

# ASTRL4

## Develop and maintain marketing materials for property to let



---

### Overview

This standard is about developing and maintaining marketing materials designed to promote properties. Displays can include window displays, wall-mounted displays, websites and boards. It includes ensuring that materials are up to date, and taking the relevant actions to ensure that materials are maintained and effective.

There is one element:

1. Develop and maintain displays of marketing materials for property to let

This unit is tailored from Asset Skills Unit SORP4

# ASTRL4

## Develop and maintain marketing materials for property to let

---

### Performance criteria

### Develop and maintain displays of marketing materials for property to let

*You must be able to:*

- P1 use marketing materials to provide an attractive and effective presentation of available properties, in line with your organisation's procedures
- P2 ensure that displays function properly and are safe to use, addressing promptly and correctly any problems
- P3 monitor displays and websites regularly, and ensure that marketing materials are maintained and are up to date
- P4 include new, or updated, marketing materials within displays, press and websites promptly
- P5 ensure that boards are displayed at properties where applicable
- P6 identify any outdated marketing materials, and discard or amend these promptly and correctly
- P7 monitor web-based marketing to ensure that details are updated, added or removed promptly and correctly
- P8 ensure that boards are updated to reflect the current status of the property or removed from properties following your organisation's procedures
- P9 evaluate the effectiveness of materials, and where possible, identify ways of enhancing these towards maintaining or generating interest in the properties being displayed, making reasoned recommendations to the relevant person

# ASTRL4

## Develop and maintain marketing materials for property to let

---

### Knowledge and understanding

*You need to know and understand:*

### Develop and maintain displays of marketing materials for property to let

- K1 legislation and guidelines relating to the amendment and discarding of marketing materials, and their impact for your area of operations
- K2 legislation and guidelines relating to the erection of boards and their impact for your area of operations
- K3 health and safety issues associated with different types of displays, and the steps to take towards ensuring that these are addressed
- K4 the importance of marketing materials and of displaying these effectively, the different types of materials and displays, and their relative advantages
- K5 the importance of ensuring that displays are complete and maintained, with new or updated materials included promptly, and that outdated or damaged materials are discarded/amended/replaced
- K6 the various websites and press advertising your organisation uses to market properties
- K7 factors to consider when deciding how to display marketing materials to their best effect
- K8 the advantages of using boards to market properties subject to client approval and leasehold covenants
- K9 the importance of monitoring web-based marketing materials, and how to amend these
- K10 your organisation's procedures for updating and/or removing boards from properties
- K11 factors which render marketing materials out of date
- K12 your levels of responsibility and authority, and the importance of working within these, and to whom to refer should the levels be exceeded

# ASTRL4

Develop and maintain marketing materials for property to let

---

**Developed by** Asset Skills

---

**Version number** 1

---

**Date approved** April 2010

---

**Indicative review date** April 2012

---

**Validity** Current

---

**Status** Tailored

---

**Originating organisation** Asset Skills

---

**Original URN** SORP4

---

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

---

**Suite** Residential Property Letting and Management

---

**Key words** marketing materials, property, let, developing, promote, properties, displays, maintained