



**Australian Government**

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

# **CPPDSM3004A Assist in marketing properties for sale**

**Release: 1**

## **CPPDSM3004A Assist in marketing properties for sale**

### **Modification History**

Not Applicable

### **Unit Descriptor**

#### **Unit descriptor**

This unit of competency specifies the outcomes required to assist with the marketing of all forms of properties for sale by private treaty or auction as part of an agency sales team. It includes assisting with preparing marketing materials, implementing marketing activities and assisting in providing follow-up service to clients.

The unit may form part of the licensing requirements for persons engaged in real estate activities associated with the sale of property in those States and Territories where these activities are regulated.

### **Application of the Unit**

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This unit of competency supports the work of real estate representatives and agency support staff involved in assisting with marketing 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
1 Assist with preparing marketing materials.	1.1 <i>Client requirements with regard to marketing materials</i> are clarified with relevant property sales staff using appropriate <i>interpersonal communication techniques</i> . 1.2 <i>Assistance is given to relevant property sales staff to prepare marketing materials</i> in line with client instructions and agency practice.
2 Assist in delivery of property marketing activities.	2.1 Own role and responsibilities and those of other relevant staff members in delivery of property marketing activities are understood. 2.2 <i>Assistance is given to relevant property sales staff in planning and conducting marketing activities</i> in line with agency practice and <i>legislative requirements</i> . 2.3 <i>Appropriate rapport</i> is established with potential buyers. 2.4 Questions from potential buyers are answered fully and honestly or referred to <i>appropriate person</i> . 2.5 Effective interpersonal communication and presentation skills are used in representing the agency and responding to questions and concerns of potential buyers. 2.6 Contribution is made to review of marketing activities in line with agency practice.
3 Assist in providing follow-up service to clients.	3.1 <i>Information</i> is gathered and prepared for relevant property sales staff to facilitate provision of effective follow-up service to potential buyers in line with agency practice. 3.2 <i>Support</i> is provided to relevant property sales staff in reviewing and reporting to seller on effectiveness of marketing activities.

## 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:

## **REQUIRED SKILLS AND KNOWLEDGE**

- 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 marketing of property for sale
- analytical skills to interpret documentation, such as agency marketing documents
- application of risk management strategies associated with marketing property for sale
- computing skills to access agency databases, send and receive emails and complete standard forms online
- decision making and problem solving skills to analyse situations and make decisions consistent with legislative and ethical requirements associated with marketing properties 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; prepare marketing materials; 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 marketing of properties for sale
- research skills to identify and locate documents and information relating to the marketing of properties for sale
- team skills to identify roles and responsibilities in an agency property sales team.

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

- ethical standards associated with marketing properties for sale
- factors considered in review of effectiveness of marketing activities and materials
- marketing activities and materials, including:
  - advertising, including print and electronic media
  - agency property guide
  - brochures
  - business-to-business marketing
  - direct marketing
  - inspections
  - internet advertising, including web pages, virtual tours and online directories
  - mail-outs
  - networking
  - open house
  - seminars
  - signboards
  - targeting markets by service type
- marketing activities for different types of properties, including:

## REQUIRED SKILLS AND KNOWLEDGE

- businesses
- commercial properties
- development properties, including subdivision and multi-unit sites
- industrial properties
- residential properties
- retail properties
- rural properties
- specialised properties
- methods of sale
- principles underpinning effective marketing materials
- 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 practical demonstration of assisting with the marketing of properties for sale by private treaty or auction as part of a 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 territory legislation and regulations. This assessment may be carried out in a simulated or workplace environment.

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

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

- assisting relevant property sales staff to prepare marketing materials in line with client requirements, agent instructions and agency practice
- assisting relevant property sales staff to implement marketing activities for properties for sale in line with agency practice, ethical standards and legislative requirements
- assisting relevant property sales staff to provide follow-up service to clients in relation to marketing of property for sale
- knowledge of agency practice, ethical standards and legislative requirements affecting the marketing of properties for sale by private treaty and auction
- knowledge of consumer protection principles that impact on the marketing 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:

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

***Client requirements with regard to marketing materials*** may include:

- budget
- description of property
- distribution arrangements
- print run
- quality and type of marketing materials
- type of media
- use of online marketing materials, such as web page and virtual tour.

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

- active listening
- providing an opportunity for clients to clarify their understanding of the sales process
- 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 relevant property sales staff to prepare marketing materials*** may include:

- agency information
- checking marketing materials for compliance with agency practice, ethical standards and legislative requirements
- coordinating professional services relating to production of marketing materials
- design of marketing materials
- document production
- graphics
- monitoring cost of marketing materials
- obtaining quotes for marketing materials
- preparing online marketing materials
- preparing property descriptions

***Assistance given to relevant property sales staff in planning and conducting marketing activities*** may include:

- preparing and assembling marketing materials
- printing and distribution
- proofreading, editing and checking marketing materials for accuracy
- quality assurance
- researching content of marketing materials
- researching market conditions and sales results for comparable properties
- text.
- arranging placement of feature articles on property in local media
- assisting with open days and property inspections
- distributing promotional materials on agency and property
- gathering feedback from prospective buyers
- making appointments with prospective buyers to view property
- monitoring and collecting information on enquiries from prospective buyers
- monitoring costs of marketing activities
- organising web-based and online marketing of property
- placing advertisements in print and electronic media
- quality assurance
- supporting other agency staff in marketing activities
- taking and responding to enquiries from prospective buyers
- telephone promotions.

***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 potential buyers and seller feel valued
- promote and maintain an effective relationship with potential buyers and seller.

- Appropriate person*** may include:
- agency principal
  - licensed real estate agent
  - other members of sales team.
- Information*** may include:
- agency services
  - auction process
  - legislative requirements
  - marketing documentation
  - property inspections
  - property plans and specifications
  - sale documentation
  - sales process.
- Support*** may include:
- administrative tasks
  - client contact
  - collating and analysing feedback on marketing activities
  - details on prospective buyers
  - report preparation
  - research tasks.

## **Unit Sector(s)**

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

## **Competency field**

**Competency field** Real estate