



Australian Government

**Assessment Requirements for CPPREP4172
Develop and promote property industry
knowledge - buyer's agent**

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 and promote a buyer's agency service, by preparing a promotion plan for a buyer's agency service and designing a process to review planned promotional activities.

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:

- Commonwealth and state or territory legislation and local government regulations relevant to promoting buyer's agent services
- ethical practice relevant to promoting buyer's agent services
- techniques for forming business relationships with complementary businesses
- techniques to research, identify and assess target markets and complementary business networks
- methods of promoting buyer's agent services
- processes to:
 - benchmark the agency against industry best practice
 - create and use databases of contacts and clients
 - plan promotional activities
 - review promotional activities.

Assessment Conditions

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:

- buyer's agent workplace, staff and business documentation
- specific supporting documentation for a buyer's agent to create the required documents

- role descriptions and information for people participating in role-play exercises
- equipment required to prepare documentation as a buyer's agent.

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>