



Australian Government

CPPREP5201 Develop and maintain commercial property market intelligence

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 and maintain commercial property market intelligence to inform the sale or lease of commercial property. It includes gathering, analysing and documenting market intelligence.

The unit applies to industry professionals in the property industry.

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. Gather property knowledge.	1.1 Identify and record networking opportunities which support the development of commercial property intelligence. 1.2 Identify target markets for commercial property types and usage. 1.3 Identify market segmentations and sources of current and reliable market intelligence.
2. Analyse market trends.	2.1 Analyse market information to determine trends and issues impacting commercial building types and their usage. 2.2 Analyse market information to determine trends and issues

	impacting building classifications and ratings. 2.3 Use agency networks to gather intelligence about factors impacting return on commercial property. 2.4 Identify and analyse key indicators of market conditions affecting commercial property.
3. Analyse market influences.	3.1 Analyse legislation affecting commercial property. 3.3 Use agency networks to gather and analyse intelligence about market influences affecting commercial property.
4. Prepare market analysis.	4.1 Prepare market intelligence in a format suitable for analysis. 4.2 Apply property market analysis to an identified property and identify strategies to apply to sale or lease of property. 4.3 Prepare report on market conditions affecting commercial property and return on investment.

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 CPPREP5201 Develop and maintain commercial property market intelligence

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Performance Evidence

To demonstrate competency in this unit, a person must develop and maintain commercial property market intelligence by completing market analysis for two different commercial property market sectors which highlight factors affecting commercial property market conditions.

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:

- agency documentation required to be maintained when developing commercial property market intelligence
- sources of current and reliable commercial property market intelligence
- factors that can impact commercial property return on investment
- factors that can impact the sale or lease of commercial property and strategies for addressing each:
 - land use, zoning and approvals
 - contractual arrangements
 - property attributes
- industry-specific factors that influence market conditions and the sale and lease of commercial property:
 - rates per square metre
 - investment yields
 - availability of supply and demand
 - incentives
 - local government planning changes, restrictions and proposals
- legislation relating to the sale or lease of commercial property in the state or territory of operation
- property market for:
 - commercial property

- industrial property
- retail property.

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 real estate agency:
- policies, procedures and documentation for developing and maintaining commercial property market intelligence
- legislation in the state or territory of operation relating to the commercial property market
- information management systems required to capture, maintain and recall market data
- information about commercial properties for sale and lease.

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