

ASTSPM3O17

Progress property disposals within a surveying environment



Overview

The Standards that are part of this Unit

SPM3/O17.1 Identify and agree client's requirements

SPM3/O17.2 Prepare individual properties for disposal

SPM3/O17.3 Promote the disposal of properties

The unit is about the selling of property either as an agent, or for an employer, and includes the methods of sale and marketing, production of detail sheets and other marketing material, dealing with buyers and offers and negotiating a sale

Performance criteria

Identify and agree client's requirements

You must be able to:

- P1 acknowledging and confirming **clients** instructions
- P2 clarifying, agreeing and recording **clients** detailed requirements
- P3 reviewing the current market conditions and advising **clients** and recommending on methods of disposal which are likely to achieve the clients objectives on the best terms available
- P4 advising and recommending **marketing methods** appropriate for the property, market conditions and budget
- P5 advising the **clients** of the process and likely timescale for implementing and completing a disposal and of any statutory obligations necessary to effect the disposal
- P6 agreeing with the **clients** suitable marketing methods to promote the property and dates and methods to review progress
- P7 identifying other potential actions which the **clients** might take to promote the disposal of the property

Prepare individual properties for disposal

You must be able to:

- P8 recording relevant and accurate **property details** and agreeing them with the client
- P9 advising the client on keeping, removing or replacing items at the **property** to show it to its best advantage and recommending any issues that need to be rectified to achieve a successful disposal
- P10 agreeing and producing suitable sales and promotional information about the **property** which is appropriate to the type of transaction, which conforms with legal requirements and which is likely to attract potential buyers
- P11 preparing and producing sales and marketing material of the **property** for distribution to interested parties and potential buyers
- P12 agreeing arrangements for inspecting the property with interested parties and advising occupiers on the actions to be taken to maintain security and to safeguard the condition of the **property**

Promote the disposal of properties

You must be able to:

- P13 releasing and issuing appropriate marketing information and details of the property which are likely to meet **prospective buyer's** requirements
- P14 processing and recording all enquiries received from interested parties
- P15 contacting **prospective buyers** and occupiers and explaining the potential suitability of property to meet their requirements
- P16 obtaining feedback about suitability of property and passing the information on, promptly, to the client

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- P17 arranging appointments to view and advising **prospective buyers** and occupiers
- P18 evaluating and advising the client on all offers and bids received and **assessing the buyer's ability to fund the acquisition** before taking the clients further instructions
- P19 negotiating, where necessary, with selected parties to agree terms for the disposal of the property in accordance with the clients instructions and current legal requirements
- P20 maintaining complete and accurate records relating to the disposal of the property and only disclosing information to people who have a right to have it

Knowledge and understanding

You need to know and understand:

Identify and agree client's requirements

- K1 what do you identify as potential actions which **clients** might take to promote the disposal of the property? (understanding) (g) [1]
- K2 how do you acknowledge and confirm the **client's** instructions? (application) (a) [1]
- K3 how and why do you clarify and agree the **client's** detailed requirements? (evaluation) (b) [1]
- K4 how do you record the **client's** detailed requirements? (application) (b)[1]
- K5 how and why do you review the current market conditions? (synthesis) (c) [1,2]
- K6 how and why do you advise the **clients** on methods of disposal which are likely to achieve the **client's** objectives? (synthesis) (c) [1,2]
- K7 how and why do you advise and recommend **marketing methods** appropriate for the property, market conditions and budget? (synthesis) (d) [1,2]
- K8 how and why do you advise the **client** of the process and timescale for implementing and completing a disposal and of any statutory obligations necessary to effect the disposal? (synthesis) (e)[1,2,3]
- K9 how and why do you agree with the **clients** suitable **marketing methods** to promote the property and dates and methods to review progress? (evaluation) (f) [1,3]

Prepare individual properties for disposal

You need to know and understand:

- K10 how do you record relevant and accurate **property details**? (application) (a) [1]
- K11 how and why do you agree **property details** with the client? (evaluation) (a) [1]
- K12 how and why do you advise the **client** on keeping, removing or replacing items at the **property** to show it at the best advantage? (synthesis) (b) [1]
- K13 how and why do you agree and produce sales and promotional information about the **property** which is appropriate to the type of transaction? (evaluation) (c) [1]
- K14 how do you prepare and produce sales and marketing material of the **property** for distribution to interested parties and potential buyers? (application) (d) [1]
- K15 how and why do you advise occupiers on the actions to be taken to maintain the security and condition of the **property**? (synthesis) (e) [1]
- K16 how do you agree arrangements for inspecting the property with interested parties? (application) (e) [1]

Promote the disposal of properties

You need to know and understand:

- K17 how do you release and issue appropriate marketing information and details of the property which is likely to meet **prospective buyer's** requirements? (application)(a)[1]
- K18 how do you process and record all enquiries received from interested parties? (application)(b)[1]
- K19 how and why do you contact **prospective buyers** and occupiers and explain the potential suitability of property to meet their requirements? (synthesis) (c)[1]
- K20 how and why do you obtain feedback about whether the property is suitable and pass the information on, promptly, to the client? (synthesis) (d) [1]
- K21 how do you arrange appointments to view and advise **prospective buyers** and occupiers? (application)(e)[1]
- K22 how and why do you evaluate and advise the client on all offers and bids received and **assess the buyer's ability to fund the acquisition** before taking the clients further instructions? (evaluation) (f)[2]
- K23 how and why do you negotiate, where necessary, with selected parties to agree terms for the disposal of the property in accordance with the client's instructions and current legal requirements? (synthesis) (g)[1,2]
- K24 how do you maintain complete and accurate records relating to the disposal of the property and only disclose information to people who have a right to have it? (application) (h)[1,2]

Additional Information

Scope/range related to performance criteria

Identify and agree client's requirements

- 1 **Clients:**
 - 1.1 public
 - 1.2 private

- 2 **Methods of disposal:**
 - 2.1 sales
 - 2.2 surrenders
 - 2.3 lettings
 - 2.4 licences

- 3 **Marketing methods:**
 - 3.1 brochures
 - 3.2 media advertising
 - 3.3 promotions and events
 - 3.4 internet

Prepare individual properties for disposal

- 4 **Property details:**
 - 4.1 title and tenure
 - 4.2 location and description
 - 4.3 accommodation
 - 4.4 services and facilities
 - 4.5 fixtures and fittings
 - 4.6 consents and approvals
 - 4.7 certificates

Promote the disposal of properties

- 5 **Prospective buyers:**
 - 5.1 public
 - 5.2 private

- 6 **Assessing a buyer's ability to fund an acquisition:**
 - 6.1 discussions with the potential purchaser
 - 6.2 references
 - 6.3 credit and covenant rating
 - 6.4 funding

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