



Australian Government

Assessment Requirements for CPPREP5008 Market the property agency

Release: 1

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Modification History

Release 1 This version first released with CPP Property Services Training Package Release 8.0.

Supersedes and is equivalent to CPPDSM5032A Market the agency.

Updated to the Standards for Training Packages.

Performance Evidence

To demonstrate competency in this unit, a person must develop, implement and review one marketing plan for a property agency.

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 relating to real estate agency marketing
- ethical considerations in marketing property agencies
- features of agency marketing strategies:
 - factors influencing choice of marketing strategy for agency
 - market opportunities
 - market research methods
- marketing activities and materials:
 - direct marketing
 - business-to-business marketing
 - networking
 - target markets
 - online and social media marketing
- aims of agency marketing strategies:
 - service range and mix
 - creating a 'point of difference' for the property agency
 - presentation and display of services
 - promotion and advertising
- processes for:

- developing, documenting, implementing and reviewing marketing of a property agency
- developing and documenting research methods for use in property
- analysing business requirements for marketing an agency
- assessing and documenting the strength and weaknesses of competitors
- conducting cost-benefit analyses services
- collecting and analysis of feedback.

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 materials and equipment meeting the operational requirements for a property agency, including:

- geographic location and detailed description of the property agency
- comprehensive business plans, strategies, policies, procedures, forms and records
- position descriptions for all employees including detailed roles and responsibilities
- equipment, communication and data access and storage technology required for marketing a property agency.

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>