



Australian Government

Assessment Requirements for CPPREP4004 Establish marketing and communication profiles in real estate

Release: 2

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Modification History

Release 2 This version first released with CPP Property Services Training Package Release 15.2.

Performance Criteria revised in Element 4 to remove duplication.

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

Supersedes and is equivalent to CPPDSM4005A Establish and build client-agency relationships. Updated to the Standards for Training Packages.

Performance Evidence

To demonstrate competency in this unit, a person must develop 3 marketing and communication profiles. These profiles must include:

- 1 designed to engage the community for an agency
- 1 individual personal profile designed to attract potential clients
- 1 marketing profile for a property designed to engage clients.

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:

- real estate services:
 - sales
 - property management
 - lease
 - auction
 - buyers' agent
 - stock and station agent
 - business broking
- general expectations of clients and community
- types of marketing and communication in real estate
- methods for marketing and communicating:
 - the agent to the client
 - the property to the client

- the agency to the community
- ethical practice in marketing and communication in real estate
- legal obligations in marketing and communication in real estate
- marketing and communication techniques:
 - profiling of people and environment
 - target market analysis
 - analysis of factors, including location, competition, opportunities
- purposes of personal, property and agency profiles
- communication strategies for responding to client complaints.

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:

- at least one example of a marketing and communication profile for a property
- at least one example of an agency marketing and communication document.

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>