



Australian Government

CPPREP5009 Develop a marketing and service strategy in real estate

Release: 1

CPPREP5009 Develop a marketing and service strategy in real estate

Modification History

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

Supersedes and is equivalent to CPPDSM5014A Develop property marketing and sales strategy.

Updated to the Standards for Training Packages.

Application

This unit specifies the skills and knowledge required to develop a real estate marketing and service strategy for an agency.

It does **not** include marketing required for individual properties.
The unit applies to industry professionals 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. Analyse information for marketing and service strategy.	1.1 Collate and analyse sources of real estate marketing information. 1.2 Determine marketing and service aims and objectives. 1.3 Analyse characteristics of client base and target markets. 1.4 Evaluate viability of marketing and service opportunities and contribution to achieving agency goals and objectives.
2. Create marketing and service	2.1 Develop and select marketing and service methods and activities to ensure maximum impact.

strategy.	2.2 Obtain staff and resources for marketing and service strategy. 2.3 Develop marketing and service strategy materials within budget and timeframes.
3. Report on marketing and service activities.	3.1 Analyse marketing and service activity outcomes against strategy aims and objectives. 3.2 Use review findings to adjust strategy and provide recommendations for future marketing and service initiatives.

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

Supersedes and is equivalent to CPPDSM5014A Develop property marketing and sales strategy.

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 CPPREP5009 Develop a marketing and service strategy in real estate

Modification History

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

Supersedes and is equivalent to CPPDSM5014A Develop property marketing and sales strategy.

Updated to the Standards for Training Packages.

Performance Evidence

To demonstrate competency in this unit, a person must develop, evaluate and report on a property marketing and service strategy for one target market.

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 related to marketing and service strategies of real estate agencies
- ethical considerations in real estate agency marketing and service strategy planning
- sources of property marketing information
- processes for:
 - determining and evaluating characteristics of client base and target markets using available data and recognised research techniques
 - analysing marketing and service opportunities
 - determining and analysing marketing and service requirements
 - developing marketing and service objectives and approaches
 - gathering and analysing feedback on marketing and service strategy outcomes
- aspects of market competitors relating to marketing and service strategies of real estate agencies
- market conditions and forces relating to marketing and service strategies of real estate agencies
- marketing and service principles and practices relating to marketing and service strategies of real estate agencies.

Assessment Conditions

Assessors are responsible for ensuring that the person demonstrating competency has access to:

- comprehensive property market information relating to the real estate agency
- equipment, communication and data access and storage technology required for developing a marketing and service strategy in real estate.
- materials and equipment meeting the operational requirements of a real estate agency, including:
 - geographic location and detailed description of the real estate agency
 - comprehensive property market information relating to the real estate agency
 - real estate agency business plans, strategies, policies, procedures and forms
 - position descriptions for all employees, including detailed roles and responsibilities
 - equipment, communication and data access and storage technology required for developing a marketing and service strategy in real estate.

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>