



Australian Government

Assessment Requirements for CPPREP4102 Market property

Release: 1

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Modification History

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

Supersedes but is not equivalent to CPPDSM4014A Market property for sale, and CPPDSM4061A Obtain prospects for listing.

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

Performance Evidence

To demonstrate competency in this unit, a person must prepare and implement marketing plans for two different properties. Each marketing plan must include:

- details of the property
- property and locality features
- details of the target market
- marketing budget
- performance indicators for success
- nominated points when the marketing plan will be reviewed
- marketing resources for one of these two properties that include:
 - how the property is to be described for the market
 - performance indicators.

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:

- role of the agent in providing property marketing advice and plans
- marketing strategies for at least one of the following:
 - residential property
 - rural property
 - commercial property
- factors affecting choice of marketing strategy
- relationship between marketing and communication, and agency brand
- ethical and regulatory standards associated with marketing property, including misleading and deceptive conduct, false representation, price advertising, and advice and disclosure of material facts
- agency, ethical and regulatory practices relating to marketing, including documentation

- agency and statutory marketing documentation and forms
- marketing budgets, agency fees and charges, and conditions
- strategies for building agency–client relationships
- techniques for identifying needs and motivation of vendors and buyers, landlords and tenants
- methods of sale or lease
- marketing activities:
 - advertising, including print and electronic media
 - agency property guides
 - brochures
 - direct marketing
 - inspections
 - mail-outs
 - networking
 - open house
 - signboards
 - electronic
- marketing resources
- principles underpinning effective marketing resources
- marketing plan
- review of effectiveness of marketing plan and materials
- communication strategies for responding to client complaints
- legislation relating to marketing of property in the state or territory of operation.

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:

- resources and strategies for marketing property
- an appraisal report for a property
- legislation relating to marketing residential property in the state or territory of operation.

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>