



Australian Government

CPPREP4142 Promote property management products and services

Release: 1

CPPREP4142 Promote property management products and services

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 promote property management products and services.

It includes identifying opportunities for greater relationships within the agency and opportunities for improvement in current property management services, monitoring client satisfaction and the provision of client care to build loyalty with existing clients, developing and implementing strategies, and communication and promotional services, to develop the agency's property management services.

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.

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| 1 | Optimise relationships within the agency. | 1.1 | Analyse and report on relationship between property management and other agency activities. |
| | | 1.2 | Identify and document communication gaps within agency. |
| | | 1.3 | Develop strategies that optimise communication to improve the property management business. |

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| 2 | Analyse real estate practice. | 2.1 | Identify and implement client care service standards to build client loyalty. |
| | | 2.2 | Analyse positive and negative feedback to continuously improve products and customer service. |
| | | 2.3 | Coordinate products and agency services to maintain and improve client experience. |
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| 3 | Optimise business development strategies. | 3.1 | Develop and document strategies to promote a professional and ethical agency image. |
| | | 3.2 | Prioritise property management business development approaches. |
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| 4 | Establish business development resources. | 4.1 | Examine existing communication and promotional materials. |
| | | 4.2 | Develop communication and promotional materials to reflect business development priorities. |
| | | 4.3 | Confirm that communication and promotional materials reflect agency professional and ethical image. |
| | | 4.4 | Confirm that communication and promotional materials are appropriate. |
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| 5 | Initiate relationships with potential clients. | 5.1 | Develop communication strategies to effectively liaise with profiled clients. |
| | | 5.2 | Discuss and negotiate individual client needs and expectations. |
| | | 5.3 | Prepare listing presentation documentation. |

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 CPPREP4142 Promote property management products and services

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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.

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