities
  - team work.

## 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 case studies and practical demonstration of assisting in preparing and presenting a listing presentation for a property for sale by private treaty or auction as part of the sales team. 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

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

territory legislation and regulations. This assessment may be carried out in a simulated or workplace environment.

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

- assisting in a real or simulated environment in preparing a property listing presentation in line with client requirements, agent instructions and agency practice.
- assisting in a real or simulated environment in preparing promotional material and a listing kit that highlight the benefits of agent and agency and address client requirements in line with agency practice, ethical standards and legislative requirements
- assisting in a real or simulated environment in the delivery of a listing presentation in line with agency practice and legislative requirements
- assisting in a real or simulated environment in providing follow-up service to clients in order to finalise listing of properties for sale
- knowledge of agency practice, ethical standards and legislative requirements affecting the listing of properties for sale by private treaty and auction
- knowledge of consumer protection principles that impact on the listing of properties for sale.

**Context of and specific resources for assessment**

Resource implications for assessment include:

- a registered provider of assessment services
- assessment materials and tools
- candidate special requirements
- competency standards
- cost and time considerations
- suitable assessment venue and equipment
- workplace documentation.

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 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.

***Clients*** may include:

- corporations
- groups
- individuals
- private or public enterprises.

***Client requirements*** may include:

- method of sale
- price expectations
- purpose of listing property for sale, including:
  - business reasons
  - deceased estate
  - investment
  - relocation
  - replacing or upgrading existing property

***Interpersonal communication techniques*** may include:

- settlement period
- timeframe for sale.
- active listening
- providing an opportunity for clients to clarify their 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.

***Assistance given to licensee in charge or principal and other members of sales team to prepare property listing presentation*** may include:

- assemble listing kit
- confirm contact details of client
- make and confirm appointment with client
- prepare agent and agency profile
- prepare and assemble promotional materials
- research market conditions and sales results for comparable properties.

***Information on comparable properties and market conditions*** may include:

- comparable properties, such as:
  - date of sale
  - description
  - location
  - photographs
  - sale prices
- property market trends, such as:
  - auction sales compared with private sales
  - median sale price
  - percentage of properties sold
  - volume of sales.

***Promotional material and listing kit*** may include:

- agency and statutory documentation
- agency marketing plans
- agency web page and online service information, such as web log, podcast, virtual tours and online directory
- agent and agency profile
- list of services provided by agency
- listing documentation
- recent sales of similar properties
- testimonials.

***Assistance given to licensee in charge or principal and other members of sales team in delivering listing presentation*** may include:

- addressing concerns of key decision makers
- arranging to gather requested information for client
- identifying potential property improvements
- identifying selling features of property
- providing comparable sales information
- providing information on market conditions
- providing information on methods of sales and marketing activities
- responding to client questions
- taking notes of client questions and requests for information
- visual inspection of property.

***Legislative requirements*** may include:

- relevant federal, and state or territory legislation and local government regulations relating to:
  - anti-discrimination and equal employment opportunity
  - consumer protection, fair trading and trade practices
  - employment and industrial relations
  - financial services
  - OHS

- privacy
  - property sales.
- 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.
- Appropriate person*** may include:
- agency principal
  - licensed real estate agent
  - other members of sales team.
- Information*** may include:
- agency services
  - auction process
  - legislative requirements
  - listing documentation
  - marketing activities and costs
  - property inspections
  - sales data and process.
- Support*** may include:
- administrative tasks
  - client contact
  - completion of listing documentation
  - research tasks.

## Unit Sector(s)

**Unit sector** Property development, sales and management

## Competency field

**Competency field** Real estate