

ASTSRP11

Match available properties to prospective buyers



Overview

This standard is about matching the properties available for sale to the needs of prospective buyers known to your organisation. It also addresses contacting the prospective buyers, providing them with the details of relevant properties in order to generate interest and encourage offers.

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Performance criteria

Identify relevant prospective buyers

- You must be able to:*
- P1 identify suitable properties that are available for sale through your organisation, their prices, locations and principal features
 - P2 assess and determine correctly the types of buyers which are like to have an interest in the different properties available
 - P3 identify the requirements of the individual prospective buyers available to your organisation
 - P4 match correctly the identified buyers' identified requirements with the relevant features of those properties available for sale
 - P5 identify suitable prospective buyers likely to be interested in particular properties available and provide all relevant details to the appropriate colleagues in your organisation
 - P6 identify the prospective buyers' ability to purchase

Promote properties to prospective buyers

- You must be able to:*
- P7 contact prospective buyers using appropriate methods of communication and in line with your organisation's procedures
 - P8 introduce yourself and your organisation accurately, the services provided and the reason for making contact
 - P9 explain accurately the relevant selling features of selected properties and how these match the identified requirements of the prospective buyers
 - P10 provide information which is clear and concise
 - P11 encourage questions and answer these fully and accurately
 - P12 establish correctly whether the prospective buyers are interested in the available properties
 - P13 agree relevant actions with interested buyers towards assisting them to review further the particular properties of interest to them
 - P14 maintain clear and accurate records of contact made with prospective buyers and of any further actions agreed
 - P15 inform relevant colleagues promptly regarding possible interest in particular properties and any associated actions required
 - P16 comply with all relevant legislation including data protection, guidelines and codes of practice

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Knowledge and understanding

You need to know and understand:

Identify relevant prospective buyers

- K1 relevant legislation, guidelines and codes of practice when contacting prospective buyers of residential property and describing properties and their impact on your area of operations
- K2 the types of buyers of residential property including first-time, experienced, single, partners and those buying for investment and to let and the factors likely to be important in their respective buying decisions
- K3 the range of services offered by your organisation including how prospective buyers can be assisted
- K4 the properties available for sale through your organisation and how to access the information required to match these to prospective buyers
- K5 the information required regarding prospective buyers in order to match their requirements to available properties and how to access this
- K6 the factors to consider when matching available properties to the requirements of prospective buyers

Promote properties to prospective buyers

You need to know and understand:

- K7 your organisation's procedures for contacting prospective buyers
- K8 the information that can be provided to prospective buyers
- K9 the actions available where prospective buyers express an interest in particular properties
- K10 who to inform regarding interest expressed by prospective buyers and how to do this
- K11 your organisation's procedures for recording information regarding contacts made and their outcome

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Suite Sale of Residential Property

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