



Australian Government

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.

Application

This unit specifies the skills and knowledge required to develop marketing and communication profiles in real estate.

It includes understanding methods for marketing and communicating, clarifying type, value and purpose of different communication activities and developing a personal profile for marketing and communication in real estate.

This unit applies to people currently working in or seeking to work in real estate.

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 the performance needed to demonstrate achievement of the element.

1	Interpret marketing and communication	1.1	Identify and analyse the intent, purpose and relationship between marketing and communication channels.
		1.2	Explain the role of marketing and communication in

	channels.		client and community engagement.
		1.3	Identify and explain ethical practice considerations in marketing and communication.
		1.4	Interpret the role of marketing and communication in client, customer and community engagement.
2	Develop a personal profile.	2.1	Examine general expectations of clients for a real estate service.
		2.2	Record alignment between personal practice and client expectations.
		2.3	Explain the importance of personal profile in attracting potential clients.
		2.4	Create an ethical personal profile for marketing and communication purposes.
		2.5	Record ways of resolving outstanding matters arising from client expectations.
3	Examine client engagement practices for marketing property	3.1	Examine general expectations of clients for property marketing.
		3.2	Research and explain how a property is represented to appeal to a client.
		3.3	Analyse and record the alignment between the property profile and marketing approach.
4	Examine marketing and communication channels for community engagement.	4.1	Identify and analyse community expectations for real estate marketing and communications.
		4.2	Identify and analyse methods used by an agency to engage the community.
		4.3	Analyse and explain the alignment between an agency marketing and communication approach and community expectations.
		4.4	Identify the risks to the agency of poor marketing and communication practices and possible strategies to

minimise the risks.

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

Supersedes and is equivalent to CPPDSM4005A Establish and build client-agency relationships.

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 CPPREP4004 Establish marketing and communication profiles in real estate

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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.

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