



Australian Government

Assessment Requirements for CPPREP4104 Establish buyer relationships

Release: 1

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Modification History

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

New unit of competency.

Performance Evidence

To demonstrate competency in this unit, a person must:

- document the process and actions to respond to two different methods of buyer enquiry
- demonstrate how the needs and expectations of two buyers are matched to properties from a selection of at least six different property profiles
- develop a communication strategy, including record keeping processes, to address buyer expectations.

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 agent, agency and personal brand in establishing and managing buyer relationships including fees, charges and conditions
- methods of buyer enquiry, including two of the following:
 - open home
 - email
 - phone
 - website
 - walk-in
 - referral
- communication styles and techniques to:
 - identify and clarify preferences, expectations, needs and motivation of buyers
 - qualify buyers
 - present properties to buyers
- strategies to match properties to buyers
- methods of sale of property
- techniques for establishing and maintaining relationships
- techniques to identify and manage disputes and conflict:

- conciliation and mediation
- third-party managed processes
- legislation and ethical practice in buyer relationships:
 - disclosures
 - privacy
 - conflict of interest
 - complaint-handling
- record keeping relating to buyer relationship and interactions.

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:

- records and databases for properties available for sale
- property profiles for at least six properties
- buyer profiles for two buyers
- procedures and forms for taking buyer enquiries and qualifying buyers
- legislation and standards applying to real estate transactions 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>