

<b>Title</b>	<b>Build and maintain professional relationships with real estate clients, customers, and networks</b>		
<b>Level</b>	<b>6</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	<p>This unit standard is for people preparing for entry into, or who are currently working in the real estate industry, or who intend to operate as a licensed agent.</p> <p>People credited with this unit standard are able to, for a real estate business:</p> <ul style="list-style-type: none"> <li>– build and maintain relationships with clients, customers, and networks; and</li> <li>– analyse compliance requirements and best practice when communicating with clients, customers, and networks.</li> </ul>
----------------	--

<b>Classification</b>	Real Estate > Real Estate Practice and Law
-----------------------	--

<b>Available grade</b>	Achieved
------------------------	----------

## Guidance Information

1 Legislation and regulations relevant to this standard include:

Fair Trading Act 1986;  
 Health and Safety at Work Act 2015;  
 Human Rights Act 1993;  
 Privacy Act 2020;  
 Real Estate Agents Act 2008;  
 Real Estate Agents Act (Professional Conduct and Client Care) Rules 2012;  
 and all subsequent amendments and replacements.

2 Definitions

*Agent* refers to a real estate agent who holds, or is deemed to hold, a current licence as an agent under the Real Estate Act 2008.

*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 a prospective client and client.

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

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

*Real estate business* refers to a business that conducts real estate agency work as defined by the Real Estate Agents Act 2008 for the purpose of bringing about a transaction.

### 3 Assessment

If a candidate holds a current real estate licence, evidence provided for assessment against this unit standard must be derived from a real or a simulated workplace situation. If a candidate is not licensed, evidence must be drawn from a simulated workplace situation. A simulated workplace situation must reflect industry requirements and requires performance that replicates a real working environment.

---

## Outcomes and performance criteria

### Outcome 1

Build and maintain relationships with clients, customers, and networks.

#### Performance criteria

- 1.1 Analyse factors that may influence interactions with clients, customers, and networks.
- Range factors may include but are not limited to – previous interactions, demographics, ethnic and cultural differences, physical and mental capability, language, non-verbal communication.
- 1.2 Analyse how effective use of communication skills influences building and maintaining relationships with clients, customers, and networks.
- Range communication skills may include but are not limited to – active listening, speaking clearly, maintaining appropriate eye contact, checking level of understanding, grammar, spelling, punctuation, tone, formality, structure, presentations or public speaking.
- 1.3 Apply communication skills with clients, customers, or networks in workplace situations.
- Range situations may include but are not limited to – negotiations, pre-listing communication, multi offers, complaints, legal issues; evidence oral or written communication is required.
- 1.4 Evaluate how to create and maintain databases of clients, customers, or networks, for repeat and referral of business.
- Range a description of one database model outlining the structure and the manner in which the data is stored, organised and cross-referenced is required.

### Outcome 2

Analyse compliance requirements and best practice when communicating with clients, customers, and networks.

## Performance criteria

- 2.1 Analyse the requirements to ensure privacy obligations are met when communicating with clients, customers, and networks.
- 2.2 Analyse the requirements to ensure compliance with the Code of Conduct when communicating with clients, customers, and networks.
- 2.3 Analyse the processes for retaining records of communication with clients, customers, and networks to ensure best practice, manage risk, and comply with legislative and industry requirements.

<b>Planned review date</b>	31 December 2026
----------------------------	------------------

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

Process	Version	Date	Last Date for Assessment
Registration	1	26 October 2017	31 December 2021
Review	2	29 July 2021	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0003
--	------

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

## Comments on this unit standard

Please contact The Skills Organisation [reviewcomments@skills.org.nz](mailto:reviewcomments@skills.org.nz) if you wish to suggest changes to the content of this unit standard.