

<b>Title</b>	<b>Develop marketing strategies to list and market a rural property</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	<p>This unit standard is for people who are preparing to enter into, or currently working in, the rural sector of the real estate industry.</p> <p>People credited with this unit standard are able to:</p> <ul style="list-style-type: none"> <li>– develop marketing materials to market a rural property;</li> <li>– prepare a property description for the property; and</li> <li>– list and market the property.</li> </ul>
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<b>Classification</b>	Real Estate > Rural, Residential, Commercial and Business Sales
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<b>Available grade</b>	Achieved
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## Guidance information

- 1 Legislation
  - Consumer Guarantees Act 1993;
  - Fair Trading Act 1986;
  - Financial Transactions Reporting Act 1996;
  - Goods and Services Tax Act 1985;
  - Health and Safety at Work Act 2015;
  - Overseas Investment Act 2005;
  - Overseas Investment Regulations 2005;
  - Privacy Act 1993;
  - Real Estate Agents Act 2008;
  - Residential Tenancies Act 1986;
  - Resource Management Act 1991;
  - Te Ture Whenua Māori Act 1993;
  - 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.
  - Code* – refers to the Real Estate Agents Act (Professional Conduct and Client Care) Rules 2012. Within the real estate industry, this may also be referred to as the Code of Conduct, the Real Estate Agents Authority Practice Rules, or the Rules.
  - 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.
  - Licensee* – salesperson, branch manager, or agent.

*Marketing options* – may include but are not limited to digital marketing, print media, database, signage.

*Rural property* – may include but is not limited to lifestyle property, horticultural property, a dairy or a sheep and cattle property, specialised unit property.

### 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.

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## Outcomes and Performance criteria

### Outcome 1

Develop marketing materials to market a rural property.

#### Performance criteria

- 1.1 Determine three different marketing options that may be used to market a rural property, in accordance with client and industry requirements.
- 1.2 Assess each marketing option to determine the benefits and suitability for the property and the client in accordance with client and industry requirements.
- 1.3 Determine property-related information a licensee is required to know and formally disclose to a prospective customer in accordance with client and industry requirements.
- 1.4 Explain what course of action the licensee must take if the client fails to disclose, or refuses for the licensee to disclose, certain underlying defects of the property to a potential customer.
- 1.5 Select and recommend preferred marketing options with a client in accordance with client and industry requirements.
- 1.6 Obtain client written authority to market the property on their behalf in accordance with client and industry requirements.
- 1.7 Explain how to manage confidentiality and privacy in terms of the marketing materials, consistent with the Privacy Act 1993.
- 1.8 Develop marketing materials suitable to market the property, consistent with the Fair Trading Act 1986 and the Code.

### Outcome 2

Prepare a property description for the property.

**Performance criteria**

- 2.1 Prepare a property description that best represents the property, in accordance with industry requirements.  
  
Range property description may include but is not limited to – information from listing forms, features and benefits, characteristics, improvements, titles, easements and covenants, requirements and provisions of territorial authorities.
- 2.2 Explain the implications on the licensee and agency for failing to disclose information, misrepresentation of the property, and providing inaccurate information on property descriptions.
- 2.3 Outline information covering agricultural and business aspects that may be used in marketing the property, in accordance with industry requirements.
- 2.4 Confirm the property description is accurate to ensure compliance with industry requirements.

**Outcome 3**

List and market the property.

**Performance criteria**

- 3.1 Prepare marketing and promotional material, property descriptions, scripts, and marketing schedule, in accordance with industry requirements.
- 3.2 Obtain client written approval for the marketing materials and the marketing schedule.
- 3.3 List and market the property, in accordance with industry requirements.
- 3.4 Provide examples that enable a licensee to determine the success of marketing the property.

<b>Replacement information</b>	This unit standard replaced unit standard 4671 and unit standard 23441.
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<b>Planned review date</b>	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

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

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**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.