

# ASTRL10

## Identify and advise prospective tenants regarding properties



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### Overview

This standard is about reviewing the properties available to let and matching these to the needs of prospective tenants known to your organisation. It also addresses contacting the prospective tenants, providing them with the details of relevant properties towards generating their interest in those properties available to let.

There are two elements:

1. Identify relevant prospective tenants
2. Promote properties to prospective tenants

This unit is tailored from Asset Skills unit SORP11

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### Performance criteria

#### Identify relevant prospective tenants

*You must be able to:*

- P1 identify the properties that are available to let through your organisation, their rental values, locations and principal marketing features
- P2 identify any criteria relating to a property which may have an effect on the tenants to whom you may promote the property
- P3 assess and determine correctly the types of tenants which are likely to have an interest in the different properties available
- P4 identify the requirements of the individual prospective tenants available to your organisation
- P5 match correctly tenants' identified requirements with the relevant features of properties available to let

#### Promote properties to prospective tenants

*You must be able to:*

- P6 contact prospective tenants using appropriate methods of communication and in line with your organisation's procedures
- P7 introduce yourself and your organisation accurately, the services provided, the reason for making contact and that the prospective tenant matches criteria
- P8 explain accurately the relevant selling features of selected properties, setting out clearly why these match the identified requirements of the prospective tenants
- P9 provide information which is clear and concise
- P10 encourage questions and answer these fully and accurately
- P11 establish correctly whether the prospective tenants are interested in the available properties
- P12 agree relevant actions with interested tenants towards assisting them to review further the particular properties of interest to them including the booking of appointments
- P13 maintain clear, accurate and up to date records of contact made with prospective tenants and of any further actions agreed
- P14 maintain acceptable professional standards of appearance and conduct in all dealings with prospective tenants
- P15 inform relevant colleagues promptly regarding possible interest in particular properties, and any associated actions required
- P16 comply with all relevant legislation, guidelines and codes of practice

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### Knowledge and understanding

*You need to know and understand:*

- K1 legislation, guidelines and codes of practice relevant to contacting prospective tenants of residential property, and to describing properties, and their impact for your area of operations
- K2 the types of tenants of residential property, including students, professionals, families and company lets and the factors likely to be important in their respective renting decisions
- K3 the range of services offered by your organisation, including how prospective tenants can be assisted
- K4 the purpose and importance of compliance with statutory information requirements relating to letting property (e.g. Energy Performance Certificates)
- K5 the properties available to let through your organisation and how to access the information required to match these to prospective tenants
- K6 the information required regarding prospective tenants in order to match their requirements to available properties, how to access this and the factors to consider when matching available properties to the requirements of prospective tenants
- K7 your organisation's procedures for contacting prospective tenants
- K8 the information that can be provided to prospective tenants
- K9 the actions available where prospective tenants express an interest in particular properties
- K10 who to inform regarding interest expressed by prospective tenants, and how to do this
- K11 the importance of maintaining acceptable professional standards of appearance and conduct in all dealings with prospective tenants
- K12 the importance of explaining carefully any technical terms or abbreviations, avoiding jargon and ensuring that you have been understood
- K13 your organisation's procedures for recording information regarding contacts made and their outcomes

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**Originating organisation** Asset Skills

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**Relevant occupations** Retail and commercial enterprise; Service enterprises; Sales and Customer Services Occupations; Sales Related Occupations

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**Suite** Residential Property Letting and Management

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**Key words** identify. advise, tenants, properties, let

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