

VET*Ink

**CPP40507 Certificate IV
in Property Services
(Business Broking)**



LYN MELVILLE (EDITOR)

**INDUSTRY, VET AND BUSINESS
POCKETBOOK GUIDE**

NAMES AND ADDRESSES

CPP40507 Certificate IV in Property Services (Business Broking)

Includes...

- ✓ Latest training package material for business agents and salespersons
- ✓ Packaged qualification: Core and elective units
- ✓ Employability skills
- ✓ Sample learning program
- ✓ Unit descriptions, elements and performance criteria, required skills and knowledge, evidence guides and range statements
- ✓ Links

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CPP40507 Certificate IV in Property Services (Business Broking)

INDUSTRY, VET AND BUSINESS POCKETBOOK GUIDE

For industry practitioners, business personnel and
vocational education trainers, assessors and students

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ABOUT THIS GUIDE

Welcome

Welcome to VET Ink's pocketbook guide for the qualification *CPP40507 Certificate IV in Property Services (Business Broking)* from CPP07 Property Services Training Package (Version 14.1, 14 Feb 2014).

Presented here in accessible format is information about the qualification such as employability skills and packaging rules. A sample learning program shows training requirements for agents in NSW. Unit outlines show details, elements and performance criteria, required skills and knowledge, evidence guides and range statements. Also shown are links to training bodies, agencies and legislation.

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QUALIFICATION DETAILS

CPP40507 Certificate IV in Property Services (Business Broking)

Summary

Release	Status	Release date
1 (this release)	Current	7/Apr/2011

Usage recommendation Current

Training packages that include this unit

Code	Title	Release
CPP07	Property Services Training Package	7.0 - 14.1

Units of competency [Refer Links tab]

Classifications

Scheme	Code	Classification value
ANZSCO Identifier	612111	Business Broking
ASCO (occupation type) Identifier	3293-15	Real Estate Salesperson
ASCED Qualification/Course Field of Education Identifier	0805	Sales and Marketing
Qualification/Course Level of Education Identifier	511	Certificate IV

Content

Download:

- [Qualification in Word format \(440.07 KB\)](#)
- [Qualification in PDF format \(143.26 KB\)](#)

Modification history

Not applicable.

Pathways information

Not applicable

Licensing/regulatory information

Not applicable

Entry requirements

Not applicable

Employability skills qualification summary

Employability skill	Industry/enterprise requirements for this qualification include the following facets:
Communication	<ul style="list-style-type: none"> <li data-bbox="305 686 930 926">■ apply literacy skills to access and interpret a variety of texts, including legislation, regulations, trust account records and financial reports; prepare general information and papers; prepare formal and informal letters, reports and applications; and complete standard forms <li data-bbox="305 931 930 1031">■ apply numeracy skills to calculate and interpret data contained in trust account records and financial reports <li data-bbox="305 1036 930 1168">■ apply reading skills to access and interpret a variety of information relating to appraising a business and relevant information regarding legislative requirements <li data-bbox="305 1172 930 1273">■ canvass, clarify and resolve client questions or concerns according to agency and legislative requirements <li data-bbox="305 1277 930 1378">■ clarify and assess buyer requirements using appropriate interpersonal communication techniques

- communicate with and relate to a range of people from diverse social, economic and cultural backgrounds and with varying physical and mental abilities
- communicate with clients to enable the appraisal process and resolve complications
- communicate and negotiate with relevant parties and monitor the marketing process to ensure effective marketing of the property occurs
- discuss, draft and agree on possible marketing strategies and budgets for the sale of the business and related components
- document agreements and distribute relevant documents and information to clients and other relevant internal and external parties
- establish appropriate rapport with buyers
- identify and complete appropriate documentation
- produce and distribute formal documents to reflect agreements made by parties involved in the listing process
- review documentation and other reporting requirements for compliance with legislative requirements

Teamwork

- ensure agency trust accounts comply with legislative requirements by referring to third parties and other professionals
- interact with clients and resolve their concerns and issues
- participate in professional networks to identify and build relationships with relevant individuals and organisations and to obtain and maintain personal knowledge

	<ul style="list-style-type: none"> ■ relate to people from a range of social, cultural and ethnic backgrounds and of varying physical and mental abilities ■ use networks to assist in the implementation of promotional activities
Problem solving	<ul style="list-style-type: none"> ■ apply decision making and problem solving skills to analyse and make decisions about agency trust accounts consistent with legislative and ethical requirements ■ assess the effectiveness of planning and marketing processes to identify possible improvements in future activities ■ determine profitability of the business and associated components using appropriate appraisal practices according to agency requirements ■ determine most appropriate marketing methods ■ discuss and document points of agreement, and rights and obligations to ensure clarity and to avoid potential misunderstanding and conflict ■ interpret and apply financial, legal and procedural requirements ■ resolve potential negotiation dilemmas, buyer or seller concerns and issues, and conflict arising from sale process ■ resolve potential marketing dilemmas
Initiative and enterprise	<ul style="list-style-type: none"> ■ apply analytical skills to interpret documents such as legislation, regulations, trust account records and financial reports ■ analyse business and associated plant and equipment ownership and status, as they relate to listing a business with a brokerage office ■ analyse sales process, buyer intentions and

	<ul style="list-style-type: none">■ seller expectations■ analyse marketing options and current market trends■ identify and access source documents for trust transactions in line with legislative requirements■ identify and analyse current market trends and positions and determine best listing options■ maximise opportunities for repeat or future business according to agency procedures and requirements■ process and analyse market information to assist in making an assessment of the listed business' marketability and viability
Planning and organising	<ul style="list-style-type: none">■ access and understand a variety of information relating to listing a business and relevant information regarding legislative requirements and business broking services■ collect and evaluate current business financial data to determine financial status according to agency requirements■ draft, determine and agree on marketing plans and budgets for the sale of business and related components■ identify and prepare personnel and resources required to support, promote and market the listed business■ obtain and analyse source and occupancy documents according to legislative and agency requirements■ obtain information relevant to appraising a business and provide information on the appraisal process and final appraisal■ prepare and structure information and

	documents relating to the negotiation and completion of a sale
Self-management	<ul style="list-style-type: none"> ■ adapt work processes as appropriate to meet the specific needs of the client and other staff ■ explain and negotiate with client according to agency and legislative requirements and expectations ■ identify ways to improve performance through seeking feedback from clients and colleagues ■ interpret and comply with relevant legislative requirements ■ monitor own performance and identify any personal development needs ■ plan and implement business broking services and work practices according to client requirements and agency values, legislative requirements and ethical standards ■ understand mechanisms to obtain and analyse client comments and feedback ■ understand and respect individual differences ■ work ethically and professionally with clients, colleagues and external agencies and model and maintain high standards of performance
Learning	<ul style="list-style-type: none"> ■ apply knowledge of agency practice, ethical standards and legislative requirements associated with appraising a business ■ apply knowledge of agency practice, ethical standards and legislative requirements for the operation of agency trust accounts ■ access learning opportunities to extend own personal work competencies to improve service delivery in business broking ■ identify and implement opportunities for personal development strategies to maintain

QUAL

	<ul style="list-style-type: none">■ currency of professional competency in providing effective business broking services■ assess against occupational competency standards and other relevant benchmarks■ personal knowledge and skills in providing business broking services to determine professional development needs and priorities■ provide ongoing training of all relevant agency staff to ensure efficient operation of trust accounts, financial and IT systems and compliance with agency practice and legislative requirements
Technology	<ul style="list-style-type: none">■ use business technology to access and organise information according to agency requirements■ select and use technology appropriate to task

Due to the high proportion of electives required by this qualification, the industry/enterprise requirements described above for each Employability Skill are representative of the property industry in general and may not reflect specific job roles. Learning and assessment strategies for this qualification should be based on the requirements of the units of competency for this qualification.

This table is a summary of Employability Skills that are typical of this qualification and should not be interpreted as definitive.

Packaging rules

To achieve recognition at the Certificate IV level, the candidate must demonstrate competency in the eight core units, plus four electives (total twelve units).

The candidate must select three or four electives from the list below.

In cases where three electives are chosen, one further elective must be undertaken from:

- any Certificate IV qualification in CPP07 Property Services Training Package
- any Certificate IV qualification in any other endorsed Training Package.

All units must contribute to a valid, industry-supported vocational outcome.

CORE UNITS

Code	Title
<u>CPPDSM4006A</u>	Establish and manage agency trust accounts
<u>CPPDSM4015B</u>	Minimise agency and consumer risk
<u>CPPDSM4029A</u>	Appraise business
<u>CPPDSM4053A</u>	List business for sale
<u>CPPDSM4060A</u>	Negotiate sale and manage sale to completion or settlement
<u>CPPDSM4061A</u>	Obtain prospects for listing
<u>CPPDSM4069A</u>	Promote and market listed business
<u>CPPDSM4079A</u>	Work in the business broking sector

ELECTIVE UNITS

Code	Title
<u>BSBADM409A</u>	Coordinate business resources
<u>BSBCMM401A</u>	Make a presentation
<u>BSBCUS401A</u>	Coordinate implementation of customer service strategies
<u>BSBFIA401A</u>	Prepare financial reports
<u>BSBFIA402A</u>	Report on financial activity
<u>BSBITS401A</u>	Maintain business technology
<u>BSBLED401A</u>	Develop teams and individuals
<u>BSBMKG401B</u>	Profile the market
<u>BSBMKG402B</u>	Analyse consumer behaviour for specific markets
<u>BSBMKG507A</u>	Interpret market trends and developments
<u>BSBMKG514A</u>	Implement and monitor marketing activities
<u>BSBREL401A</u>	Establish networks
<u>BSBRES401A</u>	Analyse and present research information
<u>BSBSMB401A</u>	Establish legal and risk management requirements of small business
<u>BSBSMB402A</u>	Plan small business finances
<u>BSBSMB403A</u>	Market the small business
<u>BSBSMB404A</u>	Undertake small business planning
<u>BSBSMB405A</u>	Monitor and manage small business operations
<u>BSBSMB406A</u>	Manage small business finances
<u>BSBSMB407A</u>	Manage a small team
<u>BSBWOR402A</u>	Promote team effectiveness

LEARNING PROGRAM

New South Wales

The training requirement for a business agent's licence with the New South Wales Office of Fair Trading is the qualification CPP40507 Certificate IV in Property Services (Business Broking) demonstrating competency in the following 12 units.

8 core units

Code	Title
CPPDSM4006A	Establish and manage agency trust accounts
CPPDSM4015B	Minimise agency and consumer risk
CPPDSM4029A	Appraise business
CPPDSM4053A	List business for sale
CPPDSM4060A	Negotiate sale and manage sale to completion or settlement
CPPDSM4061A	Obtain prospects for listing
CPPDSM4069A	Promote and market listed business
CPPDSM4079A	Work in the business broking sector

4 elective units

Code	Title
BSBLED401A	Develop teams and individuals
BSBCUS401A	Coordinate implementation of customer service strategies
BSBSMB406A	Manage small business finances
CPPDSM4008A	Identify legal and ethical requirements of property sales to complete agency work.

<http://www.legislation.nsw.gov.au/maintop/view/inforce/subordleg+247+2009+pt.5+0+N>

PROGRAM

LEARNING PROGRAM New South Wales Certificate of Registration (Business salesperson)

In New South Wales, three units from the CPP07 Property Services Training Package are required for registration as a business salesperson.

Units of competency

Code	Title
CPPDSM3019B	Communicate with clients as part of agency operations
CPPDSM4079A	Work in the business broking sector
CPPDSM4008A	Identify legal and ethical requirements of property sales to complete agency work

The unit CPPDSM3019B Communicate with clients as part of agency operations is from the qualification [CPP30311](#) Certificate III in Property Services (Operations). The unit has been included as the last unit in this guide as a service to NSW salespersons. The unit is not a part of the CPP40507 Certificate IV in Property Services (Business Broking).

The last two units in the list above are a part of CPP40507 Certificate IV in Property Services (Business Broking) and are included in this pocketbook.

<http://www.legislation.nsw.gov.au/maintop/view/inforce/subordleg+247+2009+pt.10+0+N>

UNIT

CPPDSM4006A

Establish and manage agency trust accounts

Core unit

Summary

Release	Status	Release date
1 (this release)	Current	7/Apr/2011

Usage recommendation: Current

Training packages that include this unit

Code	Title	Release
CPP07	Property Services Training Package	7.0-14.1

Qualifications that include this unit

Code	Title	Release
CPP50409	Diploma of Property Services (Business Broking)	1
CPP50307	Diploma of Property Services (Agency Management)	1
CPP40611	Certificate IV in Property Services (Operations)	1-2
CPP40507	Certificate IV in Property Services (Stock and Station Agency)	1
CPP40307	Certificate IV in Property Services (Real Estate)	1

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	081105	Investment and Securities

Content

Download:

- [Unit of competency in Word format \(442.9 KB\)](#)
- [Unit of competency in PDF format \(193.1 KB\)](#)

Modification history

Not applicable

Unit descriptor

This unit of competency specifies the outcomes required to establish and manage trust accounts in an agency context. It includes reviewing agency accounts for compliance with trust account requirements, establishing and managing trust accounts, maintaining records of trust transactions, and monitoring and reviewing trust accounts.

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.

Application of the unit

This unit of competency supports the work of licensed real estate agents and agency principals involved in establishing, managing and administering agency trust accounts.

Licensing/regulatory information

Refer to unit descriptor

Pre-requisites

Prerequisite units: Nil

Employability skills information

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

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.

ELEMENT	PERFORMANCE CRITERIA
<p>1 Review agency trust accounts for compliance with trust account requirements</p>	<p>1.1 Agency trust account requirements are clearly identified, accurately recorded and continuously updated in line with relevant legislation and regulations.</p> <p>1.2 Policies and procedures for accurate trust account keeping are developed which comply with trust account requirements, key principles of accounting and financial management, agency practice and legislative requirements.</p> <p>1.3 Criteria for evaluating electronic and manual trust accounting systems are identified and applied to ensure compliance with all trust account requirements.</p>
<p>2 Establish and maintain trust accounts</p>	<p>2.1 Source documents for trust transactions are identified and accessed in line with legislative requirements.</p> <p>2.2 Documentation of trust records and transactions are produced to give an accurate record of agency transactions on behalf of clients.</p> <p>2.3 Transactions are supported by appropriate authorisation and documentation and are in line with agency practice and legislative requirements.</p> <p>2.4 Entries and transactions are promptly and accurately recorded in line with relevant trust account requirements and agency requirements, and can be provided on demand.</p> <p>2.5 Discrepancies in entries or documentation are promptly followed up to ensure clarification or resolution and are reported to relevant authorities where necessary.</p> <p>2.6 Audit and security arrangements are checked to ensure they provide adequate protection for</p>

UNITS

	client confidentiality and client funds held in trust.
3 Manage and control trust accounts	<p>3.1 Disbursements to and from trust accounts are authorised and managed within agreed agency protocols and legislative requirements.</p> <p>3.2 Appropriate arrangements are made with third parties and other professionals to ensure that agency trust accounts comply with legislative requirements.</p> <p>3.3 Agency trust administration policies and procedures are disseminated or made readily available to relevant staff in line with agency practice and legislative requirements.</p> <p>3.4 Ongoing training of relevant agency staff is provided to ensure efficient operation of trust accounts and financial and IT systems, and compliance with agency practice and legislative requirements.</p> <p>3.5 Procedures for monitoring records and ensuring the security of trust account records are developed and implemented.</p>
4 Monitor and review trust accounts	<p>4.1 Documentation and other reporting requirements are regularly reviewed for compliance with legislative requirements.</p> <p>4.2 Trust account entries and transactions are regularly checked and monitored to ensure compliance with agency practice and legislative requirements.</p> <p>4.3 Trust account transactions are monitored to ensure appropriate authorisation is obtained prior to any disbursements.</p>
5 Authorise and verify trust accounts	<p>5.1 Periodic reconciliation is verified by licensee in charge, in compliance with legislative requirements.</p>

CPDSM4006A Establish and manage agency trust accounts

- 5.2 Periodic financial reports are prepared and discussed with clients to ensure their continued accuracy.
- 5.3 Records are maintained to enable them to be conveniently and properly audited.
- 5.4 Legislative audit requirements are met.

