



Australian Government

CPPREP4141 Establish and maintain property management portfolio

Release: 1

CPPREP4141 Establish and maintain property management portfolio

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 maximise a property management portfolio.

It includes analysing current and future property demands in a target area, analysing the current property management portfolio, identifying underperforming services and properties and developing strategies to consolidate a property management portfolio for increased opportunities.

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	Analyse current portfolio.	1.1	Analyse existing property management portfolio to identify high-performing and underperforming properties.
		1.2	Quantify property management opportunities to add to or rationalise portfolio.
		1.3	Determine optimum property management portfolio mix.

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| 2 | Conduct rental property market analysis. | 2.1 | Identify target areas for property management. |
| | | 2.2 | Analyse demographics of the target area. |
| | | 2.3 | Analyse current market trends for pricing. |
| | | 2.4 | Identify market supply and demand for identified property types. |
| | | | |
| 3 | Develop strategies to identify potential clients. | 3.1 | Profile potential client characteristics. |
| | | 3.2 | Develop a range of activities to target profiled clients. |
| | | 3.3 | Establish timeframes for activities to target profiled clients consistent with market trends. |
| | | 3.4 | Develop prospecting methods to target profiled clients. |
| | | 3.5 | Develop strategies to utilise networks to identify potential clients. |
| | | | |
| 4 | Consolidate property management portfolio. | 4.1 | Identify property management services that are underperforming or inconsistent with target portfolio mix. |
| | | 4.2 | Make recommendations to improve or remove underperforming or inconsistent properties or services. |
| | | 4.3 | Make recommendations to increase property management portfolio opportunities. |

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 CPPREP4141 Establish and maintain property management portfolio

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Performance Evidence

To demonstrate competency in this unit, a person must:

- research and develop one prospecting strategy for a geographical area, including:
 - property demand in the area
 - socio-economic climate for the area
 - growth expectations for the area
 - prospecting strategies
- develop a report on the optimum capacity of an agency, including:
 - current agency profile and forward projections for agency
 - maximum/minimum property management scope and scale
 - resources required to manage properties
- develop a report with recommendations to adjust property management portfolio mix.

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 property management services
- property management portfolio of the agency
- indicators of high- and low-performing property management services and properties within the property management portfolio
- resources required to provide property management services
- role of the business development manager in representing and promoting agency services to potential clients
- clients for property management
- personal and agency brand
- ethical practices in selling and marketing real estate property management services
- property market profiling:
 - analysis of comparable market analysis (CMA)

- projected growth
- socio-economic factors
- potential landlord profile
- prospecting methods
- networks and the use of networks to identify and generate potential clients
- legislation affecting property management services of residential 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:

- agency records and databases
- property profiles for a geographical area
- property and socio-economic trends for a geographical area
- procedures and resources for property management.

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