

Title	Develop marketing strategies for an investment property, a multi-unit property, and vacant land		
Level	5	Credits	5

Purpose	<p>This unit standard is for people preparing to enter, or currently working in, the residential sector of the real estate industry.</p> <p>People credited with this unit standard are able to develop marketing strategies for an investment property, a multi-unit property, and vacant land.</p>
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Classification	Real Estate > Rural, Residential, Commercial and Business Sales
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Available grade	Achieved
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Guidance information

- 1 Legislation
 - Consumer Guarantees Act 1993;
 - Fair Trading Act 1986;
 - Health and Safety at Work Act 2015;
 - Human Rights Act 1993;
 - Overseas Investment Act 2005;
 - Overseas Investment Regulations 2005;
 - Privacy Act 1993;
 - Real Estate Agents Act 2008;
 - Residential Tenancies Act 1986;
 - Resource Management Act 1991;
 - Resource Management (Simplifying and Streamlining) Amendment Act 2009;
 - Unit Titles Act 2010;
 - and all subsequent amendments and replacements.

- 2 Definitions
 - Client* – the person on whose behalf an agent carries out real estate agency work.
 - Industry requirements* – all actions by licensees and employees which must comply with relevant professional standards, legislation, and rules made under the provision of applicable legislation.
 - LIM* – Land Information Memorandum.
 - Marketing options* – may include but is not limited to digital marketing, print media, database, signage, open homes.

- 3 Assessment
 - Assessment against this unit standard must be based on the following criteria: If a candidate holds a current real estate licence, evidence 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

Develop marketing strategies for an investment property, a multi-unit property, and vacant land.

Performance criteria

- 1.1 Create a costed marketing package, a draft copy for print media, a storyboard, and script for digital media specific to each property in accordance with industry requirements.
- 1.2 Develop a marketing proposal to enable the client to make an informed decision for each property type.
- Range marketing proposal includes but is not limited to – different marketing options, benefits of these marketing options, recommendation.
- 1.3 Explain the advantages and disadvantages to the client of investing in a marketing package for their property.
- 1.4 Explain the advantages and disadvantages to the client of providing a LIM, building inspection report, rental appraisal, or other relevant documents relating to their property to potential customers.
- 1.5 Explain the risks to the agency, licensee, client, and customer if property descriptions are incorrect and/or misrepresent each property, in accordance with industry requirements.

Replacement information	This unit standard replaced unit standard 23443.
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Planned review date	31 December 2022
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	26 October 2017	N/A

Consent and Moderation Requirements (CMR) reference	0003
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

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