



Australian Government

Department of Education, Employment and Workplace Relations

CPPDSM3003A Assist in marketing properties for lease

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit of competency specifies the outcomes required to assist with the marketing of all forms of property for lease as part of a property management team. It includes assisting with preparing marketing materials, implementing marketing activities and assisting in providing follow-up service to clients.

The unit may form part of the licensing requirements for persons engaged in real estate activities associated with the lease of property in those States and Territories where these activities are regulated.

Application of the Unit

Application of the unit

This unit of competency supports the work of real estate representatives and agency support staff involved in assisting with marketing properties for lease as part of a property management team. The work is performed under the supervision of the licensee in charge or principal.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit of competency is packaged, will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Assist with preparing marketing materials.	1.1 <i>Client requirements with regard to marketing materials</i> are clarified with appropriate property management staff using relevant <i>interpersonal communication techniques</i>. 1.2 <i>Assistance is given to appropriate property management staff to prepare marketing materials</i> in line with client instructions and agency practice.
2 Assist in delivery of property marketing activities.	2.1 Own role and responsibilities and those of other agency staff in delivery of property marketing activities are understood. 2.2 <i>Assistance is given to relevant property management staff in implementing marketing activities</i> in line with agency practice and <i>legislative requirements</i>. 2.3 <i>Appropriate rapport</i> is established with potential tenants. 2.4 Questions from potential tenants are answered fully and honestly or referred to <i>appropriate person</i>. 2.5 Effective interpersonal communication and presentation skills are used in representing the agency and responding to questions and concerns of potential tenants. 2.6 Contribution is made to reviews of marketing activities in line with agency practice.
3 Assist in providing follow-up service to clients.	3.1 <i>Information</i> is gathered and prepared for relevant property management staff to facilitate provision of effective follow-up service to potential tenants in line with agency practice. 3.2 <i>Support</i> is provided to relevant property management staff in reviewing and reporting to landlord on effectiveness of marketing activities.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills:

REQUIRED SKILLS AND KNOWLEDGE

- ability to communicate with and relate to a range of people from diverse social, economic and cultural backgrounds and with varying physical and mental abilities on matters associated with the marketing of property for lease
- analytical skills to interpret documentation such as agency marketing documents
- application of risk management strategies associated with marketing property for lease
- computing skills to access agency databases, send and receive emails and complete standard forms online
- decision making and problem solving skills to analyse situations and make decisions consistent with legislative and ethical requirements associated with marketing property for lease
- literacy skills to access and comprehend a variety of texts, including legislation, regulations and codes of conduct; prepare general information and papers; prepare formal and informal letters, reports and applications; prepare marketing materials; and complete standard and statutory forms
- numeracy skills to interpret statistical information on property market conditions and comparable rents
- planning, organising and scheduling skills to confirm appointments associated with the marketing of properties for lease
- research skills to identify and locate documents and information relating to the marketing of properties for lease
- team skills to identify roles and responsibilities in an agency property management team.

Required knowledge and understanding:

- ethical standards associated with marketing properties for lease
- factors considered in review of effectiveness of marketing activities and materials
- leases and tenancy agreements
- marketing activities and materials, including:
 - advertising, including print and electronic media
 - agency property guide
 - brochures
 - business-to-business marketing
 - direct marketing
 - inspections
 - mail-outs
 - networking
 - seminars
 - signboards
 - targeting markets by service type
 - internet and online advertising, such as web pages, virtual tours and online directories

REQUIRED SKILLS AND KNOWLEDGE

- marketing activities for different types of properties, including:
 - businesses
 - commercial properties
 - development properties, including subdivision and multi-unit sites
 - industrial properties
 - residential properties
 - retail properties
 - rural properties
 - specialised properties
- principles underpinning effective marketing materials
- presentation techniques
- property management staff, including:
 - accountabilities
 - communication
 - functions
 - roles
 - responsibilities
 - team work
- relevant federal, and state or territory legislation and local government regulations relating to:
 - anti-discrimination and equal employment opportunity
 - consumer protection, fair trading and trade practices
 - employment and industrial relations
 - financial services
 - leases and tenancy agreements
 - OHS
 - privacy
 - property management
 - risks and risk management strategies.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Overview of assessment This unit of competency could be assessed through

practical demonstration of assisting with the marketing of properties for lease as part of a property management team. Targeted written (including alternative formats where necessary) or verbal questioning to assess the candidate's underpinning knowledge would provide additional supporting evidence of competence. The demonstration and questioning would include collecting evidence of the candidate's knowledge and application of ethical standards and relevant federal, and state or territory legislation and regulations. This assessment may be carried out in a simulated or workplace environment.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

A person who demonstrates competency in this unit must be able to provide evidence of:

- assisting relevant property management staff to prepare marketing materials in line with client requirements, agent instructions and agency practice
- assisting relevant property management staff to implement marketing activities for properties for lease in line with agency practice, ethical standards and legislative requirements
- assisting relevant property management staff to provide follow-up service to clients in relation to marketing of property for lease
- knowledge of agency practice, ethical standards and legislative requirements affecting the marketing of properties for lease
- knowledge of consumer protection principles that impact on the marketing of properties for lease.

