

ASTRL9

Prepare properties for marketing (letting)



Overview

This standard is about preparing properties for marketing within a lettings environment. It includes the administration involved in gathering information and producing documents in line with the marketing plan for a property. It includes liaising with the landlord and with those involved in producing the required documents to ensure that the finished products are correct and available on time. It is important to follow your organisation's procedures.

There is one element:

1. Prepare properties for marketing

ASTRL9

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Performance criteria

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You must be able to:

- P1 review all available information regarding the let relevant to the agreed marketing plans
- P2 identify correctly the information to be conveyed to relevant parties, including all relevant details regarding the property and its principal features
- P3 identify correctly the marketing activities proposed for the property and the associated timescales which are required
- P4 check the marketing materials are accurate and contain all relevant information in line with the organisation's procedures
- P5 where appropriate present the marketing materials to the landlord, in line with your organisation's procedures
- P6 ensure that the landlord is aware of their responsibility to provide you with information regarding any subsequent relevant changes to their property
- P7 comply with all relevant legislation, guidelines and codes of practice

ASTRL9

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Knowledge and understanding

You need to know and understand:

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- K1 legislation, guidelines and codes of practice relevant to the preparation of marketing materials for residential properties
- K2 the purpose and importance of compliance with statutory information requirements relating to letting property (e.g. Energy Performance Certificates)
- K3 the typical range of documents required for properties
- K4 your organisation's procedures for preparing and producing the different types of documents
- K5 typical costs and timescales for preparing and producing the different types of documents used
- K6 the importance of reviewing all relevant information regarding the letting of a property when preparing documents, including the importance of the marketing plan, and how to do this
- K7 the importance of ensuring that an Energy Performance Certificate has been produced before a property is marketed
- K8 the principal types of tenants of residential property, and the information which is of importance to the different types of prospective tenants
- K9 the importance of obtaining the landlord's approval to produce documentation relating to the property and how to do this
- K10 the importance of ensuring that all people involved in the production of documents are briefed fully, and the implications of not doing this
- K11 potential problems that might occur and how to address these
- K12 to whom published final materials need to be made available

ASTRL9

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Suite Residential Property Letting and Management

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