



Australian Government

CPPREP3102 Assist in listing and marketing properties for sale

Release: 1

CPPREP3102 Assist in listing and marketing properties for sale

Modification History

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

Supersedes but is not equivalent to CPPDSM3002A Assist in listing properties for sale and CPPDSM3004A Assist in marketing properties for sale.

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 sale as part of a real estate agency sales 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 property appraisal and listing.	1.1 Record client requirements for property for sale and request from client, any other information required for appraisal. 1.2 Use comparable property details to collate information, draft and finalise 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 sales staff before presentation to client.

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

- CPPDSM3002A Assist in listing properties for sale
- CPPDSM3004A Assist in marketing properties for sale.

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 CPPREP3102 Assist in listing and marketing properties for sale

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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 sale 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 sale
- ethical standards in real estate relating to listing and marketing properties for sale
- 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:

For assessment conducted in the workplace:

- a real estate workplace, staff and business documentation relating to listing and marketing properties for sale
- equipment, communication and data access and storage technology required for listing and marketing properties for sale.

For assessment in a simulated workplace environment:

- 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 sale
 - 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
 - equipment, communication and storage technology required for listing and marketing properties for sale
- details of two properties for sale, including a portfolio of issues with each property that must be considered in preparing the draft appraisal reports.

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