Context of and specific resources for assessment

Resource implications for assessment include:

- a registered provider of assessment services
- assessment materials and tools
- candidate special requirements
- competency standards
- cost and time considerations
- suitable assessment venue and equipment
- workplace documentation.

Where applicable, physical resources should include equipment modified for people with disabilities.

Access must be provided to appropriate learning and/or assessment support when required.

Assessment processes and techniques must be culturally appropriate, and appropriate to the language and literacy capacity of the candidate and the work being performed.

Validity and sufficiency of evidence require that:

- competency will need to be demonstrated over a period of time reflecting the scope of the role and the practical requirements of the workplace
- where the assessment is part of a structured learning experience the evidence collected must relate to a number of performances assessed at different points in time and separated by further learning and practice with a decision of competence only taken at the point when the assessor has complete confidence in the person's competence
- all assessment that is part of a structured learning experience must include a combination of direct, indirect and supplementary evidence
- where assessment is for the purpose of recognition (RCC/RPL), the evidence provided will need to be current and show that it represents competency demonstrated over a period of time
- assessment can be through simulated project-based elements in this unit.

In all cases where practical assessment is used it will be combined with targeted questioning to assess the underpinning knowledge. Questioning will be undertaken in such a manner as is appropriate to the language and literacy levels of the candidate and any cultural issues that may affect responses to the questions, and will reflect the requirements of the competency and the work being performed.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.

Clients may include:

- corporations
- groups
- individuals
- landlords
- private or public enterprises.

Client requirements with regard to marketing materials may include:

- budget
- description of property
- distribution arrangements
- print run
- quality and type of marketing materials
- type of media
- use of online marketing materials, such as web page and virtual tour.

Interpersonal communication techniques may include:

- active listening
- providing an opportunity for clients to clarify their understanding of the lease process
- seeking feedback from clients to confirm own understanding of their needs and expectations
- summarising and paraphrasing to check understanding of client message
- using appropriate body language.

Assistance given to relevant property management staff to prepare marketing materials may include:

- agency information
- checking marketing materials for compliance with agency practice, ethical standards and legislative requirements
- coordinating professional services relating to production of marketing materials
- design of marketing materials
- document production
- graphics
- monitoring cost of marketing materials
- obtaining quotes for marketing materials
- preparing online marketing materials

- preparing property descriptions
- preparing and assembling marketing materials
- printing and distribution
- proofreading, editing and checking marketing materials for accuracy
- quality assurance
- researching content of marketing materials
- researching market conditions and rents for comparable properties
- text.
- assisting with property inspections
- distributing promotional materials on agency and property
- gathering feedback from prospective tenants
- making appointments with prospective tenants to view property
- monitoring and collecting information on enquiries from prospective tenants
- monitoring costs of marketing activities
- monitoring websites for hits relating to property for lease
- organising web-based and online marketing of property
- placing advertisements in print and electronic media
- quality assurance
- supporting others members of property management team in marketing activities
- taking and responding to enquiries for prospective tenants
- telephone promotions.

Assistance given to relevant property management staff in implementing marketing activities may include:

Legislative requirements may include:

- relevant federal, and state or territory legislation and local government regulations relating to:
 - anti-discrimination and equal employment opportunity
 - consumer protection, fair trading and trade practices
 - employment and industrial relations
 - financial services
 - leases and tenancy agreements
 - OHS
 - privacy
 - property management.

- Appropriate rapport*** relates to use of techniques that:
- establish and build confidence and trust in the agency and its representatives
 - make potential tenants and landlord feel valued
 - promote and maintain an effective relationship with potential tenants and landlord.
- Appropriate person*** may include:
- agency principal
 - licensed real estate agent
 - other members of property management team.
- Information*** may include:
- agency services
 - lease or tenancy agreement documentation
 - leasing process
 - legislative requirements
 - marketing documentation
 - property inspections
 - property plans and specifications.
- Support*** may include:
- administrative tasks
 - client contact
 - collating and analysing feedback on marketing activities
 - details on prospective tenants
 - report preparation
 - research tasks.

Unit Sector(s)

Unit sector Property development, sales and management

Competency field

Competency field Real estate