



Australian Government

Assessment Requirements for CPPREP4142

Promote property management products and services

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:

- develop a profile of the property management services offered by the agency
- develop, document and implement a strategy to attract new and maintain existing clients, including:
 - target market
 - demographics
 - channels to be used
 - performance indicators and measures for success, including techniques to adjust the strategy based on contingencies and the outcome of reviews
 - promotional materials and media to be used.

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 agency services, including sales, auction and property management services
- relationships between services offered by agency
- property management portfolio of the agency
- role of the business development manager in representing and promoting agency services to potential clients
- clients for property management services
- property management client care and service standards
- methods used to monitor client satisfaction
- potential landlord profile
- personal and agency brand
- ethical practices in promoting real estate property management services, including full disclosure, confidentiality, privacy
- communication and promotional plans and materials

- media for communication and promotion
- listing presentation documentation
- legislation affecting property management services of residential property in the state or territory of operation.
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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:

- procedures for property management including listing presentations
- legislation and standards applying to real estate activities 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>