



Australian Government

CPPREP4104 Establish buyer relationships

Release: 1

CPPREP4104 Establish buyer relationships

Modification History

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

New unit of competency.

Application

This unit specifies the skills and knowledge required to establish, develop and manage positive relationships with buyers.

It includes establishing an understanding of buyer needs and expectations, matching these to property, and maintaining relationships and records of engagement with buyers throughout the buying process.

This unit applies to people currently working in or seeking to work in real estate who apply a knowledge of legislative and compliance requirements, ethical standards and consumer preferences to manage real estate operations.

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	Establish relationship with buyer.	1.1	Identify and explain ethical and conduct standards, and legislative requirements to market properties to buyers.
		1.2	Promote personal and agency brand in communication with buyers.
		1.3	Respond to and document buyer enquiry to develop agency database.

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| | | 1.4 | Clarify and document buyer preferences, including location, property type and price range. |
| | | 1.5 | Match buyer preferences and expectations to properties for sale. |
| 2 | Maintain buyer relationship. | 2.1 | Identify and present opportunities for buyer to inspect property for sale. |
| | | 2.2 | Interpret buyer feedback on suitability and price of property, and report to vendor. |
| | | 2.3 | Develop and document a communication strategy to address buyer expectations. |
| | | 2.4 | Maintain personal, agency and industry standards for ethical practice, client service and confidentiality applicable to buyer relationship. |
| | | 2.5 | Identify potential conflicts, plan responses and resolve conflicts within scope of responsibility, and review and document process. |

Foundation Skills

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

Unit Mapping Information

No equivalent unit.

New unit of competency.

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 CPPREP4104 Establish buyer relationships

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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.

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