

CPPDSM4011A List property for lease

Unit descriptor	<p>This unit of competency specifies the outcomes required to list all types of property and businesses for lease. It includes implementing procedures for promoting agency's property management services, establishing client requirements, planning and delivering property listing presentations, finalising listings for the lease of property, and recording and acting on client instructions. This unit does not address listings for property sales or the actual marketing or lease of the property under an agency contract.</p> <p>The unit may form part of the licensing requirements for persons engaged in real estate activities in those States and Territories where these are regulated activities.</p>
Employability skills	<p>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.</p>
Prerequisite units	<p>Nil</p>
Application of the unit	<p>This unit of competency supports the work of licensed real estate agents and real estate representatives involved in the listing of all types of property and businesses for lease.</p>
Competency field	<p>Real estate</p>
Unit sector	<p>Property development, sales and management</p>

ELEMENT

Elements describe the essential outcomes of a unit of competency.

1 Promote agency's property management services.

PERFORMANCE CRITERIA

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.

- 1.1 ***Promotional activities for gaining new agency listings*** are evaluated and implemented in line with agency practice and ***legislative requirements***.
- 1.2 Promotional activities aimed at existing agency clients to attract new listings are planned and implemented in line with agency practice and legislative requirements.

ELEMENT

PERFORMANCE CRITERIA

- 1.3 ***Business and personal referral networks*** are established and maintained in order to attract property listings.
- 1.4 Communication with agency sales department is maintained to identify potential new listings and provide sales staff with rental appraisals.
- 2 **Establish client requirements.**
 - 2.1 ***Enquiries from potential clients*** regarding property listings are handled promptly to enable high quality service delivery according to agency practice.
 - 2.2 ***Appropriate rapport*** is established with potential client.
 - 2.3 ***Client requirements*** regarding ***property*** are clarified and accurately assessed using appropriate ***interpersonal communication techniques***.
 - 2.4 Appointment is made with client to discuss property listing in line with agency practice.
- 3 **Plan property listing presentation.**
 - 3.1 Preparations are made for property listing presentation in line with agency practice.
 - 3.2 ***Promotional material and listing kit*** are prepared to highlight benefits of agent and agency in line with agency practice, ethical standards and legislative requirements.
- 4 **Deliver property listing presentation.**
 - 4.1 ***Visual inspection*** of property is conducted to provide client with a realistic range of marketing and leasing options.
 - 4.2 ***Key decision makers*** are identified to ensure that their needs and concerns are met in the listing presentation.
 - 4.3 Market influences likely to affect the property listing are discussed with the client.
 - 4.4 Recommended property improvements, estimated costs and likely influence on leasing of property and rental return are discussed with the client.
 - 4.5 Property appraisal is provided that includes realistic estimate of likely rental return.
 - 4.6 Promotional materials, agency listing kit and relevant legal and financial information are used to support the listing presentation.

ELEMENT	PERFORMANCE CRITERIA
	<p>4.7 Appropriate <i>marketing activities</i> are discussed with client.</p> <p>4.8 Agency services, fees and charges are discussed with the client.</p> <p>4.9 Client is given time and space to evaluate agency services while time is used to maximum advantage to promote agency.</p> <p>4.10 Client questions are answered fully and honestly.</p> <p>4.11 Effective interpersonal communication skills are used to respond to client questions and concerns.</p>
<p>5 Finalise property listing.</p>	<p>5.1 Client agreement to list property with agency is confirmed.</p> <p>5.2 <i>Statutory and agency listing documentation</i> is explained to client in line with agency practice and legislative requirements.</p> <p>5.3 Agency fees and conditions are negotiated and agreed with the client.</p> <p>5.4 Effective communication skills and <i>negotiation techniques</i> are used to respond to client questions and concerns.</p> <p>5.5 Property details are recorded accurately and correctly.</p> <p>5.6 Listing documentation is completed in line with agency practice and legislative requirements.</p>
<p>6 Record and act on instructions.</p>	<p>6.1 Client instructions are recorded to meet legislative requirements and agency record-keeping requirements.</p> <p>6.2 Business documents are produced to reflect advice to <i>relevant parties</i> involved in the listing transaction.</p> <p>6.3 Information to clients is provided to reflect progress made within the terms of the agreement.</p>

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills:

- 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
- analytical skills to interpret documents such as legislation, regulations and standard and statutory forms associated with the listing of properties for lease
- application of risk management strategies associated with the listing of properties for lease
- computing skills to access the internet and web pages, prepare and complete online forms and search online databases
- decision making and problem solving skills to analyse situations and make decisions consistent with legislative and ethical requirements
- literacy skills to access and interpret a variety of texts, including legislation and regulations; prepare general information and papers; prepare formal and informal letters, reports and applications; and complete standard and statutory forms associated with listing properties for lease
- negotiation and presentation skills to conduct listing negotiations with clients
- numeracy skills to calculate and interpret data to provide estimates of rents, rental outgoings, rental returns and costs of property improvements
- planning, organising and scheduling skills to undertake work-related tasks such as inspecting properties, organising appointments and reporting to clients on progress associated with property listings
- research skills to identify and locate documents and information relating to comparable property rents.

