

ASTSRP12

Organise and progress viewings of properties



Overview

This standard is about organising the viewings of residential properties by prospective buyers. It includes making appropriate arrangements for viewings, and seeking and responding to feedback as a result of viewings and progressing actions.

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Performance criteria

You must be able to:

- P1 promote the benefits of viewing properties to prospective buyers
- P2 confirm correctly the properties in which the prospective buyer is interested
- P3 identify correctly any viewing conditions and restrictions relating to the properties to be viewed
- P4 explain clearly the viewing options available to the prospective buyer, and agree the type of viewing to be undertaken, ensuring that this is in line with any viewing conditions and restrictions relating to the property
- P5 ensure that appropriate steps are taken to protect the health, safety and security of those involved in the viewing
- P6 provide all relevant details regarding the viewing to the buyer, including clear information regarding the location of the property, and agree a suitable time for the viewing
- P7 make all required arrangements for the viewing, ensuring that all relevant persons are notified, and given sufficient notice
- P8 encourage prospective buyers to provide feedback following a viewing, and wherever possible, agree arrangements for obtaining their feedback
- P9 obtain feedback from prospective buyers in line with agreed arrangements, and identify any factors which they considered to be positive or negative regarding the property viewed
- P10 use the feedback to make recommendations to colleagues regarding the marketing of viewed properties, where relevant
- P11 address correctly any problems with a viewing, where these occur
- P12 agree relevant actions with interested buyers towards assisting them to progress further their interest in particular properties
- P13 maintain clear and accurate records of, and inform relevant parties promptly and accurately of, viewings and their outcomes
- P14 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:

- K1 relevant legislation including data protection, guidelines and codes of practice relevant to describing properties and to organising viewings of properties, ensuring the health, safety and security of those attending viewings, and their impact for your area of operations
- K2 the potential types of risk to safety and security associated with viewing properties, and steps appropriate to minimising these
- K3 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
- K4 the range of services offered by your organisation, including how prospective buyers can be assisted
- K5 your organisation's procedures for contacting prospective buyers
- K6 the information that can be provided to prospective buyers
- K7 the benefits to prospective buyers of viewing properties, the range of viewing arrangements available and how to arrange these
- K8 types of conditions and restrictions that can apply to viewings and the importance of following these
- K9 procedures for obtaining feedback from prospective buyers following a viewing
- K10 the actions available where prospective buyers express an interest in particular properties following a viewing
- K11 who to inform regarding interest expressed by prospective buyers, and how to do this
- K12 your organisation's procedures for recording and storing information regarding viewings and their outcomes

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