

Title	Implement and evaluate a marketing strategy for a property or business		
Level	6	Credits	6

Purpose	<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 branch manager.</p> <p>People credited with this unit standard are able to:</p> <ul style="list-style-type: none"> – conduct market research with a view to sell a property or business; – develop a marketing strategy to sell the property or business; and – implement and evaluate a marketing strategy for effectiveness.
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Classification	Real Estate > Real Estate Management
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Available grade	Achieved
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Guidance Information

- 1 Legislation and regulations relevant to this standard include:
 - Anti-Money Laundering and Countering Financing of Terrorism Act 2009;
 - Companies Act 1993;
 - Consumer Guarantees Act 1993;
 - Contract and Commercial Law Act 2017;
 - Fair Trading Act 1986;
 - Health and Safety at Work 2015;
 - Human Rights Act 1993;
 - Overseas Investment Act 2005;
 - Overseas Investment Regulations 2005;
 - Privacy Act 2020;
 - Real Estate Agents Act 2008;
 - Real Estate Agents Act (Professional Conduct and Client Care) Rules 2012;
 - Residential Tenancies Act 1986;
 - Resource Management Act 1991;
 - Unit Titles Act 2010;
 - and all subsequent amendments and replacements.
- 2 Reference
 - Real Estate Authority guidelines for marketing and advertising, available at <https://www.rea.govt.nz/real-estate-professionals/listing-a-property/marketing-and-advertising/>.

3 Definitions

Branch Manager means a person who holds, or is deemed to hold, a current licence as a branch manager under the Real Estate Agents 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.

Demographic patterns refer to, in the real estate industry, case studies of recent purchasers.

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.

Market research refers to the function that links the marketer to the client through information that defines marketing opportunities and problems, and marketing performance.

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

Property refers to all sectors, including business, residential, commercial, industrial, rural or lifestyle property.

4 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

Conduct market research with a view to sell a property or business.

Performance criteria

- 1.1 Determine market research goals and objectives consistent with client requirements.
- Range evidence of five research goals and objectives is required.
- 1.2 Conduct market research to gather data and information relevant to the property or business, consistent with industry requirements.
- Range research may include but is not limited to – market surveys, sales data, current market trends, demographic patterns; evidence of two customers or potential customers is required.
- 1.3 Analyse the collected data and information and produce a market research report including recommendations for selling the property or business, consistent with industry requirements.

Outcome 2

Develop a marketing strategy to sell the property or business.

Performance criteria

- 2.1 Assess and select relevant market segments and target markets to determine potential customers in accordance with industry requirements.
- 2.2 Justify the selection of the market segment and target market and develop a marketing strategy to attract potential customers, consistent with industry requirements.
- Range marketing strategy includes but is not limited to – objectives, budget, comparable results, timeframes, marketing options.
- 2.3 Determine the rules for marketing and advertising set out by the Real Estate Authority, the Fair Trading Act 1986, the Real Estate Agents Act 2008 and the Real Estate Agents Act (Professional Conduct and Client Care) Rules 2012 and how they impact the development of a marketing strategy.

Outcome 3

Implement and evaluate a marketing strategy for effectiveness.

Performance criteria

- 3.1 Develop a marketing schedule that aligns with the marketing strategy, consistent with industry requirements and applicable legislation.
- 3.2 Produce a print media advertisement that aligns with the marketing strategy, consistent with industry requirements.
- Range evidence of three photos representative of the property or business is required.
- 3.3 Produce a proposal for social media or digital application that aligns with the marketing strategy, consistent with industry requirements and applicable legislation.
- 3.4 Produce a cost benefit analysis to support the marketing strategy, consistent with industry requirements.
- 3.5 Evaluate the marketing strategy for effectiveness and identify areas for improvement in accordance with industry requirements.

Planned review date	31 December 2026
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	27 July 1995	31 December 2013
Review	2	26 March 1996	31 December 2013
Revision	3	13 November 1997	31 December 2013
Review	4	19 January 1999	31 December 2013
Review	5	18 December 2006	31 December 2013
Review	6	12 February 2010	31 December 2013
Rollover and Revision	7	16 August 2012	31 December 2019
Review	8	26 October 2017	30 June 2023
Review	9	29 July 2021	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 The Skills Organisation reviewcomments@skills.org.nz if you wish to suggest changes to the content of this unit standard.