

Statement of Attainment

CPPDSM4080A – Work in the Real Estate Industry

This unit of competency specifies the outcomes required to enable a new entrant to the industry to gain a basic understanding of the industry and work ethically and effectively in a real estate agency. This includes awareness of ethical and conduct standards, core functions of real estate agency operations, legislative and regulatory framework within which the industry operates and industry employment requirements

- Develop knowledge of estate agency operations
- Interpret and comply with legislative and agency requirements
- Model ethical practice
- Identify industry employment requirements

CPPDSM4018A – Prepare and Present Property Reports

This unit of competency specifies the outcomes required to recognise and analyse property styles and faults in order to assist clients to understand the condition of property prior to listing, leasing or refurbishment. This includes identifying different architectural and construction styles and their impact on the market value of property, using common building construction terms to describe key features of properties, explaining the impact of common building defects on marketing properties for sale or rent, conducting property inspections, presenting reports on the physical condition of properties, identifying costs and potential benefits of property improvements, and acting on subsequent client instructions. This is not expected to replace technical and expert advice nor represent financial advice.

- Identify different architectural and construction styles and their impact on the market value of property.
- Use common construction terms to describe key features of buildings
- Explain the impact of common building defects on the marketing of properties for sale or rent
- Inspect property
- Identify and communicate to clients the costs and benefits of property improvements
- Present property condition report and act on client instructions

CPPDSM5012A – Develop a Strategic Business Plan in the Real Estate Industry

This unit of competency specifies the outcomes required to develop a business strategy to position the real estate agency successfully in the property market.

- Identify business opportunities in the property market
- Establish the potential demand for the agency services
- Establish business goals and objectives for agency
- Document and review agency business strategies

CPPDSM4008A – Identify Legal and Ethical Requirements of Property Sales to Complete Agency Work

This unit of competency specifies the outcomes required to meet the core legal and ethical requirements associated with property sales. This includes awareness of the legislation relating to property sales, the role and responsibility of agency personnel in property sales, the administration of sales transactions and the completion of sales documentation.

- Develop knowledge of property sales
- Develop knowledge of sales process
- Identify roles and responsibilities of sales personnel

CPPDSM4009A – Interpret Legislation to Complete Agency Work

This unit of competency specifies the outcomes required to source and interpret legislation affecting real estate operations. It includes identifying and applying statutory interpretation techniques, identifying and tracking changes to relevant real estate legislation and industry codes of conduct and maintaining appropriate records.

- Identify legal principles and legislative requirements affecting real estate operations
- Interpret legislative requirements affecting real estate operations
- Identify changes to legislation and regulations affecting agency operations
- Comply with relevant industry codes
- Maintain records of legislation and industry codes

CPPDSM4015A – Minimise Agency & Consumer Risk

This unit of competency specifies the outcomes required to minimise risk to all aspects of agency business and to consumers. It includes identifying potential risks to the agency and its clients, analysing the causes and potential impact of risks, and implementing agency policies and procedures to minimise risks to the agency and consumers.

- Identify potential risks to agency and clients
- Analyse causes and potential impact of risks on agency, clients and other stakeholders
- Implement agency procedures and systems to minimise risk
- Implement agency procedures and systems to minimise consumer risk

CPPDSM4079A – Work in the Business Broking Sector

This unit of competency specifies the outcomes required to work effectively in providing business broking services. It requires the ability to comply with legal and procedural requirements, complete daily work activities and identify opportunities for professional development. It requires knowledge of methods for improving a professional knowledge base and maintaining a professional approach in business broking.

- Model high standards of performance
- Develop and maintain professional competence
- Interpret and apply financial, legal and procedural requirements

CPPDSM4007A – Identify Legal and Ethical Requirements of Property Management to Complete Agency Work

This unit of competency specifies the outcomes required to meet the core legal and ethical requirements associated with property management. This includes awareness of the legislation dealing with the leasing and management of property, the role and responsibility of agency personnel in property management, the recording of property management transactions and the completion of property management documentation.

