

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

Purpose	<p>This unit standard is for people preparing for entry into, or who are currently working in, the real estate industry.</p> <p>People credited with this unit standard are able to:</p> <ul style="list-style-type: none"> – develop a marketing strategy to establish a personal professional presence in the real estate market; and – develop and review a marketing plan as part of a campaign to establish a personal professional presence in the real estate market.
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Classification	Real Estate > Real Estate Practice and Law
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Available grade	Achieved
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Guidance Information

- 1 Legislation
Consumer Guarantees Act 1993;
Fair Trading Act 1986;
Privacy Act 2020;
Unsolicited Electronic Messages Act 2007;
Real Estate Agents Act 2008;
and all subsequent amendments and replacements.
- 2 Definitions
Client refers to the person on whose behalf an agent carries out real estate agency work.
Customer refers to a person who is a party or potential party to a transaction and excludes prospective client and client.
Industry requirements refer to all actions by licensees must comply with relevant professional standards, legislation, and rules made under the provision of applicable legislation.
Licensee refers to an agent, a branch manager, or a salesperson.
Networks refer to the interaction with others to exchange information and develop professional contacts.

Outcomes and performance criteria

Outcome 1

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

Performance criteria

- 1.1 Identify real estate market segments in accordance with industry requirements.
- 1.2 Identify prospective target clients and customers for a specified real estate market segment in accordance with industry requirements.
- 1.3 Develop positioning strategies to establish a personal professional presence in the specified real estate market segment.

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

Outcome 2

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

Range a three-month marketing plan is required.

Performance criteria

- 2.1 Develop a marketing plan in accordance with industry requirements.

Range plan includes – relevant market segments, target clients, use of media, budget, strategies in the marketing plan to attract and maintain clients, strategies in the marketing plan to connect business networks.
- 2.2 Develop promotional materials consistent with the marketing plan.

Range may include but is not limited to – email newsletter, addressed mail, targeted telemarketing, use of media.
- 2.3 Review the effectiveness of the marketing campaign, using given data.

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

Planned review date	31 December 2025
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 January 1999	31 December 2013
Review	2	18 December 2006	31 December 2013
Review	3	12 February 2010	31 December 2013
Rollover and Revision	4	16 August 2012	31 December 2019
Review	5	16 February 2017	31 December 2023
Review	6	28 January 2021	31 December 2023
Revision	7	28 October 2021	N/A
Revision	8	29 September 2022	N/A

Consent and Moderation Requirements (CMR) reference

0003

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

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.