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, trust account records and financial reports
- application of risk management strategies associated with establishing, administering and managing trust accounts
- computing skills to use relevant office technology and software packages
- decision making and problem solving skills to analyse and make decisions about agency trust accounts consistent with legislative and ethical requirements
- literacy skills to access and interpret a variety of texts, including legislation, regulations, trust account records and financial reports; prepare general information and papers; prepare formal and informal letters, reports and applications; and complete standard forms
- numeracy skills to calculate and interpret data contained in trust account records and financial reports
- planning, organising and scheduling skills to monitor and review trust accounts
- research skills to identify and locate documents and information relating to agency trust accounting requirements.

Required knowledge and understanding

- accounting and bookkeeping for financial control
- agency administrative routines and practices
- agency information technology and management systems
- auditing and reporting requirements
- ethical requirements
- 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
 - OHS
 - privacy
 - property sales and management
- risks and risk management strategies
- security requirements
- sources of information on agency trust accounting requirements
- taxation and financial fees and charges
- trust accounting, including:
 - audit and security arrangements
 - authorisations
 - documentation of trust records and transactions
 - discrepancies
 - factors that distinguish trust accounts from general agency accounts
 - fiduciary duties and responsibilities for trust account management and associated legal compliance requirements
 - internal control mechanisms in system specifications
 - methods of identifying and reporting discrepancies
 - operating, monitoring, reporting and auditing requirements of trust accounts
 - purpose of trust accounts
 - staff development and training

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CPDSM4006A Establish and manage agency trust accounts

- systems design, including fraud control, risk management and supervision of trust account entries and disbursements
- use of third parties and other professionals to ensure compliance with legislative requirements.

Evidence guide

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

Overview of assessment

This unit of competency could be assessed through practical demonstration of administering and managing agency trust accounts. 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:

- application and knowledge of agency policies and procedures associated with trust accounts
- application of financial management and accounting principles and knowledge
- commitment to client service and maintenance of client confidentiality
- establishing and managing agency trust accounts
- knowledge of agency practice, ethical standards and legislative requirements for the

	<ul style="list-style-type: none"> ■ operation of agency trust accounts ■ complying with legislative requirements for the operation and auditing of agency trust accounts ■ maintaining records of trust transactions ■ monitoring and reviewing agency trust accounts ■ reviewing agency trust accounts for compliance with legislative requirements.
<p>Context of and specific resources for assessment</p>	<p>Resource implications for assessment include:</p> <ul style="list-style-type: none"> ■ 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. <p>Where applicable, physical resources should include equipment modified for people with disabilities.</p> <p>Access must be provided to appropriate learning and/or assessment support when required.</p> <p>Assessment processes and techniques must be culturally appropriate, and appropriate to the language and literacy capacity of the candidate and the work being performed.</p> <p>Validity and sufficiency of evidence require that:</p> <ul style="list-style-type: none"> ■ 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.

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.

Agency trust account requirements

include:

- audit and accounting requirements
- client confidentiality
- client instructions, expectations and needs
- compliance of financial and IT systems and technology with relevant legislation and regulations
- disclosure and reporting requirements
- financial and IT systems and technology
- relevant regulations and legislation regarding:
 - claiming commission
 - advertising reimbursement
 - administration fees
- taxation and financial fees and charges.

Criteria for evaluating electronic and manual trust accounting systems

must take into account the following factors:

- administrative systems
- Australian accounting standards and codes of practice
- disclosure and reporting requirements
- electronic funds management, including transfer, deposit and verification
- ethical requirements
- legislative and regulatory requirements:
 - at a minimum must provide monthly reconciliations
 - backup and off-site storage of hard copy available in English
 - must allow minimum monthly balance
- office routines
- security requirements
- trust account procedures.

Source documents

may include:

- cheque butts
- cheque register
- contractor invoices
- deposit slip duplicates
- legal documentation - cooling off notification,

	<ul style="list-style-type: none"> early deposit release notification and settlement documentation ■ listing authorities ■ receipt duplicates ■ receipt registers ■ securities register ■ unclaimed moneys register.
Trust records may include:	<ul style="list-style-type: none"> ■ account balance statements ■ account sales ■ bank reconciliation statements ■ rental statements ■ rescission statements ■ transfer journal ■ trust cash payments journal ■ trust cash receipts journal ■ trust ledger.
Transactions may include:	<ul style="list-style-type: none"> ■ electronic, computerised or manual entries or processes ■ property management or property sales.
Discrepancies may include:	<ul style="list-style-type: none"> ■ details of transactions, including insufficient or incorrect data on source documents ■ monetary, including: <ul style="list-style-type: none"> ● claiming of entitlements ● fraud ● inadvertent bank charges ● unclaimed moneys ■ timing, including: <ul style="list-style-type: none"> ● audit reports ● banking ● claiming of entitlements ● reconciling.
Relevant authorities may include:	<ul style="list-style-type: none"> ■ agency principal ■ licensed real estate agent ■ office manager

	<ul style="list-style-type: none"> ■ regulatory authorities.
Security arrangements may include:	<ul style="list-style-type: none"> ■ backup ■ physical and electronic storage of trust account records.
Disbursements may include:	<ul style="list-style-type: none"> ■ account sales statements ■ agency entitlements, including: <ul style="list-style-type: none"> ● advertising reimbursements ● commission ● contractor payments ● letting fees ● statement fees ● fund remittances ● rental or landlord statements.
Third parties and other professionals may include:	<ul style="list-style-type: none"> ■ auditors ■ bookkeepers and accountants ■ industry associations ■ IT professionals ■ solicitors.
Periodic reconciliations may include:	<ul style="list-style-type: none"> ■ as required by legislation ■ daily or monthly ■ quarterly.

Unit sector(s)

Property development, sales and management

Competency field

Real estate

UNIT

CPPDSM4015B Minimise agency and consumer risk

Core unit

Summary

Release	Status	Release date
1 (this release)	Current	7/Apr/2011
Usage recommendation	Current	

Training packages that include this unit

Code	Title	Release
CPP07	Property Services Training Package	7.0-14.1

Qualifications that include this unit

Code	Title	Release
CPP50409	Diploma of Property Services (Business Broking)	1
CPP50307	Diploma of Property Services (Agency Management)	1
CPP40507	Certificate IV in Property Services (Business Broking)	1
CPP40407	Certificate IV in Property Services (Stock and Station Agency)	1
CPP40307	Certificate IV in Property Services (Real Estate)	1

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	080503	Real Estate

Content

Download:

- [Unit of competency in Word format \(443.64 KB\)](#)
- [Unit of competency in PDF format \(198.07 KB\)](#)

Modification history

Not applicable.

Unit descriptor

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.

The unit may form part of the licensing requirements for persons engaged in property development and management activities, including those working in the real estate, business broking, stock and station agency and property operations and development sectors, in those States and Territories where these are regulated activities.

Application of the unit

This unit of competency supports the work of those involved in identifying, minimising and responding to all aspects of agency business, including minimising consumer risk.

Licensing/regulatory information

Refer to unit descriptor

Pre-requisites

Pre-requisite units: Nil

Employability skills information

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

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.

ELEMENT	PERFORMANCE CRITERIA
1 Identify potential risks to agency and clients	1.1 Sources of information and tools for identification of actual and potential risks are accessed. 1.2 Actual and potential risks to agency, clients and other stakeholders are identified. 1.3 Agency representations and information provided by clients are confirmed and assessed in line with agency practice. 1.4 Identified risks are documented according to agency and legislative requirements.
2 Analyse causes and potential impact of risks on agency, clients and other stakeholders	2.1 Causes of risks are analysed in line with agency practice. 2.2 Potential impact of risks on agency, clients and other stakeholders is determined. 2.3 Consequences, likelihood and severity of risks are assessed. 2.4 Risk categorisation is undertaken and risk priorities are set. 2.5 Risk analysis processes and outcomes are documented.
3 Implement agency procedures and systems to minimise risk	3.1 Options for minimising risks , including legislative measures, are determined and assessed for strengths and weaknesses. 3.2 Risks are continuously monitored in line with agency practice. 3.3 Agency procedures and systems for controlling risks , including handling complaints, are identified and implemented, as required. 3.4 Control measures are chosen and implemented as required. 3.5 Risk treatment plans are implemented as required.

4 Implement agency procedures and systems to minimise consumer risk

- 4.1 **Risks to consumers** engaged in business dealings with the agency are identified and assessed in line with legislative requirements and agency practice.
- 4.2 Consumer risks are continually monitored in line with agency practice.
- 4.3 Agency procedures and systems for minimising consumer risk are identified and implemented as required.
- 4.4 Personal skills in identifying and assessing consumer risk are reviewed, and where appropriate, strategies are implemented for improving this aspect of professional practice.

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, sale authorities, reports from professional service providers and contracts
- application of risk identification, assessment, treatment and monitoring skills
- computing skills to access agency and resource databases, use standard software packages, send and receive emails, access the internet and web pages, and complete and lodge standard documents online
- decision making and problem solving skills to analyse risk situations and make decisions consistent with legislative and ethical requirements

- literacy skills to access and interpret a variety of texts, including legislation, regulations and rules of ethics; prepare general information and papers; prepare formal and informal letters; prepare reports and applications; and complete standard and statutory forms
- numeracy skills to perform and apply calculations used in risk identification, assessment, treatment and monitoring
- planning, organising and scheduling skills to undertake work-related tasks associated with identifying, assessing, treating and monitoring risks
- research skills to identify and locate documents and information relating to identifying and treating risks
- self-management skills to organise own work, deliver quality customer service and effectively manage competing demands
- teamwork skills to work effectively in and promote communication between sales, property management and administrative teams in an agency environment.

Required knowledge and understanding

- agency policies and procedures, including:
 - policies and procedures for risk management
 - risk management strategies
- approaches for monitoring the risk environment
- auditing requirements
- Australian and New Zealand risk management standards
- causes of risks
- classification of risks
- complaint-handling procedures
- consumer risk
- impact of risks on agency, clients and other stakeholders
- insurance policies, codes and operations
- potential impact of risk
- reasons for monitoring risk environment

- relevant federal, and state or territory legislation and local government regulations relating to:
 - anti-discrimination and equal employment opportunity
 - anti-money laundering
 - auctions
 - consumer protection, fair trading and trade practices
 - employment and industrial relations
 - environment and sustainability
 - financial services
 - leasing
 - OHS
 - privacy
- property sales and management
- sources of information on risk
- sources of risk

Evidence guide

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

Overview of assessment

This unit of competency could be assessed through case studies and practical demonstration of identifying, assessing, treating and monitoring risks to the agency and consumers. 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.

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

CPPDSM4915B Minimise agency and consumer risk

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

- analysing the causes and potential impact of risks on agency, clients and other stakeholders
- establishing ongoing monitoring and reporting systems to minimise risks to agency, clients and other stakeholders
- identifying and implementing agency policies and procedures for minimising and treating risks
- identifying actual and potential risks to agency, clients and other stakeholders
- identifying, minimising and responding to consumer risks associated with agency operations.

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.

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.

Sources of information may include:

- agency records
- experience
- industry practice and experience
- legislation
- market research
- published literature
- specialist or expert advice from:
 - government agencies
 - professional and industry associations.

Tools for identification may include:

- documentation to assist in the process of identifying risks and assessing impact and likelihood of occurrence
- standard instruments developed for the agency and contextualised for sections of the workplace's operations, such as checklists and testing procedures
- tools to prioritise risks, including where relevant, numerical scoring systems for risks.

Actual and potential risks may relate to:

- administrative and business systems, policies and practices
- commercial and legal relationships between the agency, consumers and other organisations, such as buyers, sellers, employees, landlords, tenants, subcontractors, developers and suppliers

UNITS

	<ul style="list-style-type: none"> ■ consumer risk ■ economic and financial circumstances ■ individual actions, such as discrimination and ineffective communication ■ management activities and controls ■ natural events ■ non-compliance with legislative and regulatory requirements, such as: <ul style="list-style-type: none"> ● consumer protection ● OHS ● trade practices ■ non-compliance with quality systems, such as: <ul style="list-style-type: none"> ● enterprise ● franchise ● International Standards Organisation (ISO) ● OHS ● physical and personal security ■ political circumstances, such as legislative change ■ property ownership, including intellectual property ■ technological and technical issues, both internal and external to the agency, such as loss of data.
<p>Agency, clients and other stakeholders may include:</p>	<ul style="list-style-type: none"> ■ consumers and clients ■ co-owners ■ financial institutions with an interest in the agency ■ principal ■ staff and others to whom a duty of care is owed.
<p>Agency representations and information provided by clients may refer</p>	<ul style="list-style-type: none"> ■ anticipated income and expenditure ■ bankruptcy ■ business status and ownership ■ compliance with legislative and regulatory requirements

to:

- condition of property
- covenants
- customer base
- easements
- family law matters
- financial records
- insolvency
- leases or tenancy agreements
- legal action
- licences
- permits
- property status and ownership
- quotas
- stock
- value of property.

Causes of risks
may include:

- commercial and legal relationships
- economic circumstances
- human behaviour
- inaccurate information provided by clients
- individual activities
- management activities and controls
- natural events
- political circumstances
- technological issues.

Potential impact of risks
may adversely affect:

- capital reserves
- cash flow viability and resulting liquidity
- goodwill value
- nett worth of the business
- return on investment.

Consequences, likelihood and severity of risks
may refer to:

- consequences - extreme, very high, medium, low and negligible
- likelihood - almost certain, likely, moderate, unlikely and rare

	<ul style="list-style-type: none"> ■ severity - severe, high, major, significant, moderate and trivial.
<p>Risk categorisation may refer to:</p>	<ul style="list-style-type: none"> ■ administration - misrepresentation, personal injury and misappropriation ■ commercial sales and leasing - miscalculating rentable floor space and exclusivity of business (retail) ■ property management - maintenance, consumer protection and discrimination ■ property sales - incorrect disposal of chattels, code of ethics and conduct, loss of documents, trade practices, consumer protection, unauthorised disclosure, and sale of goods under warrant of execution.
<p>Risk priorities may refer to:</p>	<ul style="list-style-type: none"> ■ assessing consequences and likelihood ■ assigning a value to identified risks using available tools.
<p>Options for minimising risks may include:</p>	<ul style="list-style-type: none"> ■ avoid the risk - deciding not to become involved in a risk situation ■ finance the risk - funding risk treatment and the financial consequences of risk ■ reduce the risk - applying appropriate techniques and management principles to reduce the likelihood of an occurrence and its consequences ■ retain the risk - intentionally or unintentionally retaining responsibility for loss or financial burden of loss ■ transfer the risk - shifting responsibility or burden of loss to another party through contract, insurance or other means.

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Procedures and systems for controlling risks

may include:

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- documentation
- procedures, including:
 - assessment
 - confidentiality, security and privacy procedures
 - control measures
 - identification
 - monitoring
 - organisational procedures
 - treatment
- systems, including:
 - company operations manual
 - induction and training.

Risks to consumers may relate to:

- advertising and marketing
- moneys held in trust
- property management
- property sale
- provision of information and advice
- tenancy agreements.

Unit sector(s)

Property development, sales and management

Competency field

Real estate

UNIT

CPPDSM4029A Appraise business

Core unit

Summary

Release	Status	Release date
1 (this release)	Current	7/Apr/2011

Usage recommendation: Current

Training packages that include this unit

Code	Title	Release
CPP07	Property Services Training Package	7.0-14.1

Qualifications that include this unit

Code	Title	Release
CPP50409	Diploma of Property Services (Business Broking)	1
CPP40507	Certificate IV in Property Services (Business Broking)	1
CPP40307	Certificate IV in Property Services (Real Estate)	1

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	080503	Real Estate

Content

Download:

- [Unit of competency in Word format \(440.97 KB\)](#)
- [Unit of competency in PDF format \(179.79 KB\)](#)

Modification history

Not applicable.

