



Australian Government

CPPREP3101 Assist in listing and marketing properties for lease

Release: 1

CPPREP3101 Assist in listing and marketing properties for lease

Modification History

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

Supersedes but is not equivalent to CPPDSM3001A Assist in listing properties for lease,

CPPDSM3003A Assist in marketing properties for lease and CPPDSM4010A Lease property.

Merged to reduce duplication. Updated to the Standards for Training Packages.

Application

This unit specifies the skills and knowledge required to assist with listing and marketing all forms of property for lease as part of a real estate agency property management team.

The unit applies to support workers in real estate undertaking tasks with at least a moderate degree of autonomy and performing routine activities without close supervision.

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. Assist with appraisal and listing.	1.1 Record client requirements for management of property for lease and request from client, any other information required for appraisal. 1.2 Use comparable property details to collate information, draft appraisal report and send draft report to appropriate personnel for finalising.

	1.3 Schedule and document property inspection and appraisal meeting. 1.4 Prepare listing documents for consideration by property management staff before presentation to client. 1.5 Gather and prepare information for entry in property and client databases according to agency practices, legislative requirements and privacy guidelines.
2. Prepare to market property for lease.	2.1 Prepare a draft marketing plan using marketing media and activities. 2.2 Prepare property descriptions and select images for print and electronic distribution for consideration by property management staff. 2.3 Amend and finalise draft plan after feedback from property management staff. 2.4 Prepare schedule of marketing activities and notify property management staff.
3. Support team in marketing property for lease.	3.1 Undertake marketing activities according to marketing plan and instructions from property management staff. 3.2 Provide requested information to potential tenants about the property and leasing arrangements. 3.3 Refer any questions or requests from potential tenants outside own scope to property management staff.
4. Provide follow-up service.	4.1 Gather and organise information for property management staff to facilitate provision of follow-up service to client and potential tenants in according to agency practice. 4.2 Obtain stakeholder feedback to support the property management service.
5. Review marketing activities.	5.1 Gather and document feedback about listing and marketing activities from client and potential tenants. 5.2 Review feedback with property management staff to improve future practise.

Foundation Skills

This section describes the language, literacy, numeracy and employment skills essential to performance in this unit but not explicit in the performance criteria:

- reading skills to access and analyse client, buyer and property information and to organise database entries

- writing skills to use descriptive wording, editing and grammar to compose property descriptions
- analysis skills and checking skills to ensure accuracy of information, records and database reports
- technological skills to operate databases and to create, store, backup and retrieve data and to produce reports
- interpersonal and team work skills to work effectively with other people.

Unit Mapping Information

No equivalent unit.

Supersedes but is not equivalent to:

- CPPDSM3001A Assist in listing properties for lease
- CPPDSM3003A Assist in marketing properties for lease
- CPPDSM4010A Lease property.

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>

Assessment Requirements for CPPREP3101 Assist in listing and marketing properties for lease

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Performance Evidence

To demonstrate competency in this unit, a person must assist in listing and marketing two different types of property for lease and reviewing stakeholder feedback at the conclusion of the process.

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 relating to listing and marketing properties for lease
- ethical standards in real estate relating to listing and marketing properties for lease
- sources of property and client information
- types of databases used in real estate
- processes for:
 - data entry and retrieval techniques
 - file storage and backup
 - production of reports
 - search techniques
 - data security
- information stored in real estate databases.

Assessment Conditions

Assessors must satisfy the requirements for assessors listed in the Standards for Registered Training Organisations.

Assessment must be conducted in the workplace or in a simulated workplace environment.

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

- a real estate agency workplace or simulated workplace, staff and business documentation relating to listing and marketing properties for lease
- equipment, communication and data access and storage technology required for listing and marketing properties for lease
- materials and equipment meeting the operational requirements for a real estate agency, including:
 - policies, procedures, forms and records relating to listing and marketing properties for lease
 - position description including detailed roles and responsibilities for the role to be assumed by the person undergoing assessment
 - role descriptions for people participating in role-play exercises
 - simulated realistic internet and social media presence
 - simulated property and client databases
- details of two properties for lease, including a portfolio of issues with each property that must be considered in preparing the draft appraisal reports.

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