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| Title | **Establish a personal professional presence in the real estate market** |
| Level | **4** | **Credits** | **2** |

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| Purpose | This unit standard is for people preparing for entry into, or who are currently working in, the real estate industry.People credited with this unit standard are able to:– develop a marketing strategy to establish a personal professional presence in the real estate market; and– develop a marketing plan as part of a campaign to establish a personal professional presence in the real estate market. |

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| Classification | Real Estate > Real Estate Practice and Law |

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| Available grade | Achieved |

**Guidance information**

1 Legislation

Consumer Guarantees Act 1993;

Fair Trading Act 1986;

Privacy Act 1993;

Real Estate Agents Act 2008;

and all subsequent amendments and replacements.

2 Definitions

*Client* – the person on whose behalf an agent carries out real estate agency work.

*Customer* – a person who is a party or potential party to a transaction and excludes prospective client and client.

*Industry requirements* – all actions by licensees must comply with relevant professional standards, legislation, and rules made under the provision of applicable legislation.

*Licensee –* an agent, a branch manager, or a salesperson.

*Networks* – interaction with others to exchange information and develop professional contacts.

**Outcomes and performance criteria**

**Outcome 1**

Develop a marketing strategy to establish a personal professional presence in the real estate market.

**Performance criteria**

1.1 Identify real estate market segments in accordance with industry requirements.

1.2 Identify prospective target clients and customers for a specified real estate market segment in accordance with industry requirements.

1.3 Develop positioning strategies to establish a personal professional presence in the specified real estate market segment.

Range point of difference, benefits for target clients and customers, databasing, use of media.

**Outcome 2**

Develop a marketing plan as part of a campaign to establish a personal professional presence in the real estate market.

Range a three-month marketing plan is required.

**Performance criteria**

2.1 Develop a marketing plan in accordance with industry requirements.

Range plan includes – relevant market segments, target clients, use of media, budget, strategies in the marketing plan to attract and maintain clients, strategies in the marketing plan to connect business networks.

2.2 Develop promotional materials consistent with the marketing plan.

Range may include but is not limited to – email newsletter, addressed mail, targeted telemarketing, use of media.

2.3 Analyse the effectiveness of the marketing campaign, using given data.

Range may include but is not limited to – number of leads, number of appraisals, number of agency agreements signed, number of sales, number of people added to a database, ratio of activities to results, cost/benefit analysis.

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| Planned review date | 31 December 2027 |

**Status information and last date for assessment for superseded versions**

| Process | Version | Date | Last Date for Assessment |
| --- | --- | --- | --- |
| Registration | 1 | 19 January 1999 | 31 December 2013 |
| Review | 2 | 18 December 2006 | 31 December 2013 |
| Review | 3 | 12 February 2010 | 31 December 2013 |
| Rollover and Revision | 4 | 16 August 2012 | 31 December 2019 |
| Review | 5 | 16 February 2017 | N/A |
| Review | 6 |  | N/A |

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| Consent and Moderation Requirements (CMR) reference | 0003 |

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

**Comments on this unit standard**

Please contact The Skills Organisation reviewcomments@skills.org.nz if you wish to suggest changes to the content of this unit standard.