Unit descriptor

This unit of competency specifies the outcomes required to conduct an appraisal of a business prior to promoting and marketing the business for sale. It requires the ability to research the business as well as current market trends and data, using established evaluation methods, advise the client of and document the appraisal. It also requires knowledge of market trends and the business broking environment, legislation relating to business ownership, evaluation methodologies and client liaison techniques.

The unit may form part of the licensing requirements for persons engaged in business broking in those States and Territories where business broking is a regulated activity.

Application of the unit

This unit of competency supports the work of those involved in appraising a business prior to promoting and marketing the business for sale.

Licensing/regulatory information

Refer to Unit Descriptor

Pre-requisites

Pre-requisite units: Nil

Employability skills information

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

Elements describe the essential outcomes of a unit of competency.

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

ELEMENT	PERFORMANCE CRITERIA
1. Research the market	<p>1.1 Appropriate information is identified and organised in a format suitable for analysis according to legislative and agency requirements.</p> <p>1.2 Business technology is used to access and organise information according to agency requirements.</p> <p>1.3 Market information is processed and analysed to assist in making an assessment of the listed business' marketability and viability.</p> <p>1.4 Current business financial data is collected and evaluated to determine financial status according to agency requirements.</p> <p>1.5 Current market value of business assets and trends for similar businesses are obtained and analysed to establish benchmarks.</p> <p>1.6 Client is informed of relevant current market factors and their potential impact on the business' sale or purchase price according to agency requirements.</p>
2. Appraise the business	<p>2.1 Source and occupancy documents are obtained and analysed according to legislative and agency requirements.</p> <p>2.2 Ownership and status of the business and relevant associated components are determined in line with statutory and agency requirements.</p> <p>2.3 Profitability of the business and associated components is determined using appropriate appraisal practices according to agency requirements.</p> <p>2.4 Market-related pricing structures are determined and assessed against buyer and seller expectations.</p>

	<p>2.5 Feedback is collated and provided to personnel and agencies involved in the appraisal process.</p> <p>2.6 Recommendations are made to the client regarding purchase or selling price according to agency requirements and procedures</p>
<p>3. Complete appraisal</p>	<p>3.1 Appraised price is determined on the basis of the appraisal and negotiated with the client.</p> <p>3.2 Conclusions and recommendations are prepared from source documents that provide constructive advice for future appraisals.</p> <p>3.3 Records and documentation are completed according to client and agency requirements</p>

Required skills and knowledge

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

Required skills

- determine most appropriate appraisal methods
- identify and analyse current market trends and positions
- interact with clients and resolve their concerns and issues
- obtain information relevant to appraising a business and provide information on the appraisal process and final appraisal
- reading skills to access and interpret a variety of information relating to appraising a business and relevant information regarding legislative requirements
- relate to people from a range of social, cultural and ethnic backgrounds and of varying physical and mental abilities
- select and use appropriate technology.

Required knowledge and understanding

- agency's business structure
- basic accounting principles, such as double entry bookkeeping and accrual accounting
- interpretation of financial data and reports, including comparative balance sheets, budget sheets and profit and loss statements

- mechanisms to obtain and analyse client comments and feedback
- organisation's policy and procedures for client service, including ethical behaviour and listing procedures
- principles and techniques for checking and validating financial statements and the ownership and status of a business and associated plant and equipment
- principles and techniques for communicating concerns to clients
- relevant federal and state or territory legislation and local government regulations related to:
 - anti-discrimination
 - business operation and listings, especially in regard to franchises and business structures, and the sale and appraisal of businesses
 - consumer protection
 - environmental issues
 - equal employment opportunity
 - financial probity
 - industrial relations
 - OHS
- service standards and agency requirements
- strategies for planning and monitoring appraisal activities
- types of appraisal methodologies, principles and techniques for valuing a business, and benefits and limitations of each for a variety of business types.

Evidence guide

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

Overview of assessment

This unit of competency could be assessed through practical demonstration of appraising a business. 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

	<p>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.</p>
<p>Critical aspects for assessment and evidence required to demonstrate competency in this unit</p>	<p>A person who demonstrates competency in this unit must be able to provide evidence of:</p> <ul style="list-style-type: none"> ■ analysing the business and associated plant and equipment and finances, as they relate to appraising a business ■ clarifying concerns and communicating with clients to enable the appraisal process and resolve complications ■ documenting agreements and distributing relevant documents and information to clients and other relevant internal and external parties ■ knowledge of agency practice, ethical standards and legislative requirements associated with appraising a business ■ preparing and structuring advice on the appraisal process.
<p>Context of and specific resources for assessment</p>	<p>Resource implications for assessment include:</p> <ul style="list-style-type: none"> ■ access to suitable resources and simulated or real opportunities to demonstrate competence ■ assessment instruments that may include personal planner and assessment record book ■ access to a registered provider of assessment services. <p>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.</p>

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.

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.

Appropriate information may be obtained from sources such as:

- business brokers and valuers
- business consultants
- clients
- court decisions
- databases
- established media and industry analysts and commentators
- other similar businesses
- the business
- the industry.

Legislative and agency requirements may relate to:

- access and equity policy, principles and practice
- business and performance plans, including organisational goals and objectives
- industry and agency codes of conduct and practice and code of ethics
- provision of business broking services
- mission statements
- strategic plans
- OHS policies, procedures and programs
- organisational policies, guidelines and requirements
- policies and procedures relating to own role, responsibility and delegation
- privacy and confidentiality requirements
- quality assurance and procedures manuals,

UNITS

	<ul style="list-style-type: none"> including sales and client liaison procedure manuals ■ records and information systems ■ reporting and communication structures.
Business technology may include:	<ul style="list-style-type: none"> ■ computer software used to store and access data, including: <ul style="list-style-type: none"> ● database applications, including spreadsheets ● word processing applications ■ internet ■ intranet.
Market information may include:	<ul style="list-style-type: none"> ■ current market information ■ demographic data, such as size, nature of industry, shifts in usage and uptake rates ■ economic conditions and business confidence levels ■ global and local issues that may affect the identified business or sector ■ market reports, analysis and commentary ■ opposition and competition ■ raw market data and trends.
Financial data may include:	<ul style="list-style-type: none"> ■ balance sheets ■ bookkeeping, accounting, stock and job costing records ■ business capital ■ cash flow forecasts ■ financial budgets ■ profit and loss statements.
Source and occupancy documents may relate to:	<ul style="list-style-type: none"> ■ source documents: <ul style="list-style-type: none"> ● financial statements ● franchise agreements ● plant and equipment inventories

	<ul style="list-style-type: none"> ■ occupancy documents: <ul style="list-style-type: none"> ● body corporate and strata agreements ● leases ■ statutory paperwork, such as incorporation documents.
<p>Associated components may include:</p>	<ul style="list-style-type: none"> ■ equipment ■ intangible assets, such as goodwill ■ intellectual property, such as: <ul style="list-style-type: none"> ● patents ● trademarks ■ liabilities ■ other tangible assets, such as: <ul style="list-style-type: none"> ● plant ● stock ■ work in progress.
<p>Appraisal practices may include:</p>	<ul style="list-style-type: none"> ■ applying the sanity test ■ asset-based ■ data collection relating to: <ul style="list-style-type: none"> ● equipment ● financial accounts ● fixtures and fittings ● lease ● listings ● ownership details ● plant ● rent reviews ■ normalising the accounts ■ recommended listing price of business ■ structure of lease ■ use of accepted valuation methods, such as: <ul style="list-style-type: none"> ● backup method ● build-up method ● capitalised earning method

	<ul style="list-style-type: none"> ● comparable sales method ● discounted cash flow method ● excess earnings and super profit method ● industry adopted methods, such as rent rolls ● summation method ■ use of accounting ratios ■ vertical, horizontal and trend analysis of financial statements.
<p>Market-related pricing structures may relate to:</p>	<ul style="list-style-type: none"> ■ client financed sale ■ encumbered or unencumbered ■ method of sale (e.g. auction or direct purchase) ■ plant and equipment as separate sales ■ pricing for sale of business as a whole or in component parts ■ staggered purchase and/or retention arrangements ■ tax implications.
<p>Feedback may include:</p>	<ul style="list-style-type: none"> ■ formal and informal discussions with existing and previous clients ■ information from potential buyers ■ information provided by others involved in the appraisal process, both internal and external to the organisation.
<p>Recommendations may relate to:</p>	<ul style="list-style-type: none"> ■ conditions of tenure ■ current market prices ■ equipment and plant ■ fittings and fixtures ■ goodwill ■ liabilities ■ other assets ■ ownership arrangements ■ terms and condition of sale and listing.

Appraised price

refers to a realistically determined buying or selling price that takes account of:

- current market price tolerances
- terms of sale, including timeframes and conditions
- valuation of the business.

Conclusions and recommendations may relate to:

- business structure and ownership
- market expectations
- marketing options
- plant and equipment sales
- price and pricing structure
- valuation and appraisal.

Records and documentation may include:

- documents and pro formas for the client
- forms and paperwork required by legislation and statutory regulations
- internal documents required for the completion of the appraisal process.

Unit sector(s)

Property development, sales and management

Competency field

Business broking

UNIT

CPPDSM4053A List business for sale

Core unit

Summary

Release	Status	Release date
1 (this release)	Current	7/Apr/2011
Usage recommendation:		Current

Training packages that include this unit

Code	Title	Release
CPP07	Property Services Training Package	7.0-14.1

Qualifications that include this unit

Code	Title	Release
CPP50409	Diploma of Property Services (Business Broking)	1
CPP40507	Certificate IV in Property Services (Business Broking)	1
CPP40307	Certificate IV in Property Services (Real Estate)	1

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	080303	Real Estate

Content

Download:

- [Unit of competency in Word format \(442.83 KB\)](#)
- [Unit of competency in PDF format \(153.04 KB\)](#)

Modification history

Not applicable.

Unit descriptor

This unit of competency specifies the outcomes required to list a business for sale with a business brokerage. It requires the ability to establish fees and cost structures; liaise with clients; assess documents relating to ownership of a business and associated plant, equipment, fixtures and fittings; and complete the steps required to prepare to list a business. The unit requires knowledge of agency fee structures and paperwork, and source business and legal documentation.

The unit may form part of the licensing requirements for persons engaged in business broking in those States and Territories where business broking is a regulated activity.

Application of the unit

This unit of competency supports the work of those involved in the listing of businesses for sale with a business brokerage.

Licensing/regulatory information

Refer to Unit Descriptor.

Pre-requisites

Pre-requisite units Nil

Employability skills information

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

Elements describe the essential outcomes of a unit of competency.

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

UNITS

ELEMENT	PERFORMANCE CRITERIA
1. Establish client and agency requirements	<p>1.1 Agency fees and fee structures are explained to client and negotiated as necessary according to agency and legislative requirements and expectations.</p> <p>1.2 Schedules and budgets for listing and promotion are discussed with client according to agency practice.</p> <p>1.3 Client questions or concerns are canvassed, clarified and wherever possible resolved according to agency and legislative requirements.</p> <p>1.4 Client instructions in relation to the listing and potential sale are recorded to prepare the client profile and meet legislative and agency requirements regarding sales and listings</p>
2. Establish status and ownership of status	<p>2.1 Client guidelines in relation to the sales process are obtained and agreed to.</p> <p>2.2 Source documents for the business and owners and appropriate seller warranties are obtained according to legislative and agency requirements.</p> <p>2.3 Structure, ownership and status of associated plant and equipment are determined and verified according to legislative and agency requirements.</p> <p>2.4 Conditions of occupancy are identified and verified.</p> <p>2.5 Identified status and ownership concerns are communicated to client and clarification is sought.</p>
3. Complete listing	<p>3.1 Pricing structures and price break-ups are determined, discussed and agreed with the client according to agency practice.</p>

- 3.2 **Marketing plans** and budgets for the sale of business and related components are determined, drafted and agreed.
- 3.3 Formal documents are produced and distributed to reflect agreements made by parties involved in the listing process.
- 3.4 Information is provided to clients that reflects progress made in relation to determining the status of business, listing process and terms of the agreement.
- 3.5 Clients are provided with **further information** about available choices for meeting their needs and are assisted in selection of preferred options.
- 3.6 **Formal documentation** for listing of the business is finalised

Required skills and knowledge

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

Required skills

- access a variety of information relating to listing a business and relevant information regarding legislative requirements
- identify current market trends and positions and determine best listing options
- liaise with clients
- provide information on recommended methods for listing
- relate to people from a range of social, cultural and ethnic backgrounds and of varying physical and mental abilities
- resolve client concerns and issues
- select and use appropriate technology.

Required knowledge and understanding

- agency's business structure
- mechanisms to obtain and analyse client comments and feedback

- organisation's policy and procedures for client service, including ethical behaviour and listing procedures
- principles and techniques for checking and validating ownership and status of a business, associated plant and equipment, and financial statements; and communicating concerns to clients
- relevant federal and state or territory legislation and local government regulations related to:
 - anti-discrimination
 - business broking
 - business operation and listings, especially in regard to franchises and business structures and the sale and listing of businesses
 - consumer protection
 - environmental issues
 - equal employment opportunity
 - industrial relations
 - OHS
- service standards and best practice models
- strategies for planning and monitoring business listing activities
- types of listings available and benefits and limitations of each for a variety of business types.

Evidence guide

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

Overview of assessment

This unit of competency could be assessed through a practical demonstration of listing a business for sale with a business brokerage. 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

	<p>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.</p>
<p>Critical aspects for assessment and evidence required to demonstrate competency in this unit</p>	<p>A person who demonstrates competency in this unit must be able to provide evidence of:</p> <ul style="list-style-type: none"> ■ analysing business and associated plant and equipment ownership and status, as they relate to listing a business with a brokerage office ■ clarifying concerns and communicating with clients to enable the listing process and to resolve complications ■ documenting agreements and distributing relevant information to clients and relevant internal and external parties ■ knowledge of agency practice, ethical standards and legislative requirements related to listing a business for sale ■ preparing and structuring advice on the listing process for businesses.
<p>Context of and specific resources for assessment</p>	<p>Resource implications for assessment include:</p> <ul style="list-style-type: none"> ■ access to suitable resources and simulated or real opportunities to demonstrate competence ■ assessment instruments that may include personal planner and assessment record book ■ access to a registered provider of assessment services <p>Access must be provided to appropriate learning and/or assessment support when required.</p> <p>Assessment processes and techniques must be culturally appropriate, and appropriate to the language and literacy capacity of the candidate and the work being performed.</p>

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.

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, if used in the performance criteria, is detailed below. 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) may also be included.

Agency and legislative requirements may relate to:

- access and equity policy, principles and practice
- business and performance plans, including organisational goals and objectives
- client service policies
- confidentiality and privacy concerns
- goals, objectives, plans, systems and processes
- industry and agency codes of conduct and practice and code of ethics
- legislative and statutory requirements for provision of business brokerage services
- mission statements and strategic plans
- OHS policies, procedures and programs
- policies and procedures relating to own role, responsibility and delegation
- policy documents on pricing and fee structures
- quality assurance and procedures manual, including continuous improvement processes and standards and sales and client liaison procedures
- records and information systems
- reporting and communication structures
- terms and conditions of employment.

