

ASTSRP13

Conduct accompanied visits around local property areas



Overview

This standard is about accompanying prospective buyers on visits of the local property area. It includes providing the prospective buyers with relevant information and knowledge regarding the area, and identifying properties for sale which are of the type(s) of interest to the buyers.

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Performance criteria

Review the local property area

You must be able to:

- P1 obtain accurate information relevant to informing the sale of properties within the local property area, including the area's principal features, advantages, as well as any changes impacting upon the saleability of properties in the area
- P2 identify the types and location of local available services and amenities, including leisure facilities, public transport, schools, shopping areas and utilities
- P3 identify the current state of the local property market, including the typical prices for different types of property, how quickly properties are selling and any significant property developments
- P4 obtain clear and accurate maps of the local property market area
- P5 obtain relevant current marketing materials relating to those properties within the local property area which are available for sale via your organisation
- P6 identify any relevant health and safety issues relating to prospective buyers and self when visiting the area, and the steps appropriate to addressing these, where necessary

Visit property areas with prospective buyers

You must be able to:

- P7 confirm the types of properties of interest to your customer
- P8 confirm the arrangements for the visit with all relevant people
- P9 identify relevant properties in the area which fulfil your customer's known interests, and obtain current, relevant marketing materials regarding these and the area being visited
- P10 ensure that the prospective buyer has accurate and clear directions for meeting
- P11 take appropriate actions to address any problems with visiting the area, where necessary
- P12 attend appointments at the agreed time and place
- P13 provide suitable confirmation of your identity to your prospective buyers, and confirm their identities
- P14 treat your customers courteously, confirming the objectives for the visit, the itinerary which you propose, and check that these are acceptable to your customers
- P15 promote clearly and accurately the key selling features of the area, providing all relevant information regarding the local services and amenities
- P16 provide accurate, clear and concise information, and in a way which promotes understanding
- P17 listen actively, encourage questions and check for understanding
- P18 record any significant comments made by your customers in

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- relation to properties of interest to them
- P19 identify any properties of particular interest and agree with your customer relevant actions towards assisting them to progress their interest
- P20 conduct visits in accordance with any conditions or restrictions applying within the area, and take appropriate steps to maintain the health, safety and security of everyone involved in the visit
- P21 maintain clear and accurate records, and inform relevant colleagues of visits and their outcomes

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Knowledge and understanding

Review the local property area

You need to know and understand:

- K1 relevant legislation, guidelines and codes of practice relevant to arranging and conducting visits to areas involving prospective buyers of residential property, and to describing properties, and their impact for your working activities
- K2 the principal types of health, safety and security issues that may need to be addressed during accompanied visits, and how to address these
- K3 your local property area, including the types of properties within it, relevant property developments, the range of local services and amenities, key features and advantages of living within the area, and any key changes impacting upon the area
- K4 typical property prices in your local property area, and how readily different types of property are selling
- K5 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
- K6 the purpose and overall content of Home Information Packs/Home Reports, and the circumstances where they are required
- K7 the range of services offered by your organisation, including how prospective buyers can be assisted
- K8 the properties available for sale through your organisation and how to access the information required to match these to prospective buyers' requirements
- K9 the information required regarding prospective buyers in order to match their requirements to available properties, and how to access this
- K10 the factors to consider when matching available properties to the requirements of prospective buyers

Visit property areas with prospective buyers

You need to know and understand:

- K11 your organisation's procedures for contacting prospective buyers
- K12 the information that can be provided to prospective buyers
- K13 the types of visiting conditions and restrictions that might apply to different types areas
- K14 typical questions asked by prospective buyers when visiting an area, and how to address these
- K15 the actions available where prospective buyers express an interest in particular properties
- K16 who to inform regarding interest expressed by prospective buyers, and how to do this
- K17 your organisation's procedures for recording information regarding visits made and their outcomes
- K18 the limits of your own responsibility and authority, and to whom to refer if

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these limits are exceeded

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