



Australian Government

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.

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>