Questions or concerns may arise regarding:

- business broking opportunities and potential difficulties
- fees and fee structures

UNITS

	<ul style="list-style-type: none"> ■ possible price ■ the agency and its reputation ■ the business appraisal and marketing process ■ the listing process ■ the sales and market climate ■ type and term of agency agreement.
Client instructions may relate to:	<ul style="list-style-type: none"> ■ agency processes that may affect client ■ frequency and contact details for provision of information in relation to listing and sale ■ how they would like the business listed and marketed ■ selling price expectations.
Client profile may relate to:	<ul style="list-style-type: none"> ■ availability of finance ■ commitments to suppliers, staff, and clients or customers ■ existence of a management succession plan ■ intended use of sale proceeds ■ involvement client is prepared to have in sale process ■ limitation on due diligence, if any ■ opinions of professional advisers ■ reason for sale ■ support and training provided to buyer where needed ■ tax position in terms of capital gains and superannuation rollover provisions ■ timeframe expected by client for settlement of sale.
Source documents may include:	<ul style="list-style-type: none"> ■ current documentation and official records ■ financial records, including owner's financial position ■ fittings and fixtures documentation ■ franchise agreements

	<ul style="list-style-type: none"> ■ leases ■ plant and equipment inventories ■ statutory paperwork.
<p>Structure, ownership and status of plant and equipment may be determined and verified against:</p>	<ul style="list-style-type: none"> ■ current documentation and official records ■ relevant federal, state or territory, and local government legislation and by-laws ■ statutory arrangements and regulations regarding incorporated bodies, public companies, corporations, businesses, sole proprietors, partnerships and franchises.
<p>Conditions of occupancy may include:</p>	<ul style="list-style-type: none"> ■ agreements ■ certificates ■ contracts ■ environmental conditions ■ franchise ■ lease ■ licences ■ native title ■ permits ■ statutory concerns ■ title.
<p>Status and ownership concerns may include:</p>	<ul style="list-style-type: none"> ■ authority to sell ■ debtors ■ financial viability ■ intellectual property ■ management and staff ■ ownership structure ■ plant, fixtures, fittings and equipment ■ security of tenure ■ stock ■ warranties and liabilities.
<p>Pricing structures</p>	<ul style="list-style-type: none"> ■ client-financed sale ■ encumbered or unencumbered

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and price break-ups may relate to:

- method of sale, such as auction or direct purchase
- plant and equipment as separate sales
- pricing for sale of business as a whole or in component parts
- staggered purchase and/or retention arrangements
- tax implications.

Marketing plans may relate to:

- market trends and conditions
- preferred, optimum and minimum acceptable outcomes
- timeframes for listing and marketing
- type of listing
- where and how business would be marketed.

Further information may relate to:

- agency procedures
- appraisal processes
- marketing processes.

Formal documentation may include:

- agency agreements
- agreements on listing and appraisal process between the agency and client
- draft contracts
- information for client on the listing appraisal and marketing process
- listing forms, including fee negotiations
- sellers' disclosure statement

Unit sector(s)

Property development, sales and management

Competency field

Business broking

UNIT

CPPDSM4060A Negotiate sale and manage sale to
completion or settlement

Core unit

Summary

Release	Status	Release date
1 (this release)	Current	7/Apr/2011

Usage recommendation: Current

Training packages that include this unit

Code	Title	Release
CPP07	Property Services Training Package	7.0-14.1

Qualifications that include this unit

Code	Title	Release
CPP50409	Diploma of Property Services (Business Broking)	1
CPP40507	Certificate IV in Property Services (Business Broking)	1
CPP40307	Certificate IV in Property Services (Real Estate)	1

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	080503	Real Estate

Content

Download:

- [Unit of competency in Word format \(443.79 KB\)](#)
- [Unit of competency in PDF format \(194.57 KB\)](#)

Modification history

Not applicable

Unit descriptor

This unit of competency specifies the outcomes required to negotiate and execute the sale of listed businesses within the context of a business brokerage. It requires the ability to provide information to clients, negotiate and complete sales, draft and distribute contracts and encourage sellers, landlords and buyers to accept appropriate offers. The knowledge requirements for this unit include interpersonal communication and negotiation techniques, sales completion strategies and legislative requirements.

The unit may form part of the licensing requirements for persons engaged in business broking in those States and Territories where business broking is a regulated activity.

Application of the unit

This unit of competency supports the work of those involved in providing business broking services, particularly negotiating and executing sales of listed businesses.

Licensing/regulatory information

Refer to unit descriptor

Pre-requisites

Prerequisite units: Nil

Employability skills information

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

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.

ELEMENT	PERFORMANCE CRITERIA
1 Qualify buyer	1.1 <i>Appropriate rapport</i> is established with buyers and their enquiries are handled promptly to enable high quality service delivery according to agency requirements. 1.2 Buyer requirements are clarified and assessed using <i>appropriate interpersonal communication techniques</i> . 1.3 Potential buyers/lessees are provided with <i>information</i> about available and prospective listings and assisted to find the listing that best matches their requirements.
2 Provide information to clients	2.1 Appropriate rapport is established with sellers/buyers and their enquiries are handled promptly to enable high quality service delivery according to agency requirements. 2.2 Seller/buyer requirements are clarified and assessed using appropriate interpersonal communication techniques. 2.3 Preparation and presentation of documents are discussed with seller to assist in best promoting business for sale. 2.4 Buyers and sellers are encouraged to seek clarification as required and are assisted to make an informed choice.
3 Manage negotiation	3.1 <i>Factors</i> that may affect success of a sale are identified and accounted for in negotiations with sellers and buyers.

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	<p>3.2 Relationships between the parties are managed according to agency requirements.</p> <p>3.3 Action plans are implemented to assist in moving negotiations through to successful completion.</p> <p>3.4 Potential areas of conflict between seller and buyer are managed and resolved to the satisfaction of parties to facilitate sale/lease.</p> <p>3.5 Documentation for impending sale/lease is completed with due consideration of legislative and industry requirements and seller and buyer requirements</p>
4 Execute contract	<p>4.1 Seller/landlord is provided with clear information about offer and encouraged to make an informed and positive choice regarding the sale/lease of the business.</p> <p>4.2 Deposits are secured and appropriate arrangements are made to administer the deposit on subsequent settlement.</p> <p>4.3 Arrangements for exchange of contracts are completed according to agency and legislative requirements.</p> <p>4.4 Feedback is collected and provided to personnel and agencies involved in the sale according to legislative requirements.</p> <p>4.5 Recommendations on future directions of sales processes and completion rates are made based on verifiable evidence</p>
5 Manage contract to settlement	<p>5.1 Standard and special conditions are completed in line with agency and legislative requirements.</p> <p>5.2 Progress of contract is monitored in line with agency practice.</p> <p>5.3 Progress of assisting professionals is monitored in line with agency practice.</p>

Required skills and knowledge

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

Required skills

- access a variety of information relating to selling a business
- determine most appropriate sales methods
- identify current market trends and positions
- interpersonal communication and negotiation skills to negotiate and execute a sale
- interpret and comply with relevant legislative requirements
- liaise with sellers, buyers and their respective agents and other staff
- obtain information relevant to selling a business and provide information on the sales process and its progress
- relate to people from a range of social, cultural and ethnic backgrounds and of varying physical and mental abilities
- resolve potential negotiation dilemmas, buyer or seller concerns and issues, and conflict arising from the sale process
- select and use appropriate technology.

Required knowledge and understanding

- agency's business structure
- conflict resolution techniques as they relate to sales processes
- interpersonal communication and negotiation techniques
- mechanisms to obtain and analyse buyer or seller comments and feedback
- organisation's policy and procedures for client service and sales, including ethical behaviour and marketing procedures
- principles and techniques for communicating concerns to buyers and sellers
- principles and techniques for selling a business
- relevant federal and state or territory legislation and local government regulations related to:
 - anti-discrimination

- business broking
 - consumer protection
 - environmental issues
 - equal employment opportunity
 - financial probity
 - franchise and business structures
 - industrial relations
 - OHS
 - selling a business, particularly through an agency
- risk factors relating to various transactions
 - service standards and best practice models
 - types of sales techniques and benefits and limitations of each for a variety of clients and settings.

Evidence guide

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

Overview of assessment

This unit of competency could be assessed through practical demonstration of negotiating and executing the sale of a listed business within the context of a business brokerage. 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.

CPPDSM4060A Negotiate sale and manage sale to completion or settlement

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:

- analysing sales process, buyer intentions and seller expectations
- communicating and negotiating with relevant parties and monitoring the sales process to ensure successful completion of the sale of the business
- documenting and distributing information to all parties pertaining to the sale
- knowledge of agency practices, ethical standards and legislative requirements associated with negotiating and executing the sale of a listed business
- preparing and structuring information and documents relating to the negotiation and completion of a sale.

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.

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.

<p><i>Appropriate rapport</i> relates to use of techniques that:</p>	<ul style="list-style-type: none"> ■ establish and build confidence and trust in the agency and its representatives ■ make the seller or buyer feel valued ■ promote and maintain an effective relationship with the seller or buyer.
<p><i>Agency requirements</i> may be outlined within</p>	<ul style="list-style-type: none"> ■ access and equity policy, principles and practice ■ business and performance plans ■ ethical standards ■ goals, objectives, plans, systems and processes ■ legal and organisational policies and guidelines ■ mission statements and strategic plans ■ OHS policies, procedures and programs ■ privacy and confidentiality requirements ■ quality and continuous improvement processes and standards ■ quality assurance and procedures manuals, including sales and client liaison procedure manuals.
<p><i>Appropriate interpersonal communication techniques</i> may include:</p>	<ul style="list-style-type: none"> ■ active listening ■ providing an opportunity for the buyer or seller to clarify understanding of the sales process ■ soft questioning and seeking feedback from the seller or buyer to confirm own understanding of their needs and expectations ■ summarising and paraphrasing to check

	<ul style="list-style-type: none"> ■ understanding of seller or buyer's message using appropriate body language.
Information may include:	<ul style="list-style-type: none"> ■ advantages of various purchases and purchasing options ■ seller's views on sale of business or lease of property ■ business profile portfolio ■ levels of interest in business ■ packaging and presentation of sales proposal to the prospective seller.
Factors may include:	<ul style="list-style-type: none"> ■ arranging appointments ■ buyer capacity ■ buyer credentials, including financial position ■ buyer entity or status ■ buyer needs ■ confidentiality agreements ■ involvement of third or other parties in process and negotiations ■ legal documentation and agreements regarding sales ■ seller motivation and requirements.
Action plans may include:	<ul style="list-style-type: none"> ■ arrangements for obtaining deposits ■ arrangements for suitable inspection times ■ arrangements to secure seller's initial interest ■ arranging and facilitating a stocktake ■ attending to legal requirements, including preparation and exchange of required legal documents ■ contingency plans to accommodate changes and resolve complications ■ developing the terms of contract ■ strategies for maintaining relationships between the parties during negotiation and providing exchange of information directly or

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<p>Potential areas of conflict may relate to:</p>	<ul style="list-style-type: none"> ■ via third parties/agents ■ strategies to ensure time lines are met.
<p>Legislative and industry requirements may include:</p>	<ul style="list-style-type: none"> ■ inventory, fixtures and fittings, valuations and determining level of goodwill ■ involvement of agents and other parties ■ price ■ pricing structure ■ responsibility for future employee entitlements ■ sales process ■ time lines ■ transfer and transitional arrangements.
<p>Seller and buyer requirements may include:</p>	<ul style="list-style-type: none"> ■ access and equity policy, principles and practice ■ business and performance plans, including organisational goals and objectives ■ client service policies ■ industrial awards ■ industry and agency codes of conduct and practice, and code of ethics ■ legislative and statutory requirements for provision of business brokerage services ■ legislative and statutory requirements for the sale of a business or provision of business brokerage services to sell a business ■ OHS policies, procedures and programs ■ organisational policy, guidelines and requirements ■ policies and procedures relating to own role, responsibility and delegation ■ records and information systems ■ reporting and communication structures ■ terms and conditions of employment.
<p>Seller and buyer requirements may include:</p>	<ul style="list-style-type: none"> ■ clarification of business structure ■ need for quick sale ■ need for transparency

	<ul style="list-style-type: none"> ■ need to specify plant, equipment, fittings and fixtures to determine ownership ■ transfer of franchise agreements ■ transitional arrangements ■ use of business name.
Feedback may be collected from:	<ul style="list-style-type: none"> ■ formal and informal discussions with existing and previous clients ■ information from potential buyers ■ information provided by others involved in the appraisal process, both internal and external to the organisation ■ market share data ■ sales and completion results.
Standard and special conditions may include:	<ul style="list-style-type: none"> ■ additional options ■ assign new lease, option, site licence or variation ■ transfer or renewal of licences and permits ■ franchise agreements ■ intellectual property, such as business names, patents and copyrights ■ trademarks ■ domain names and email addresses ■ telephone and facsimile numbers.
Assisting professionals may include:	<ul style="list-style-type: none"> ■ accountants ■ financiers and financial institutions ■ landlords and managing agents ■ legal advisers ■ licensed settlement agents ■ nominated conveyancers.

Unit sector(s)

Property development, sales and management

Competency field

Business broking

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CPPDSM4060A Negotiate sale and manage sale to completion or settlement

UNIT

CPPDSM4061A Obtain prospects for listing

Core unit

Summary

Release	Status	Release date
1 (this release)	Current	7/Apr/2011

Usage recommendation: Current

Training packages that include this unit

Code	Title	Release
CPP07	Property Services Training Package	7.0-14.1

Qualifications that include this unit

Code	Title	Release
CPP50409	Diploma of Property Services (Business Broking)	1
CPP40507	Certificate IV in Property Services (Business Broking)	1
CPP40307	Certificate IV in Property Services (Real Estate)	1

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	080503	Real Estate

Content

Download:

- [Unit of competency in Word format \(442.64 KB\)](#)
- [Unit of competency in PDF format \(186.08 KB\)](#)

Modification history

Not applicable

Unit descriptor

This unit of competency specifies the outcomes required to seek out and secure the listing of businesses with a business brokerage. It requires the ability to identify marketing opportunities that match the agency's focus and area of expertise, engage prospective clients and promote the agency in order to secure new listings and custom. Knowledge of the agency's business goals, current market trends and conditions, and sales and promotion techniques is required.

The unit may form part of the licensing requirements for persons engaged in business broking in those States and Territories where business broking is a regulated activity.

Application of the unit

This unit of competency supports the work of those involved in obtaining and securing listings of businesses with a business brokerage.

Licensing/regulatory information

Refer to unit descriptor

Pre-requisites

Prerequisite units: Nil

Employability skills information

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

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.

ELEMENT	PERFORMANCE CRITERIA
1 Identify and develop marketing opportunities	<p>1.1 Relationships with targeted groups are established and conducted according to agency practice.</p> <p>1.2 Potential clients suitable to agency's brokerage are identified and targeted in line with agency's expertise, focus, business plan and marketing strategies.</p> <p>1.3 Potential clients are engaged through use of appropriate interpersonal communication skills and marketing strategies.</p> <p>1.4 Appropriate rapport is established and maintained with potential clients to ensure delivery of a quality service to maximise new business opportunities.</p>
2 Discuss options to encourage client patronage	<p>2.1 Potential client needs, motivation and expectations are established, clarified and discussed sensitively.</p> <p>2.2 Potential clients are provided with information about available options for meeting their needs and expectations.</p> <p>2.3 Potential clients are assisted in the selection of preferred and realistic options.</p> <p>2.4 Benefits to potential clients of listing business with agency and agency's approach to business broking are highlighted.</p> <p>2.5 Recommendations are made to potential clients, emphasising suitable service and listing options according to agency practice.</p> <p>2.6 Prospective client's agreement to list with agency is sought and wherever possible secured.</p>
3 Secure client patronage	<p>3.1 Points of agreement and rights and obligations are discussed and documented to ensure clarity and to avoid potential misunderstanding and conflict.</p>

- 3.2 Documentation relating to obtaining and beginning listings is completed according to ***legislative, industry and agency requirements***.
- 3.3 ***Suitable arrangements*** are made for further contact with the agency to complete the listing process.
- 3.4 Opportunities for repeat or future business are maximised according to agency procedures and requirements.