- Apply knowledge of property management
- Develop knowledge of property management process
- Handle moneys
- Identify roles and responsibilities of agency personnel in property management
- Use key register

CPPDSM4010A – Lease Property

This unit of competency specifies the outcomes required to administer the leasing of all types of property. It includes screening tenant enquiries, conducting inspections, obtaining and reviewing tenancy applications, completing tenancy agreements or lease documentation, placing tenants in property and recording tenancy arrangements.

- Screen tenant enquiries
- Undertake property inspection
- Obtain and review tenancy applications
- Complete tenancy documentation and place tenant in property
- Record tenancy arrangements

CPPDSM4003A – Appraise Property

This unit of competency specifies the outcomes required to appraise the sale price range or rental value of all forms of property for listing purposes in line with client instructions, agency practice and legislative requirements. It includes researching the property, selecting appropriate methods to appraise the sale price range or rental value of property and preparing reports on the property appraisal. It does not address the formal valuation of property.

- Research property
- Appraise sale price range or rental value of property for listing purposes
- Present information

CPPDSM4005A – Establish & Build Client-Agency Relationships

This unit of competency specifies the outcomes required to establish, maintain and expand client–agency relationships to support the attainment of key agency business goals. It includes communicating effectively with clients, implementing the agency’s approach to client service and client–agency relationship management strategies, implementing personal marketing strategies and building ongoing relationships with clients.

- Communicate effectively with clients
- Implement client–agency relationship management strategies
- Implement agency client care and client service standards
- Implement personal marketing strategies
- Build ongoing relationships with clients

CPPDSM4012A – List Property for Sale

This unit of competency specifies the outcomes required to list all types of property and businesses for sale. It includes prospecting for listings, establishing client requirements, planning and delivering property listing presentations, finalising listings for the sale of property, and recording and acting on client instructions. This unit does not address listings for property management or the actual marketing or sale of the property under an agency contract.

- Prospect for property listings
- Establish client requirements
- Plan property listing presentation
- Deliver property listing presentation

CPPDSM4014A – Market Property for Sale

This unit of competency specifies the outcomes required to market all types of property and businesses for sale. It includes planning, developing a marketing plan, preparing marketing materials, implementing marketing activities, and reviewing and reporting on marketing plans and activities.

- Develop marketing plan for property
- Check marketing materials
- Implement marketing activities
- Review and report on marketing activities and plan

CPPDSM5032A – Market the Agency

This unit of competency specifies the outcomes required to develop and implement a marketing strategy to position the agency in the property market.

It does not cover marketing required for individual properties.

- Undertake market research
- Develop marketing strategy
- Implement marketing strategy
- Review and adjust marketing activities

CPPDSM4017A – Negotiate Effectively in Property Transactions

This unit of competency specifies the outcomes required to manage effective negotiations in relation to the sale, lease or management of property. It includes establishing the needs and expectations of relevant parties, negotiating to achieve desired outcomes and managing potential and real disputes between parties.

- Establish needs and expectations of relevant parties.
- Negotiate with parties involved in property transactions to reach a desired outcome.
- Manage potential and real disputes with parties to property transactions

CPPDSM4019A – Prepare for Auction and Complete Sale

This unit of competency specifies the outcomes required to prepare for an auction and complete the sale of property. It includes implementing the auction marketing plan, preparing auction documentation, confirming the reserve price with the seller, planning and implementing auction day procedures, and completing follow-up procedures after auction sale. The outcomes required to conduct an auction are addressed in CPPDSM4004A Conduct auction.

- Implement auction marketing plan
- Prepare auction documentation
- Plan auction day procedures
- Implement auction day procedures
- Complete follow-up procedures after auction sale

CPPDSM4022A – Sell & Finalise the Sale of Property by Private Treaty

This unit of competency specifies the outcomes required to sell and finalise the sale of all types of property by private treaty. It includes qualifying buyers, arranging for potential buyers to inspect listed properties, delivering effective sales presentations, submitting offers and negotiating property sale with sellers and buyers and maintaining communications with sellers and prospective buyers. It also includes monitoring the process between exchange of contracts and settlement for all types of property and businesses and preparing documentation for agency disbursements.

- Arrange property inspection for potential buyer
- Deliver effective sales presentation
- Submit offer and negotiate property sale
- Maintain communication with seller
- Manage contract to settlement
- Prepare documentation for agency disbursements
- Decide on future contacts with prospects
- Maintain client relationships