



Australian Government

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.

Application

This unit specifies the skills and knowledge required to develop the profile of the services of a buyer's agent, identify potential clients and markets, and promote the buyer's agent services.

The unit applies to industry professionals acting on behalf of principals 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 what needs to be done to demonstrate achievement of the element.
1. Identify potential strategic alliances	1.1 List the full range of services provided by a buyer's agent. 1.2 Research and identify the opportunities for strategic alliances with local and national businesses.
2. Assess market opportunities.	2.1 Research target markets to identify opportunities. 2.2 Analyse market opportunities to guide development of a promotion plan.
3. Promote a buyers' agency service.	3.1 Benchmark buyer's agency service against industry best practice to identify strengths that can be promoted. 3.2 Create database of contacts and potential clients.

	3.3 Create a promotion plan and prepare promotional materials.
4. Review promotional activities.	4.1 Monitor and collect data about promotional activities. 4.2 Schedule and conduct reviews of the effectiveness of promotional activities. 4.3 Adjust promotional planning according to outcomes of reviews.

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 CPPREP4172 Develop and promote property industry knowledge - buyer's agent

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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.

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