Required skills and knowledge

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

Required skills

access a variety of information relating to business broking services and relevant market information

- engage clients, promote agency services, provide information on products, and encourage business from potential clients
- identify market trends and positions and business broking opportunities
- prepare and present information specific to target audience that clearly communicates intended message regarding the agency's services
- relate to people from a range of social, cultural and ethnic backgrounds and of varying physical and mental abilities
- resolve potential client concerns and issues
- select and use appropriate technology.

Required knowledge and understanding

- client engagement methods and promotional techniques and protocols
- organisation's policy and procedures for client service, including ethical behaviour and promotional strategies
- mechanisms to obtain and analyse client comments and feedback

- organisation's business structure, services and client service procedures
- principles and techniques of public relations
- relevant federal and state or territory legislation and local government regulations related to:
 - anti-discrimination
 - business broking
 - business operation and listings, especially in regard to franchise and business structures and the sale and appraisal of businesses
 - consumer protection
 - environmental issues
 - equal employment opportunity
 - financial probity
 - industrial relations
 - OHS
 - taxation
- service standards and best practice models.

Evidence guide

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

Overview of assessment

This unit of competency could be assessed through a practical demonstration of obtaining and securing the listing of a business. 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:

- analysing market trends as they relate to business broking opportunities and threats
- clarifying concerns and explaining listing procedures to clients
- engaging potential clients and providing the best opportunity to secure their business
- knowledge of agency practice, ethical standards and legislative requirements associated with listing a business
- preparing and structuring advice on services provided by the agency

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

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- 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.

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.

Targeted groups may include:

- business sectors or groupings identified as fitting within the agency's focus and expertise
- local community networks
- new emerging areas of business opportunity for the agency
- professional associations
- specific business sectors and industries.

Agency practice may be outlined within:

- access and equity policy, principles and practice
- business and performance plans
- ethical standards
- goals, objectives, plans, systems and processes
- legal and organisational policies and guidelines
- marketing plans
- mission statements and strategic plans
- OHS policies, procedures and programs
- privacy and confidentiality requirements
- quality and continuous improvement processes and standards
- quality assurance and procedures manuals, including sales and client liaison procedure manuals.

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Potential clients may include:

- new business types identified by the agency
- specific business types identified as fitting within the agency's brief and focus.

Marketing strategies may include:

- advertisements
- client functions
- literature and materials that explain and promote agency's services
- media announcements
- presentations and displays
- promotion of the agency's services
- sales pitch that suits agency's philosophy and target audience
- service launches
- web pages.

Appropriate interpersonal communication skills may include:

- active listening
- providing opportunities for potential clients to clarify their understanding of services offered
- soft questioning and seeking feedback from potential clients to confirm own understanding of their needs
- summarising and paraphrasing to check understanding of potential client's message
- using appropriate body language.

Appropriate rapport relates to use of techniques that:

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

Client needs, motivation and expectations may relate to:

- expectations of market
- expectations of agency
- motivation for selling
- need to consider exit strategy or succession planning

Options may include:	<ul style="list-style-type: none"> ■ need to sell within a specified timeframe.
Options may include:	<ul style="list-style-type: none"> ■ auction ■ closure of business ■ employee or family buy out ■ employee share option plan (ESOP) ■ liquidation ■ open market sale ■ operating under a deed of agreement ■ partial or progressive sale ■ receivership ■ sale of business out of company ■ sales of shares of company ■ strategic acquirer sale ■ tender.
Benefits may include:	<ul style="list-style-type: none"> ■ accreditation, certification and qualifications ■ associations and networks ■ market knowledge ■ range of services, such as marketing and backup ■ reputation and market position.
Points of agreement need to be identified by:	<ul style="list-style-type: none"> ■ agency ■ clients and/or those acting as their agents.
Rights and obligations relate to those of:	<ul style="list-style-type: none"> ■ the agency ■ the client.
Legislative, industry and agency requirements may relate to:	<ul style="list-style-type: none"> ■ access and equity policy, principles and practice ■ business and performance plans, including organisational goals and objectives ■ client service policies ■ industry and agency codes of conduct and

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practice, code of ethics

- legislative and statutory requirements for the provision of business broking services
- OHS policies, procedures and programs
- organisational policy, guidelines and requirements
- policies and procedures relating to own role, responsibility and delegation
- privacy and confidentiality requirements
- records and information systems
- reporting and communication structures
- terms and conditions of employment.

Suitable arrangements may include arrangements for:

- conducting an appraisal
- listing the business.

Unit sector(s)

Property development, sales and management

Competency field

Business broking

UNIT

CPPDSM4069A Promote and market listed business

Core unit

Summary

Release	Status	Release date
1 (this release)	Current	7/Apr/2011

Usage recommendation: Current

Training packages that include this unit

Code	Title	Release
CPP07	Property Services Training Package	7.0-14.1

Qualifications that include this unit

Code	Title	Release
CPP50409	Diploma of Property Services (Business Broking)	1
CPP40507	Certificate IV in Property Services (Business Broking)	1
CPP40307	Certificate IV in Property Services (Real Estate)	1

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	080503	Real Estate

Content

Download:

- [Unit of competency in Word format \(442.42 KB\)](#)
- [Unit of competency in PDF format \(187.15 KB\)](#)

Modification history

Not applicable

Unit descriptor

This unit of competency specifies the outcomes required to market a listed business within the context of a business brokerage. It requires the ability to assess appropriate marketing strategies, develop business profiles, consult with clients and potential markets and review the effectiveness of the marketing strategy. The knowledge requirements for this unit include marketing strategies and techniques within a business broking context, legislative requirements when selling a business, and budgetary considerations.

The unit may form part of the licensing requirements for persons engaged in business broking in those States and Territories where business broking is a regulated activity.

Application of the unit

This unit of competency supports the work of those involved in marketing listed businesses within the context of a business brokerage.

Licensing/regulatory information

Refer to unit descriptor

Pre-requisites

Prerequisite units: Nil

Employability skills information

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

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.

UNITS

ELEMENT	PERFORMANCE CRITERIA
1 Develop business profile	<p>1.1 Possible marketing strategies and budgets for the sale of the business and related components are discussed, drafted and agreed.</p> <p>1.2 Business profile that accurately portrays the listed business to prospective buyers is prepared, developed and made available according to legislative and agency requirements.</p> <p>1.3 Necessary source documents are identified, obtained and made available for inspection according to legislative and agency requirements.</p> <p>1.4 Client is informed of any potential difficulties related to the sale of listed business in its current state and is advised of appropriate options.</p>
2 Develop buyer profile	<p>2.1 Potential buyer profile is discussed with seller.</p> <p>2.2 Profile of potential buyer is agreed with seller.</p> <p>2.3 Buyer profile is compared to business buyer database.</p>
3 Prepare marketing material	<p>3.1 Marketing materials that reflect agreed property and agency marketing strategies are developed within agreed budget constraints and timeframes.</p> <p>3.2 Promotional methods that best fit the listed business and potential market are selected and used to ensure maximum impact within specified markets.</p> <p>3.3 Networks are used to assist in the implementation of promotional activities.</p> <p>3.4 If appropriate, business technology is used to structure and present information on listings.</p>
4 Implement	<p>4.1 Marketing strategies are implemented and</p>

87

marketing
options

CPPDSM4069A Promote and market listed business

monitored against agreed budget.

- 4.2 Personnel and resources required to support, promote and market the listed business are identified and prepared to support the achievement of a successful outcome.
- 4.3 Client is informed of marketing strategy and is kept ***informed of progress*** according to legislative and agency requirements.

5 Review and
report on
marketing
activities

- 5.1 Need for alternative marketing strategies and adjustments is assessed in consultation with appropriate personnel and agreement is reached with the client on any substantial change in direction.
- 5.2 ***Feedback*** is collated and provided to personnel and agencies involved in the promotion and marketing of the listed business.
- 5.3 Effectiveness of planning and marketing processes is assessed to identify possible improvements in future activities.
- 5.4 Marketing costs and time lines are analysed to evaluate and improve upon future marketing strategies.
- 5.5 Recommendations on future promotion and marketing initiatives are made based on verifiable evidence.

Required skills and knowledge

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

Required skills

- access and interpret a variety of information relating to marketing a business
- determine most appropriate marketing methods
- identify current market trends and positions

- interpret and comply with legislative requirements
- liaise with clients, marketing agents and other staff
- obtain information relevant to marketing a business and provide information on the marketing process and its progress
- relate to people from a range of social, cultural and ethnic backgrounds and of varying physical and mental abilities
- resolve potential marketing dilemmas and client concerns and issues
- select and use appropriate technology.

Required knowledge and understanding

- agency's business structure
- agency's policy and procedures for client service, including ethical behaviour and marketing procedures
- mechanisms to obtain and analyse client comments and feedback
- principles and techniques for communicating concerns to clients
- principles and techniques for marketing a business
- relevant federal and state or territory legislation and local government regulations related to:
 - anti-discrimination
 - business broking
 - business operation and appraisals, especially in regard to franchise and business structures and the sale and appraisal of businesses
 - consumer protection
 - environmental issues
 - equal employment opportunity
 - industrial relations
 - OHS
 - sale and listing of businesses
- service standards and best practice models
- strategies for planning and monitoring marketing activities
- types of marketing, and benefits and limitations of each for a variety of business types.

Evidence guide

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

Overview of assessment

This unit of competency could be assessed through practical demonstration of marketing a listed business within the context of a business brokerage. 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:

- analysing marketing options and current market trends
- communicating and negotiating with relevant parties and monitoring the marketing process to ensure effective marketing of the property
- documenting relevant information on the marketing process
- knowledge of agency practice, ethical standards and legislative requirements associated with marketing a listed business
- preparing and structuring marketing materials and options.

Context of and specific resources for assessment

Resource implications for assessment include:

- access to suitable resources and simulated or real opportunities 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

CPPDSM4069A Promote and market listed business

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.

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.

Marketing strategies may include:

- advertising options and frequency
- canvassing
- e-business listings
- media releases
- promotional activities
- targeting known areas of potential interest in the listed business.

Legislative and agency

- access and equity policy, principles and practice

requirements may relate to:	<ul style="list-style-type: none"> ■ business and performance plans, including organisational goals and objectives ■ industry and agency codes of conduct and practice, and code of ethics ■ legislative and statutory requirements for provision of business broking services ■ marketing plans ■ mission statements and strategic plans ■ OHS policies, procedures and programs ■ organisational policy, guidelines and requirements ■ policies and procedures relating to own role, responsibility and delegation ■ privacy and confidentiality requirements ■ quality assurance and procedures manual, including sales and client liaison procedure manuals ■ records and information systems ■ reporting and communication structures.
Source documents may include:	<ul style="list-style-type: none"> ■ financial statements ■ franchise agreements ■ asset and property leases ■ plant and equipment inventories ■ statutory paperwork, such as incorporation documents.
Potential difficulties may relate to	<ul style="list-style-type: none"> ■ allocated budgets relating to marketing and promotion ■ legislative requirements ■ levels of interest ■ market trends and current selling prices ■ terms and conditions of tenure.
Buyer profile may include:	<ul style="list-style-type: none"> ■ business skills, experience and knowledge ■ financial capacity and return expectations

	<ul style="list-style-type: none"> ■ health status ■ income needs ■ time constraints ■ workforce support expectations.
Marketing materials may include:	<ul style="list-style-type: none"> ■ advertising copy ■ brochures and pamphlets ■ portfolio of the business ■ preparation of displays.
Promotional methods may include:	<ul style="list-style-type: none"> ■ advertising copy ■ multi-listing or sole agency ■ poster and window displays ■ presentations ■ web listings.
Networks may include:	<ul style="list-style-type: none"> ■ branches of own or associated agencies ■ local community and regional organisations and contacts ■ local, regional and national media ■ professional associations.
Progress may relate to:	<ul style="list-style-type: none"> ■ buyer interest ■ impact of current marketing strategies.
Information on progress may include:	<ul style="list-style-type: none"> ■ agency input into marketing the business so far ■ approaches and enquiries of interest regarding the listed business ■ costings of marketing activities ■ perception of levels of interest and worth of current marketing strategies ■ possible changes in the marketing strategy ■ strategies used in the marketing and promotion of the business.
Feedback may be collected from:	<ul style="list-style-type: none"> ■ formal and informal discussions with existing and previous clients

- information from potential buyers
- information provided by others involved in the appraisal process, both internal and external to the organisation
- market share data
- sales and completion results

Unit sector(s)

Property development, sales and management

Competency field

Business broking

UNIT

CPPDSM4079A Work in the business broking sector

Core unit

Summary

Release	Status	Release date
1 (this release)	Current	7/Apr/2011

Usage recommendation: Current

Training packages that include this unit

Code	Title	Release
CPP07	Property Services Training Package	7.0-14.1

Qualifications that include this unit

Code	Title	Release
CPP50409	Diploma of Property Services (Business Broking)	1
CPP40507	Certificate IV in Property Services (Business Broking)	1
CPP40307	Certificate IV in Property Services (Real Estate)	1

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	120502	Work Practices Programmes

Content

Download:

- [Unit of competency in Word format \(443.84 KB\)](#)
- [Unit of competency in PDF format \(201.41 KB\)](#)

Modification history

Not applicable

Unit descriptor

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.

The unit may form part of the licensing requirements for persons engaged in business broking in those States and Territories where business broking is a regulated activity.

Application of the unit

This unit of competency supports the work of those involved in providing business broking services.

Licensing/regulatory information

Refer to unit descriptor

Pre-requisites

Prerequisite units: Nil

Employability skills information

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

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.

ELEMENT	PERFORMANCE CRITERIA
<p>1 Model high standards of performance.</p>	<p>1.1 Business broking services and work practices are planned and implemented according to client requirements and agency values, legislative requirements and ethical standards.</p> <p>1.2 Work reflects an understanding and respect of individual differences, and work processes are adapted as appropriate to meet the specific needs of the client and other staff.</p> <p>1.3 Breaches of organisational codes of ethics or practice are recognised and reported according to agency and professional standards and procedures.</p>
<p>2 Develop and maintain professional competence</p>	<p>2.1 Feedback from clients and colleagues is used to identify and develop ways to improve competence in providing business broking services.</p> <p>2.2 Personal knowledge and skills in providing business broking services are assessed against occupational competency standards and other relevant benchmarks to determine professional development needs and priorities.</p> <p>2.3 Opportunities for personal development strategies to maintain currency of professional competency in providing effective business broking services are identified and implemented.</p> <p>2.4 Professional networks are participated in to identify and build relationships with relevant individuals and organisations and to obtain and maintain personal knowledge.</p>
<p>3 Interpret and apply financial, legal</p>	<p>3.1 Legal and procedural requirements relevant to business broking services are identified according to agency requirements.</p>

and procedural requirements.

- 3.2 Key legal and procedural principles relating to agency values and requirements are identified and interpreted according to legislative requirements.
- 3.3 **Financial information** relevant to business are identified and assessed according to agency requirements.
- 3.4 Own interpretation and application of financial, legal and procedural requirements are confirmed with **appropriate persons** to ensure consistency.
- 3.5 Applicable legislative and procedural requirements are complied with in own work performance and ethics

Required skills and knowledge

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

Required skills

- access and understand a variety of information relating to business broking services
- access learning opportunities to extend own personal work competencies to improve service delivery in business broking
- adapt work processes to meet the specific needs of clients or colleagues as required
- develop and expand professional networks and participate in positive relationship building to further enhance skills and knowledge
- identify and complete appropriate documentation
- identify ways to improve performance through seeking feedback from clients and colleagues
- interpret and comply with legal and procedural requirements
- maintain trust accounts
- monitor own performance and identify any personal development

needs

- relate to people from a range of social, cultural and ethnic backgrounds and of varying physical and mental abilities
- use basic accounting principles, such as double entry bookkeeping and accrual accounting.