Required knowledge and understanding:

- agency and statutory listing documentation
- agency fees and conditions
- agency practices in relation to obtaining listings
- business and personal referral networks
- communication with agency sales department to identify potential new listings and provide sales staff with rental appraisals
- consumer protection principles with regard to lease of property
- ethical standards associated with listing of property for lease
- listing presentation kit, including content, format and purpose

REQUIRED SKILLS AND KNOWLEDGE

- marketing activities
- negotiation techniques
- networks that provide listing opportunities
- owner and tenant rights and obligations
- presentation techniques
- promotional activities for gaining new agency listings
- property listing presentation
- 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
- rent, rental outgoings and rental returns
- sources of listings
- techniques for identifying needs and motivation of clients
- ways of developing and maintaining a business network.

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.

- Promotional activities for gaining new agency listings*** may include:
- advertising and promotion
 - business newsletters
 - cold prospecting
 - mailing lists
 - media advertising

- networks
- property brochures
- signs on existing managed properties
- targeted direct mail
- telephone canvassing
- web-based network, such as website, web log and podcast.

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.

Business and personal referral networks may include:

- agency clients, including:
 - buyers
 - developers
 - owners
 - previous clients and customers
 - prospective tenants and buyers
 - tenants
- contacts from property management activities such as:
 - advertising
 - current owners
 - referrals
 - seminars

- personal referral network, including:
 - community organisations
 - web-based network, such as website, web log and podcast
- prospective owners from:
 - databases
 - electoral roll
 - general sources of listings
 - other agents.

Enquiries from potential clients may be received through:

- email
- inspections
- office
- open houses
- referral
- telephone
- website.

Appropriate rapport relates to use of techniques that:

- establish and build confidence and trust in the agency and its representatives
- make the client feel valued
- promote and maintain an effective relationship with client.

Client requirements may include:

- expectations of agency
- rent expectations
- rental outgoings expectations
- rental returns
- purpose of listing property, including:
 - business reasons
 - deceased estate
 - investment
 - replacing or upgrading existing property
 - relocation
- timeframe for lease.

- Property*** may include:
- business properties
 - commercial properties
 - development properties, including subdivision and multi-unit sites
 - industrial properties
 - investment properties
 - residential properties
 - retail properties
 - rural properties.
- Interpersonal communication techniques*** may include:
- active listening
 - providing an opportunity for clients to clarify their understanding of the lease process
 - soft questioning and 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.
- Promotional material and listing kit*** may include:
- agent and agency profile
 - agency and statutory documentation
 - agency web page and online service information, such as virtual tours and online directory
 - other marketing material.
- Visual inspection*** may include:
- chattels and fixtures
 - condition
 - location
 - maintenance
 - neighbouring properties and adjacent land uses
 - size.
- Key decision makers*** may include:
- buyer's advocates
 - business associates
 - family members
 - friends of buyer

- provider of professional advice, including:
 - accountant
 - building adviser
 - financial adviser
 - legal representative
 - property adviser
- spouse or partner.

Marketing activities may include:

- advertising, including print and electronic media
- agency property guide
- brochures
- direct marketing
- business-to-business marketing
- inspections
- mail-outs
- networking
- open house
- signboards
- seminars
- targeting markets by service type
- internet and online advertising, such as web pages, virtual tours and online directories.

Statutory and agency listing documentation may include:

- advertising schedule
- authorities
- other agency documents.

Negotiation techniques may include:

- analytical skills
- listening techniques
- non-verbal communication skills
- personal attributes
- presentation techniques
- questioning techniques
- speaking skills.

- Relevant parties** may include:
- agency principal
 - client
 - legal advisers.

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 listing a property for lease. 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:
- completing standard and statutory documentation associated with listing properties for lease
 - finalising and negotiating the listing of properties with clients
 - knowledge and application of determining client requirements with regard to the listing of properties
 - knowledge of agency practice, ethical standards and legislative requirements affecting the listing of properties for lease
 - knowledge of consumer protection principles that impact on the listing of properties for lease
 - maintaining business records associated with the listing of properties for lease
 - maintaining communications with clients throughout the listing process
 - planning and delivering effective listing presentations.

Context of and specific resources for assessment

Resource implications for assessment include:

- access to suitable simulated or real opportunities and resources to demonstrate competence
- assessment instruments that may include personal planner and assessment record book
- access to a registered provider of assessment services.

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 activity and must include evidence relating to each of the 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.