Required knowledge and understanding

- agency's business structure, service standards and best practice models
- basic valuation principles and methodologies
- business financial structures and status
- business legal structures and status
- business standards
- current organisational and professional procedures and practices
- ethical practices
- trust accounting principles and practices
- how to develop professional networks
- how to identify and prioritise personal learning needs
- interpretation of financial frameworks, including profit and loss statements and balance sheets
- mechanisms to obtain and analyse client and colleague comments and feedback
- relevant federal, state or territory, and local government legislation and regulation related to:
 - anti discrimination
 - business broking
 - business structure and operations and appraisals, especially in regard to franchise and business structures
 - consumer protection
 - corporations
 - environment
 - equal employment opportunity
 - financial probity
 - industrial relations
 - taxation
 - trade practices

- risk factors relating to a variety of transactions
- specific limitations of work role, responsibility and professional abilities.

Evidence guide

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

Overview of assessment

This unit of competency could be assessed through demonstrating the completion of daily work activities associated with business broking in line with legal and procedural requirements, including the identification of opportunities for professional development. 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:

- applying relevant legislation in regard to transactions involving businesses
- identifying professional development needs and opportunities and prioritising and implementing strategies to address them
- knowledge of agency practice, ethical standards and legislative requirements related to business broking operations
- seeking and accepting feedback from a range of appropriate personnel and clients

	<ul style="list-style-type: none"> ■ maintaining involvement in support processes and networks ■ working ethically and professionally with clients, colleagues and external agencies and modelling and maintaining high standards of performance
Context of and specific resources for assessment	<p>Resource implications for assessment include:</p> <ul style="list-style-type: none"> ■ access to suitable resources and simulated or real opportunities to demonstrate competence ■ assessment instruments that may include personal planner and assessment record book ■ access to a registered provider of assessment services. <p>Where applicable, physical resources should include equipment modified for people with disabilities.</p> <p>Access must be provided to appropriate learning and/or assessment support when required.</p> <p>Assessment processes and techniques must be culturally appropriate, and appropriate to the language and literacy capacity of the candidate and the work being performed.</p> <p>Validity and sufficiency of evidence require that:</p> <ul style="list-style-type: none"> ■ 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.

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.

Business broking services may include:

- appraising businesses
- listing businesses for sale
- managing agency risk
- merging or acquiring businesses
- negotiating and executing sales

	<ul style="list-style-type: none"> ■ obtaining prospects for a listing ■ promoting and marketing listed businesses ■ valuing a business ■ working effectively in the business broking sector.
<p>Work practices may include:</p>	<ul style="list-style-type: none"> ■ conducting appraisals ■ engaging clients ■ handling deposits for trust accounts ■ listing businesses ■ managing the business broking agency ■ marketing listed businesses ■ negotiating and executing sales ■ obtaining prospects for listing ■ providing support within the business broking agency ■ securing custom ■ undertaking routine functions within the agency.
<p>Agency values, legislative requirements and ethical standards may include:</p>	<ul style="list-style-type: none"> ■ access and equity policy, principles and practice ■ business and performance plans ■ ethical standards ■ goals, objectives, plans, systems and processes ■ legislative and regulatory requirements ■ mission statements ■ organisational policies and guidelines ■ OHS policies, procedures and programs ■ quality and continuous improvement processes and standards ■ quality assurance and procedures manuals, including sales and client liaison procedure manuals ■ strategic plans.
<p>Specific needs</p>	<ul style="list-style-type: none"> ■ conventions of gender and sexuality

may include:	<ul style="list-style-type: none"> ■ cultural stereotypes ■ dress ■ food and diet ■ verbal and non-verbal language ■ religious and spiritual observances and beliefs ■ social and cultural conventions ■ traditional practices and observations ■ values.
Clients may include:	<ul style="list-style-type: none"> ■ agents or third parties for sellers and buyers ■ buyers ■ potential sellers ■ prospective sellers ■ sellers.
Agency and professional standards and procedures may include:	<ul style="list-style-type: none"> ■ code of conduct and code of ethics ■ industry standards ■ legislative and statutory requirements outlined in relevant legislation, such as taxation, franchise and business and corporation law ■ OHS.
Feedback may include:	<ul style="list-style-type: none"> ■ formal and informal discussions, reviews and evaluations with: <ul style="list-style-type: none"> ● existing and previous clients ● peers, staff and managers ■ information provided by others involved in a professional capacity, both internal and external to the organisation.
Competency standards and other relevant benchmarks may include:	<ul style="list-style-type: none"> ■ all those personal and technical knowledge, skills and attitudinal aspects (competencies) required to undertake the day-to-day tasks and duties of the practitioner's work function effectively and efficiently, and specifically: <ul style="list-style-type: none"> ● competency standards for the business broking industry

	<ul style="list-style-type: none"> ● other relevant industry, cross-industry and enterprise competency standards ■ occupational or functional roles ■ organisational human resource development policies and procedures ■ other benchmarks, such as: <ul style="list-style-type: none"> ● industry and agency codes of conduct and code of ethics ● quality assurance standards ■ professional accreditation and re-accreditation requirements ■ statutory and legislative requirements in terms of qualification levels and business broking practice ■ professional bodies' competencies, codes of practice and codes of ethics.
<p>Personal development strategies may include:</p>	<ul style="list-style-type: none"> ■ accessing internal and external short course or qualification-based training ■ adapting work rotation to facilitate changing personal and work priorities ■ coaching, mentoring and supervision ■ counselling ■ cultural awareness and sensitivity ■ developing improved interpersonal and technical skills ■ establishing new career paths ■ formal and informal learning programs ■ involvement in community activities ■ updating stress management abilities ■ maintaining and updating knowledge base on business broking issues and current context for professional practice ■ using existing strengths to focus future career development.

Professional networks may include:

- agency networks
- employee assistance programs
- interest groups
- other workers
- peak bodies
- professional networks
- professional or occupational associations
- regional associations
- relevant committees and reference groups
- tertiary and vocational education providers
- trainers, teachers and academics.

Legal and procedural requirements may be included in:

- anti-discrimination and diversity legislation
- Australian Competition and Consumer Commission requirements
- Australian Securities and Investments Commission requirements
- Australian Taxation Office requirements
- commercial lease legislation
- consumer protection legislation
- corporations legislation
- court precedents
- Department of Immigration and Multicultural and Indigenous Affairs requirements
- financial services legislation
- foreign investment legislation
- Foreign Investment Review Board requirements
- industrial relations
- industry self-regulation or licensing requirements
- insurance claims
- legal status and organisational policies and guidelines
- local government legislation
- migration legislation

	<ul style="list-style-type: none"> ■ privacy and confidentiality requirements ■ relevant industry codes of practice ■ shareholder disputes ■ state or territory government statutes ■ trade practices legislation
<p>Financial information may include:</p>	<ul style="list-style-type: none"> ■ information relating to owner-operator income, such as owner-operator market replacement cost ■ source documents, such as: <ul style="list-style-type: none"> ● bank statements ● cheque butts ● supplier invoices ● credit and debit cards ■ trading information, including expenditure items relating to: <ul style="list-style-type: none"> ● gross sales and gross profit ● occupancy conditions, including net and gross rentals ● level of equity and level of debt.
<p>Appropriate persons may include:</p>	<ul style="list-style-type: none"> ■ associated service providers, such as advertising agencies, solicitors, media outlets and taxation consultants ■ branches of own or associated agencies ■ local community, regional and national organisations and contacts ■ professional associations ■ those internal to the agency, such as other staff, managers, accounts departments and clerical support.

Unit sector(s)

Property development, sales and management

Competency field

Business broking

UNIT

BSBLED401A Develop teams and individuals

Elective unit

Summary

Release	Status	Release date
1 (this release)	Current	18/Jul/2008

Usage recommendation: Current

Training packages and qualifications that include this unit
 [Refer training.gov.au]

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	080303	Human Resource Management

Content

Download:

- [Unit of competency in Word format \(440.97 KB\)](#)
- [Unit of competency in PDF format \(179.79 KB\)](#)

Modification history

Not applicable.

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to determine individual and team development needs and to facilitate the development of the workgroup.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the unit

This unit applies to individuals with a broad knowledge of learning and development who apply their skills in addressing development needs to meet team objectives. They may have responsibility to provide guidance or to delegate aspects of tasks to others.

Licensing/regulatory information

Not applicable.

Pre-requisites

–

Employability skills information

This unit contains employability skills.

Elements and performance criteria

Elements describe the essential outcomes of a unit of competency.

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

ELEMENT	PERFORMANCE CRITERIA
1. Determine development needs	1.1. Systematically identify and implement <i>learning and development needs</i> in line with <i>organisational requirements</i> 1.2. Ensure that a learning plan to meet individual and group training and development needs is collaboratively developed, agreed to and implemented 1.3. Encourage individuals to self-evaluate performance and identify areas for improvement 1.4. Collect <i>feedback on performance</i> of team members from relevant sources and compare with established team learning needs

2. Develop individuals and teams

- 2.1. Identify learning and development program goals and objectives, ensuring a match to the specific knowledge and skill requirements of competency standards relevant to the industry
- 2.2. Ensure that **learning delivery methods** are appropriate to the learning goals, the learning style of participants, and availability of **equipment and resources**
- 2.3. Provide workplace learning opportunities, and **coaching and mentoring assistance** to facilitate individual and team achievement of competencies
- 2.4. Create development opportunities that incorporates a range of activities and support materials appropriate to the achievement of identified competencies
- 2.5. Identify and approve resources and time lines required for learning activities in accordance with organisational requirements

3. Monitor and evaluate workplace learning

- 3.1. Use feedback from individuals or teams to identify and implement improvements in future learning arrangements
- 3.2. Assess and record outcomes and performance of individuals/teams to determine the effectiveness of development programs and the extent of additional development support
- 3.3. Negotiate modifications to learning plans to improve the efficiency and effectiveness of learning
- 3.4. Document and maintain records and reports of competency according to organisational requirements

Required skills and knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to receive and report on feedback, to maintain effective relationships and to manage conflict
- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- leadership skills to gain trust and confidence of clients and colleagues
- literacy skills to read, write and understand a variety of texts; and to edit and proofread documents to ensure clarity of meaning, accuracy and consistency of information
- negotiation skills to achieve mutually acceptable outcomes
- technology skills to support effective communication and presentation.

Required knowledge

- key provisions of relevant legislation from all levels of government that may affect aspects of business operations, such as:
 - anti-discrimination legislation
 - ethical principles
 - codes of practice
 - privacy laws
 - occupational health and safety (OHS)
- facilitation techniques to encourage team development and improvement
- organisational policies, plans and procedures
- career paths and competency standards relevant to the industry

Evidence guide

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

Overview of assessment

Critical aspects for assessment

Evidence of the following is essential:

- identifying and implementing learning

UNITS

and evidence required to demonstrate competency in this unit	<ul style="list-style-type: none">■ opportunities for others giving and receiving feedback from team members to encourage participation in and effectiveness of team■ creating learning plans to match skill needs■ knowledge of relevant legislation.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none">■ access to an actual workplace or simulated environment■ access to office equipment and resources■ examples of learning and development plans, policies and procedures■ examples of documents relating to diversity policies and procedures.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none">■ direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate■ analysis of responses to case studies and scenarios■ oral or written questioning to assess knowledge of career paths and competency standards relevant to the industry■ review of records and reports of competency.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none">■ management units■ other learning and development units.

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, if used in the performance criteria, is detailed below. 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) may also be included.

Learning and development needs may include:

- career planning/development
- coaching, mentoring and/or supervision
- formal/informal learning programs
- internal/external training provision
- performance appraisals
- personal study
- recognition of current competence/skills recognition
- work experience/exchange/opportunities
- workplace skills assessment

Organisational requirements may include:

- access and equity principles and practices
- anti-discrimination and related policy
- business and performance plans
- confidentiality and security requirements
- defined resource parameters
- ethical standards
- goals, objectives, plans, systems and processes
- legal and organisational policies, guidelines and requirements
- OHS policies, procedures and programs
- quality and continuous improvement processes and standards
- quality assurance and/or procedures manuals

Feedback on performance may include:

- formal/informal performance appraisals
- obtaining feedback from clients
- obtaining feedback from supervisors and colleagues

- personal, reflective behaviour strategies
- routine organisational methods for monitoring service delivery

Learning delivery methods may include:

- conference and seminar attendance
- formal course participation
- induction
- involvement in professional networks
- on-the-job coaching or mentoring
- presentations/demonstrations
- problem-solving
- work experience

Equipment and resources may include:

- facilities
- funding
- guest speakers
- technological tools and equipment
- time
- training equipment such as whiteboards and audio-visual equipment

Coaching and mentoring assistance may include:

- fair and ethical practice
- non-discriminatory processes and activities
- presenting and promoting a positive image of the collective group
- problem-solving
- providing encouragement
- providing feedback to another team member
- respecting the contribution of all participants and giving credit for achievements

Unit sector(s)

–

Competency field

Workforce Development - Learning and Development

Co-requisite units

Co-requisite units: Nil

UNIT

BSBCUS401A Coordinate implementation of customer service strategies

Elective unit

Summary

Release	Status	Release date
1 (this release)	Current	24/Sep/2008

Usage recommendation

Superseded

Mapping

Mapping	Notes	Date
Is superseded by and equivalent to BSBCUS401B Coordinate implementation of customer service strategies	This unit replaces BSBCUS401A Coordinate implementation of customer service strategies. Revised unit. Required skills updated to focus on learning and development practices and compliance with policy and procedures.	28/Nov/2011

Training packages that include this unit [Refer training.gov.au]

Qualifications that include this unit [Refer training.gov.au]

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	080501	Sales

Content

Download:

- [Unit of competency in Word format \(441.62 KB\)](#)
- [Unit of competency in PDF format \(189.5 KB\)](#)

Modification history

Not applicable

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to advise on, carry out and evaluate customer service strategies, including the design of improvement strategies based on feedback.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the unit

This unit applies to individuals with a broad knowledge of customer service strategies who contribute well developed skills in addressing customer needs and problems. They may have responsibility to provide guidance or to delegate aspects of these tasks to others.

Licensing/regulatory information

Refer to unit descriptor

Pre-requisites

Prerequisite units: —

Employability skills information

This unit contains employability skills.

Elements and performance criteria

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 the range statement. Assessment of performance is to be consistent with the evidence guide.

ELEMENT	PERFORMANCE CRITERIA
1 Advise on customer service needs	1.1. Clarify and accurately assess customer needs using appropriate communication techniques 1.2. Diagnose problems matching service delivery to customers and develop options for improved service within organisational requirements 1.3. Provide relevant and constructive advice to promote the improvement of customer service delivery 1.4. Use business technology and/or online services to structure and present information on customer service needs
2 Support implementation of customer service strategies	2.1. Ensure customer service strategies and opportunities are promoted to designated individuals and groups 2.2. Identify and allocate available budget resources to fulfil customer service objectives 2.3. Promptly action procedures to resolve customer difficulties and complaints within organisational requirements 2.4. Ensure that decisions to implement strategies are taken in consultation with designated individuals and groups
3 Evaluate and report on customer service	3.1. Review client satisfaction with service delivery using verifiable data in accordance with organisational requirements 3.2. Identify and report changes necessary to maintain service standards to designated individuals and groups 3.3. Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of client service strategies

- 3.4. Maintain systems, records and reporting procedures to compare changes in customer satisfaction

Required skills and knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- literacy skills to read a variety of texts, to prepare general information and papers, and to write formal and informal letters according to target audience
- planning skills to develop implementation schedules
- problem-solving skills to diagnose organisational problems relating to customer services.

Required knowledge

- key provisions of relevant legislation from all levels of government that may affect aspects of business operations, such as:
 - anti-discrimination legislation
 - ethical principles
 - codes of practice
 - privacy laws
 - environmental issues
 - occupational health and safety (OHS)
- principles of customer service
- organisational business structure, products and services
- product and service standards and best practice models.

Evidence guide

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

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> ■ identifying needs and priorities of the organisation in delivering services to customers ■ responding to and reporting on customer feedback ■ designing strategies to improve delivery of products and services ■ knowledge of the principles of customer service.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> ■ access to an actual workplace or simulated environment ■ access to office equipment and resources ■ examples of customer complaints, feedback and strategies.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> ■ direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate ■ review of documentation reporting changes necessary to maintain service standards ■ analysis of responses to case studies and scenarios ■ demonstration of techniques ■ observation of presentations ■ oral or written questioning to assess knowledge of customer service techniques and strategies

	<ul style="list-style-type: none"> ■ review of systems, records and reporting procedures to compare changes in customer satisfaction.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> ■ sales units ■ other customer service units.

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, if used in the performance criteria, is detailed below. 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) may also be included.

<i>Customer needs</i> may relate to:	<ul style="list-style-type: none"> ■ accuracy of information ■ advice or general information ■ complaints ■ fairness/politeness ■ further information ■ making an appointment ■ prices/value ■ purchasing organisation's products and services ■ returning organisation's products and services ■ specific information
<i>Communication techniques</i> may include:	<ul style="list-style-type: none"> ■ analysing customer satisfaction surveys ■ analysing quality assurance data ■ conducting interviews ■ consultation methods, techniques and protocols ■ making recommendations

	<ul style="list-style-type: none"> ■ obtaining management decisions ■ questioning ■ seeking feedback to confirm understanding ■ summarising and paraphrasing
Customers may include:	<ul style="list-style-type: none"> ■ corporate customers ■ individual members of the organisation ■ individual members of the public ■ internal or external ■ other agencies
Organisational requirements may include:	<ul style="list-style-type: none"> ■ access and equity principles and practice ■ anti-discrimination and related policy ■ confidentiality and security requirements ■ defined resource parameters ■ ethical standards ■ goals, objectives, plans, systems and processes ■ legal and organisational policies, guidelines and requirements ■ OHS policies, procedures and programs ■ payment and delivery options ■ pricing and discount policies ■ quality and continuous improvement processes and standards ■ quality assurance and/or procedures manuals ■ replacement and refund policy and procedures ■ who is responsible for products or services
Business technology may include:	<ul style="list-style-type: none"> ■ answering machine ■ binder ■ computer ■ fax machine ■ photocopier ■ printer ■ shredder ■ telephone

Online services may include:	<ul style="list-style-type: none"> ■ access to product database by customers online ■ access to purchase, delivery and account records ■ call/contact centre ■ online ordering ■ online payments ■ online registration ■ quick/reasonable response ■ two-way communication online
Designated individuals and groups may include	<ul style="list-style-type: none"> ■ colleagues ■ committee ■ customers ■ external organisation ■ line management ■ supervisor
Procedures to resolve customer difficulties may include:	<ul style="list-style-type: none"> ■ external agencies (e.g. Ombudsman) ■ item replacement ■ referrals to supervisor ■ refund of monies ■ review of products or services ■ using conflict management techniques
Customer complaints may include:	<ul style="list-style-type: none"> ■ administrative errors such as incorrect invoices or prices ■ customer satisfaction with service quality ■ damaged goods or goods not delivered ■ delivery errors ■ products not delivered on time ■ service errors ■ specific e-business problems and issues: <ul style="list-style-type: none"> ● difficulty accessing services ● inactive links ● not appreciating differing hardware and

	<ul style="list-style-type: none"> software ● services not available ● supply errors such as incorrect product delivered ● time taken to access services ● unfriendly website design ● website faults ■ warehouse or store room errors such as incorrect product delivered
<p>Customer service strategies may include:</p>	<ul style="list-style-type: none"> ■ courtesy/politeness ■ delivery times ■ merchandise characteristics ■ price offers ■ product/refund guarantees ■ product/service availability

Unit sector(s)

-

Competency field

Stakeholder Relations - Customer Service

Co-requisite units

-

UNIT

BSBSMB406A Manage small business finances

Elective unit

Summary

Release	Status	Release date
1 (this release)	Current	18/Apr/2008
Usage recommendation:	Current	

Training packages and qualifications that include this unit
 [Refer training.gov.au]

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	080301	Business Management

Content

Download:

- [Unit of competency in Word format \(441.26 KB\)](#)
- [Unit of competency in PDF format \(183.71 KB\)](#)

Modification history

Not applicable.

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to implement, monitor and review strategies for the ongoing management of a small business's finances. It also includes day to day financial management of the small business.

Specific legal requirements apply to the management of a small business.

Application of the unit

This work is undertaken by individuals who operate a small business.

The unit is suitable for existing micro and small businesses or a department in a larger organisation.

Licensing/regulatory information

Not applicable.

Pre-requisites

–

Employability skills information

This unit contains employability skills.

Elements and performance criteria

Elements describe the essential outcomes of a unit of competency.

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

ELEMENT	PERFORMANCE CRITERIA
1 Implement financial plan	1.1. Identify <i>financial information</i> requirements and obtain <i>specialist services</i> , as required, to profitably operate and extend the business in accordance with the business plan 1.2. Produce financial budgets/projections, including <i>cash flow</i> estimates, as required for each forward period, and distribute to <i>relevant people</i> in accordance with legal requirements 1.3. Negotiate, secure and manage business capital to best enable implementation of the business plan and to meet the requirements of <i>financial backers</i>

	<ol style="list-style-type: none"> 1.4. Develop and maintain strategies to enable adequate financial provision for taxation in accordance with legal requirements 1.5. Develop, monitor and maintain client credit policies, including contingencies for debtors in default, to maximise cash flow 1.6. Select key performance indicators to enable ongoing monitoring of financial performance 1.7. Record and communicate financial procedures to relevant people to facilitate implementation of the business plan
2 Monitor financial performance	<ol style="list-style-type: none"> 2.1. Regularly monitor and report on financial performance targets and analyse data to establish the extent to which the financial plan has been met 2.2. Monitor marketing and operational strategies for their effects on the financial plan 2.3. Calculate and evaluate financial ratios according to own/industry benchmarks 2.4. Assess financial plan to determine whether variations or alternative plans are needed, and change as required

Required skills and knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- analytical skills to interpret financial data
- communication skills to negotiate capital and to report on performance
- literacy skills to interpret legal requirements and financial reports
- numeracy skills to calculate costs, prices, profit and other financial information.

Required knowledge

The following knowledge must be assessed as part of this unit:

- benchmarking
- financial decision making relevant to the business
- financial indicators
- purpose of financial reports
- preparation and interpretation of budget/actual reports
- principles for preparation of balance sheets and their interpretation
- principles for preparation of profit and loss statements and their interpretation
- stock records/stock control relevant to the business.

Evidence guide

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

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> ■ development, implementation and review of strategies for the ongoing management of finance ■ maintenance of day-to-day financial management of the business as well as implementation of broad financial strategies ■ knowledge of purpose of financial reports.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> ■ access to relevant documentation ■ candidate's individual circumstances and work in the context of establishing or running a small business, are the basis for assessment.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p>

	<ul style="list-style-type: none"> ■ portfolio of evidence including financial reports ■ preparation and review of financial ratios ■ review of cash flow projections ■ analysis of development, monitoring and maintenance of client credit policies ■ oral or written questioning to assess knowledge of principles for preparation of balance sheets and their interpretation.
<p>Guidance information for assessment</p>	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> ■ BSBSMB402A Plan small business finances ■ BSBSMB405A Monitor and manage small business operations.

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, if used in the performance criteria, is detailed below. 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) may also be included.

Financial plan may include:

- analysis of sales by product/service, identifying where they were sold and to whom
- cash flow estimates for each forward period
- current financial state of the enterprise (or owner/operator)
- estimates of profit and loss projections for each forward period
- financial performance to date (if applicable)
- likely return on investment
- monthly, quarterly or annual returns
- non-recurrent assets calculations

BSBSMB406A Manage small business finances

- profit, turnover, capital and equity targets
- projected profit targets, pricing strategies, margins
- projections of likely financial results (budgeting)
- projections, which may vary depending on the importance of such information and the stage in the life of the business
- resources required to implement the proposed marketing and production strategies (staff, materials, plant and equipment)
- review of financial inputs required (sources and forms of finance)
- risks and measures to manage or minimise risks
- working, fixed, debt and equity capital
- working in conjunction with external consultants e.g. investment analysts, accountants, financiers

Financial information may include:

- accrual of staff leave/entitlements
- asset management strategies which may include:
 - owning, leasing, sharing, syndicating
 - maintaining and deploying assets
- asset registers
- balance sheets
- bookkeeping/accounting/stock/job costing records
- business activity statements
- business capital
- cash book
- cash flow forecasts
- financial budgets
- financial indicators, which may be short-, medium- and/or long-term
- payroll records, superannuation entitlements

	<ul style="list-style-type: none"> ■ profit and loss statements ■ ratios for profitability, liquidity/efficiency/financial structure ■ risk management ■ statements/forecasts ■ taxation returns including goods and services tax
Specialist services may include:	<ul style="list-style-type: none"> ■ accountants ■ business brokers/business consultants ■ government agencies ■ industry/trade associations ■ lawyers and providers of legal advice ■ mentors ■ online gateways ■ providers of training in accounting software
Cash flow may include:	<ul style="list-style-type: none"> ■ anticipated payments ■ anticipated receipts ■ customer credit policy/debt recovery ■ taxation provisions
Relevant people may include:	<ul style="list-style-type: none"> ■ family members ■ financial backers ■ franchise agency ■ owner/operator ■ partners ■ regulatory bodies ■ trade or industry associations
Financial backers may include:	<ul style="list-style-type: none"> ■ financiers/banks/lending institutions ■ leasing and hire purchase financiers ■ providers of venture capital ■ shareholders/ partners/ owners/ family/ friends
Credit policies may include:	<ul style="list-style-type: none"> ■ collateral ■ credit limits ■ credit references

	<ul style="list-style-type: none"> ■ debt collection ■ payment options ■ proof of Indigenous identity ■ trading terms
<p>Financial ratios may include:</p>	<ul style="list-style-type: none"> ■ current ratio ■ days debtors outstanding ■ days stock on hand ■ expense percentages ■ gross profit percentage ■ liquid ratio ■ net profit percentage ■ proprietary/debt ratio ■ return on investment/return on total assets ■ staff productivity measures ■ stock turn rates

Unit sector(s)

-

Competency field

-

Co-requisite units

-

UNIT

CPPDSM4008A Identify legal and ethical requirements of property sales to complete agency work

Core unit

Summary

Release	Status	Release date
1 (this release)	Current	7/Apr/2011
Usage recommendation	Current	

Training packages that include this unit

Code	Title	Release
CPP07	Property Services Training Package	7.0-14.1

Qualifications that include this unit

Code	Title	Release
CPP50307	Diploma of Property Services (Agency Management)	1
CPP40407	Certificate IV in Property Services (Stock and Station Agency)	1
CPP40307	Certificate IV in Property Services (Real Estate)	1
CPP30211	Certificate III in Property Services (Agency)	1

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	080503	Real Estate

Content

Download:

- [Unit of competency in Word format \(453.43 KB\)](#)
- [Unit of competency in PDF format \(383.45 KB\)](#)

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CPPDSM4008A Identify legal and ethical requirements of property sales to complete agency work

Modification history

Not applicable.

Unit descriptor

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.

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.

Application of the unit

This unit of competency supports the work of licensed real estate agents and real estate representatives involved in property sales. It addresses the requirements for licensed real estate agents and real estate representatives to be able to identify and explain relevant legislation, roles, responsibility and documentation.

Licensing/regulatory information

Refer to unit descriptor

Pre-requisites

Pre-requisite units: Nil

Employability skills information

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

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.

ELEMENT	PERFORMANCE CRITERIA
1 Develop knowledge of property sales	1.1 Types and characteristics of <i>land tenure systems</i> are identified in line with legislation. 1.2 <i>Legislation</i> regulating the sale of properties is identified in line with agency practice. 1.3 Information provided on the <i>Certificate of Title</i> is checked for accuracy against the agency agreement. 1.4 <i>Types of property ownership</i> with legislation. 1.5 Legal requirements relating to the sale of property are identified and interpreted in line with legislation and agency requirements. 1.6 Requirements of ethical and conduct standards and consumer protection and privacy legislation in relation to the sale of property are identified in line with legislative requirements and agency practice.
2 Develop knowledge of sales process	2.1 Need for demonstrating <i>effective communication strategies</i> in establishing rapport with clients, determining client needs, providing accurate advice, addressing client concerns and dealing with conflict is identified in line with agency practice.

CPPDSM4008A Identify legal and ethical requirements of property sales to complete agency work

	<p>2.2 Listing opportunities are identified and assessed in the context of legislative requirements and agency practice.</p> <p>2.3 Methods of selling property are identified and assessed in the context of legislative requirements and agency practice.</p> <p>2.4 Sale authority agreements are identified, completed and stored in line with legislative requirements and agency practice.</p> <p>2.5 Strategies for marketing property are identified and assessed in the context of legislative requirements and agency practice.</p> <p>2.6 Purpose and terms of statutory statements required to be prepared by sellers for the sale of property and businesses are identified and interpreted in the context of legislative requirements and agency practice.</p> <p>2.7 Contractual documents relating to the sale of property are identified, interpreted, completed and stored in line with legislative requirements and agency practice.</p> <p>2.8 Process for settling the sale of property is identified in the context of legislative requirements and agency practice.</p> <p>2.9 Processes for receipt, recording, banking and release of deposit moneys are identified in the context of legislative requirements and agency practice.</p>
<p>3 Identify roles and responsibilities of sales personnel</p>	<p>3.1 Relationship between salesperson and agency principal is identified in the context of legislative requirements and agency practice.</p> <p>3.2 Roles and responsibilities of agent in sale of property including general disclosure</p>

requirements are identified, interpreted and assessed in the context of legislative requirements and agency practice.

- 3.3 Restrictions on agents purchasing property and sanctions for violations of restrictions are identified, interpreted and complied with in line with legislative requirements and agency practice.
- 3.4 Controls and sanctions on secret commissions are identified in the context of legislative requirements and agency practice.
- 3.5 Entitlements and commissions for agents are identified and calculated in the context of legislative requirements and agency practice.

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, contracts, contract notes, sale authority documents and Certificates of Title
- computing skills to access agency and resource databases, use standard software packages, send and receive emails, access the internet and web pages, and complete and lodge standard documents online
- decision making and problem solving skills to analyse situations and make decisions associated with the sale of property
- literacy skills to access and interpret a variety of texts, including contracts; prepare general information and papers; prepare formal

and informal letters, reports and applications; and complete prescribed forms

- negotiation skills required for interacting with sellers and buyers
- numeracy skills to calculate and interpret data, such as deposits, entitlements and commissions
- planning, organising and scheduling skills to undertake work-related tasks, such as preparing correspondence, organising deposits and arranging property inspections
- research skills to identify and locate documents and information relating to the sale of property
- risk management skills to identify risks associated with discussing sale and purchase options with sellers and buyers
- self-management skills to organise own work, deliver quality customer service and effectively manage competing demands
- teamwork skills to work effectively in and promote communication between sales, property management and administrative teams in an agency environment
- verbal communication skills required for face-to-face communication with real estate sellers and buyers.

Required knowledge and understanding

- agent entitlements and commissions
- contract law in the real estate industry, including agent liability for breach of contract and negligence
- ethical and conduct standards relevant to licensed real estate agents and real estate representatives
- key principles of consumer protection and privacy legislation
- key principles and terminology of property law
- legislative limitations on agency practice
- offences and penalties under legislation
- 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
- OHS
- privacy
- property sales
- risk and risk management strategies
- roles and responsibilities of estate agency personnel in relation to the sale of property
- sales process, including ways of obtaining listings, methods of selling property, strategies for marketing property, and the process for settling the sale of property
- trust funds and legislative controls on trust funds.

Evidence guide

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

Overview of assessment

This unit of competency could be assessed through case studies, demonstrations, practical exercises and targeted written (including alternative formats where necessary) or verbal questioning relating to the legal and ethical requirements of property sales. The case studies, 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

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

- ability to communicate effectively and accurately with clients

**competency in
this unit**

- application and knowledge of ethical and conduct standards and key principles of consumer protection and privacy in relation to the sale of property
- application and knowledge of the sales process, including ways of obtaining listings, methods of selling property, strategies for marketing property, and the process for settling the sale of property
- application and knowledge of accurately completing statutory and agency sales documentation, including authorities and contracts
- application and knowledge of the legislation and regulatory framework relevant to the sale of property
- application and knowledge of the role and responsibilities of the agent in the sale of property, including the legislative restrictions on agents purchasing property and the controls and sanctions associated with secret commissions.

**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.

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.

<i>Land tenure systems</i> may include:	<ul style="list-style-type: none"> ■ freehold or fee simple ■ leasehold.
<i>Legislation</i> may include:	<ul style="list-style-type: none"> ■ relevant federal, and state or territory legislation and local government regulations relating to: <ul style="list-style-type: none"> ● anti-discrimination and equal employment opportunity ● consumer protection, fair trading and trade practices ● employment and industrial relations ● financial services ● OHS ● privacy ● property sales.
<i>Certificate of Title</i> may include:	<ul style="list-style-type: none"> ■ a plan of the land ■ details of caveats over the land, such as easements and covenants ■ lot, plan and subdivision ■ names of registered proprietors ■ names of the mortgagees and dates of registration and discharge ■ volume and folio numbers.

Types of property ownership may include:	<ul style="list-style-type: none"> ■ company ownership ■ joint tenants ■ sole owner ■ tenants in common.
Effective communication strategies may include:	<ul style="list-style-type: none"> ■ active listening ■ being non-judgemental ■ exploring problems ■ expressing an individual perspective ■ providing sufficient time for questions and responses ■ providing summarising and reflective responses in conflict situations ■ using appropriate words, behaviour and posture ■ using clarifying and summarising questions ■ using clear and concise language ■ using culturally appropriate communication ■ using plain English ■ using verbal and non-verbal communication.
Listings may include:	<ul style="list-style-type: none"> ■ advertising ■ after-sales letters ■ builders and developers ■ callers to the office ■ conjunctions and multiple listings ■ farming ■ open for inspections ■ owner boards and seller advertisements ■ recommendations ■ telemarketing.
Methods of selling property may include:	<ul style="list-style-type: none"> ■ alternative sales methods, such as set sales ■ auction ■ conjunctional sales

	<ul style="list-style-type: none"> ■ private sale or treaty ■ sale by tender ■ vendor sale.
Sale authority agreements may include:	<ul style="list-style-type: none"> ■ auction authority ■ exclusive sale authority ■ general sale authority ■ sole sale authority.
Statutory statements required to be prepared by sellers may include:	<ul style="list-style-type: none"> ■ additional vendor's statement ■ vendor's statement ■ statement for the sale of a small business.
Contractual documents may include:	<ul style="list-style-type: none"> ■ contract note ■ contract of sale of real estate ■ finance statement to buyers ■ prescribed or permitted forms used by agents in property sales ■ release of deposit moneys.
Roles and responsibilities of agent in sale of property may include:	<ul style="list-style-type: none"> ■ agreement to sell ■ communication ■ completing contract documents ■ ethical and conduct standards ■ general disclosure requirements ■ legal responsibility ■ listing ■ marketing ■ negotiating sale terms and conditions ■ office procedures for presenting the property ■ prospecting ■ providing information to buyer ■ sale settlement.

Restrictions on agents purchasing property may include:

- restrictions on licensed real estate agents and real estate representatives
- restrictions on support staff
- restrictions on the spouse or domestic partner, parent, brother, sister or child of licensed real estate agents or real estate representatives.

Unit sector(s)

Property development, sales and management

Competency field

Real estate

UNIT

CPPDSM3019B Communicate with clients as part of
agency operations

One of three units required for the NSW Certificate of Registration as a
business salesperson – Refer to Learning program

Summary

Release	Status	Release date
1 (this release)	Current	7/Apr/2011
Usage recommendation	Current	

Training packages that include this unit

Code	Title	Release
CPP07	Property Services Training Package	7.0-14.1

Qualifications that include this unit

Code	Title	Release
CPP30311	Certificate III in Property Services (Operations)	1

Classifications

Scheme	Code	Classification value
ASCED Module/Unit of Competency Field of Education Identifier	080503	Real Estate

Content

Download:

- [Unit of competency in Word format \(442.14 KB\)](#)
- [Unit of competency in PDF format \(150.82 KB\)](#)

Modification history

Not applicable

Unit descriptor

This unit of competency specifies the outcomes required to interact and build relationships with clients as part of agency operations. It includes developing rapport with clients, handling initial client enquiries, establishing and maintaining a client database and dealing with client complaints and problems.

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.

Application of the unit

This unit of competency supports the work of licensed real estate agents, real estate representatives and support staff in interacting and building effective relationships with clients as part of agency operations

Licensing/regulatory information

Refer to unit descriptor

Pre-requisites

Prerequisite units: Nil

Employability skills information

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

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.

ELEMENT	PERFORMANCE CRITERIA
1 Establish rapport with clients	1.1 Rapport with <i>client</i> is established and an interest in <i>client needs, preferences and requirements</i> is expressed to enhance client commitment and trust and credibility of agency, and build return client base. 1.2 <i>Professional ethics are maintained with the client</i> to promote agency image and credibility. 1.3 <i>Effective communication strategies</i> are employed to assist in establishing rapport with client.
2 Handle initial client enquiries	2.1 <i>Client needs, preferences and requirements are accurately clarified</i> to maximise opportunities to promote <i>agency services</i> . 2.2 Client is given space and time to evaluate agency services, while time is used to maximum advantage for client and agency. 2.3 Client is provided with accurate, initial information on agency services in line with client needs, agency practice and legal requirements. 2.4 Features and benefits of agency services are explained to client. 2.5 Interview appointment time is arranged where necessary and interview preparations are completed. 2.6 Formal and informal information is gathered and appropriate notes are taken for file
3 Evaluate response to tenancy dispute	3.1 Client confidentiality is maintained as required by agency practice and legal requirements. 3.2 <i>Client database</i> is accurately developed, regularly maintained and securely stored according to agency policies and procedures.

	<p>3.3 Regular clients are accurately identified and followed up according to agency practice.</p> <p>3.4 Client records are accurately used to advise clients on agency services of possible interest.</p>
<p>4 Deal with client complaints and problems</p>	<p>4.1 Client complaints and problems are acknowledged and client is supported reassuringly to produce positive outcome.</p> <p>4.2 Client is encouraged to verbalise issues and active listening is used to minimise client frustration.</p> <p>4.3 Client's confidence in agency is developed to promote long-term commitment and trust.</p> <p>4.4 Mutually acceptable resolution of complaint or problem is achieved through implementing agency policy and procedures</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 and relate to a range of people from diverse social, economic and cultural backgrounds and with varying physical and mental abilities
- analytical skills to identify and clarify client needs, preferences and requirements
- application of risk management strategies associated with handling initial enquiries from clients
- computing skills to access agency databases, send and receive emails and complete standard forms online
- decision making and problem solving skills to apply ethical standards and deal with client complaints and problems

- literacy skills to access and interpret a variety of texts, including agency policy and procedures; record appointment details; take notes for files; and complete standard forms
- numeracy skills to perform basic calculations associated with the scheduling of appointments and meetings
- planning, organising and scheduling skills to make appointments for clients
- research skills to identify and locate information on agency database and printed information held by industry and community groups
- use of telephone systems.

Required knowledge and understanding

- agency record keeping requirements
- agency client service goals and objectives
- agency services, including:
 - features and benefits
 - types
- client complaints and problems, including:
 - strategies for resolving conflicts
 - types
- client database
- client needs, preferences and requirements
- diary systems
- effective communication, including principles of and barriers to effective communication
- ethical standards, including:
 - confidentiality
 - honesty
 - privacy
- file notes
- relevant federal, and state or territory legislation and local government regulations relating to:
 - anti-discrimination and equal employment opportunity

- consumer protection
- environmental issues
- financial probity
- franchises and business structure
- industrial relations
- OHS
- property sales, leasing and management
- risks and risk management strategies
- software applications, including:
 - database
 - email
 - internet
 - word processing
- types of clients
- work organisation techniques, including:
 - prioritising workload to deal effectively with clients and enquiries
 - preparing information
 - timing and scheduling of appointments.

Evidence guide

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

Overview of assessment

This unit of competency could be assessed through practical demonstration of establishing rapport with a client, handling an initial client enquiry, establishing and maintaining a client database and dealing with client complaints and problems in the context of agency operations. 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	<p>A person who demonstrates competency in this unit must be able to provide evidence of:</p> <ul style="list-style-type: none"> ■ applying agency policies and procedures, and relevant legislative requirements in regard to dealing with clients ■ applying knowledge of agency services to enhance client support ■ developing client commitment to agency and building return custom by establishing rapport and a relationship with client, maintaining professional ethics, and accurately discerning client needs, requirements and preferences ■ establishing and maintaining client records and details, maintaining client confidentiality, ensuring secure storage of client records and using client records to maximise client interest in agency services ■ resolving client complaints by acknowledging problems and supporting client in arriving at positive outcomes and obtaining mutually acceptable complaint resolution ■ using effective questioning, listening and observation skills to determine client requirements accurately.
Context of and specific resources for assessment	<p>Resource implications for assessment include:</p> <ul style="list-style-type: none"> ■ 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.

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:

- buyer's agent
- buyers
- landlords
- people from a range of social, cultural or ethnic backgrounds and with varying physical and mental abilities
- property developers
- regular and new customers
- sellers
- tenant's agent
- tenants.

<p><i>Client needs, preferences and requirements</i> may include:</p>	<ul style="list-style-type: none"> ■ contract administration ■ current and planned real estate developments ■ information about agency services in relation to specific property ■ lease enquiries ■ physical needs ■ property characteristics, including: <ul style="list-style-type: none"> ● availability of alternative energy sources ● accessibility for people with disabilities ● energy efficiency ● energy ratings ● water saving devices ■ property management ■ property sales.
<p><i>Professional ethics maintained with the client</i> may include:</p>	<ul style="list-style-type: none"> ■ confidentiality ■ honesty ■ positive statements ■ privacy
<p><i>Client needs, preferences and requirements are accurately clarified</i> through using:</p>	<ul style="list-style-type: none"> ■ active listening ■ clear, concise and legible writing ■ active listening ■ appropriate questioning ■ empathy ■ observation ■ reassurance and confirmation
<p><i>Agency services</i> may include:</p>	<ul style="list-style-type: none"> ■ property management ■ property sales.
<p><i>Client database</i> may be:</p>	<ul style="list-style-type: none"> ■ computer-based ■ manual.
<p><i>Client records</i> may be:</p>	<ul style="list-style-type: none"> ■ contact details ■ name

	<ul style="list-style-type: none">■ nature of enquiry or requirement■ request for follow-up and promotional information
<i>Client complaints and problems</i> may relate to:	<ul style="list-style-type: none">■ agency service■ client behaviour, including:<ul style="list-style-type: none">● aggressive behaviour● arrogant behaviour● assertive behaviour● demanding behaviour● exasperated behaviour● fussy behaviour● passive behaviour● rude behaviour■ property sales■ property management.

Unit sector(s)

Property development, sales and management

Competency field

Real estate

LINKS

REFERENCES and WEBSITES

VETink.edu.au

Producer of this and other AQF (Australian Qualification Framework) apps and pocket notebook guides for industry practitioners, business personnel, VET trainers and assessors, and students.

cpsisc.com.au

The Construction and Property Services Industry Skills Council represents the construction and property services industries' workforce training and skills development needs. A useful resource for industries, businesses, VET, trainers, employees and job seekers.

training.gov.au

The official National Register for VET in Australia. Source of information on training packages, qualifications, units of competency, skill sets and Registered Training Organisations.

ncat.nsw.gov.au

NSW Civil and Administrative Tribunal (NCAT). A single gateway for tribunal services in NSW. The Consumer and Commercial Division hears matters related to, for example, agent commissions and fees, agricultural tenancy, residential tenancy and retail leases.

www.austlii.edu.au

Resource of Australian and international legal materials, including a law specific search engine, links, Australian cases, law and other legal matters.

State and Territory Licensing Boards

fairtrading.nsw.gov.au

New South Wales Office of Fair Trading. The tab Property Agents and Managers has information on licensing and certification, qualifications, CPD, agency responsibilities, rules of conduct and, for instance, legislation.

ncat.nsw.gov.au

NSW Civil and Administrative Tribunal (NCAT). A single gateway for tribunal services in NSW. The Consumer and Commercial Division hears matters related to, for example, agent commissions and fees, agricultural tenancy, residential tenancy retail leases.

fairtrading.qld.gov.au

Queensland Office of Fair Trading. The tab Property Agents and Managers has information on Licence Types, Licence Changes, Licence Check, Legal Requirements, Breaches and Penalties and Property Agent Forms.

ors.act.gov.au/

ACT Office of Regulatory Services (ORS), within the Justice and Safety Directorate, look after licensing for business agents, real estate agents and salespersons and stock and station agents, among others. ORS Fair Trading administer fair trading legislation.

nt.gov.au/agentslicensing

The Agents Licensing Board of the Northern Territory in the Department of Business is responsible for the licensing of real estate, business and conveyancing agents and the registration of agent's representatives in the Northern Territory.

<http://www.cbs.sa.gov.au>

The Office of Consumer and Business in South Australia's Department of Justice is responsible for the licensing of property occupations including land agents, conveyancers and sales representatives.

www.propertyagentsboard.com.au

The Property Agents Board of Tasmania is tasked with ensuring acceptable standards of practice by auctioneers, real estate agents, property managers and people engaged by auctioneers, real estate agents and property managers. Handles qualifications.

<http://www.consumer.vic.gov.au>

Consumer Affairs Victoria administers legislation assigned to the Minister of Consumer Affairs including licensing of agents' representatives and estate agents.

www.commerce.wa.gov.au

WA Real Estate and Business Agents Supervisory Board provides information on licensing and legislation for real estate agents.

Units of competency in the qualification CPP40507

Code	Title	Essential
BSBADM409A	Coordinate business resources	N/A
BSBCMM401A	Make a presentation	N/A
BSBCUS401A	Coordinate implementation of customer service strategies	N/A
BSBFIA401A	Prepare financial reports	N/A
BSBFIA402A	Report on financial activity	N/A
BSBITS401A	Maintain business technology	N/A
BSBMKG401B	Profile the market	N/A
BSBMKG402B	Analyse consumer behaviour for specific markets	N/A
BSBMKG507A	Interpret market trends and developments	N/A
BSBMKG514A	Implement and monitor marketing activities	N/A

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BSBREL401A	Establish networks	N/A
BSBRES401A	Analyse and present research information	N/A
BSBSMB401A	Establish legal and risk management requirements of small business	N/A
BSBSMB402A	Plan small business finances	N/A
BSBSMB403A	Market the small business	N/A
BSBSMB404A	Undertake small business planning	N/A
BSBSMB405A	Monitor and manage small business operations	N/A
BSBSMB406A	Manage small business finances	N/A
BSBSMB407A	Manage a small team	N/A
BSBWOR402A	Promote team effectiveness	N/A
CPPDSM4006A	Establish and manage agency trust accounts	N/A
CPPDSM4025A	Advise on performance of asset	N/A
CPPDSM4015B	Minimise agency and consumer risk	N/A
CPPDSM4029A	Appraise business	N/A
CPPDSM4053A	List business for sale	N/A
CPPDSM4060A	Negotiate sale and manage sale to completion or settlement	N/A
CPPDSM4061A	Obtain prospects for listing	N/A
CPPDSM4061A	Promote and market listed business	N/A
CPPDSM4079A	Work in the business broking sector	N/A

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Certificate IV in Property Services
(Business Broking)

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