

ASTSRP9

Produce marketing materials for individual properties



Overview

This standard is about preparing marketing materials in line with the marketing plan for a property, and ensuring that these are produced correctly. Marketing materials can be electronic, web-based and physical. It includes liaising with the vendor to ensure their approval of the proposed materials, and with those involved in producing the agreed materials to ensure that the finished products are correct and available on time.

ASTSRP9

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Performance criteria

Prepare draft marketing materials for properties

You must be able to:

- P1 review all available information regarding the sale of the property relevant to preparing draft marketing materials, including the agreed marketing plans
- P2 identify correctly the information to be conveyed by the marketing materials, including all relevant details regarding the property and its principal selling features
- P3 identify correctly the marketing activities proposed for the property and the associated marketing materials which are required
- P4 prepare correctly draft marketing materials, in line with the marketing plan and your organisation's procedures, ensuring that these emphasise the relevant key selling features and provide sufficient information for prospective buyers
- P5 present the materials to your customer for their comment and approval, in line with organisational requirements, making any agreed revisions promptly and correctly
- P6 obtain your customer's approval for the proposed marketing materials in writing
- P7 ensure that your customer is aware of their responsibility to provide you with information regarding any subsequent relevant changes to their property
- P8 prepare approved draft materials according to the schedule agreed in the marketing plan
- P9 comply with all relevant legislation, guidelines and codes of practice including data protection

Arrange for the production of marketing materials for properties

You must be able to:

- P10 submit written and visual marketing materials correctly for publication, on schedule and in line with your organisation's procedures
- P11 make sure that the people involved in producing the finished materials understand their roles and responsibilities
- P12 review the published materials against the agreed drafts, identifying promptly and correctly any discrepancies in, or problems with the written or visual materials
- P13 identify correctly any corrections or improvements required, and action these promptly, where necessary
- P14 ensure that agreed published materials are available in line with your organisation's procedures
- P15 comply with all relevant legislation, guidelines, codes of practice and data protection requirements

ASTSRP9

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Knowledge and understanding

You need to know and understand:

Prepare draft marketing materials for properties

- K1 relevant legislation, guidelines and codes of practice relevant to the preparation of marketing materials for residential properties, including how properties may be described, and their impact for your area of operations
- K2 the typical range of marketing materials used to promote individual properties, their relative advantages and disadvantages, including their relative effectiveness in promoting different types of properties and the reasons why
- K3 the importance of reviewing all relevant information regarding the sale of a property when preparing marketing materials, including the importance of the marketing plan, and how to do this
- K4 the importance of ensuring that key selling features are emphasised, and that the materials convey sufficient further information, and how to do this
- K5 the principal types of buyers of residential property, and the information which is of importance to the different types of prospective buyers
- K6 the importance of obtaining the customer's approval for the proposed marketing materials and how to do this
- K7 the types of changes which might be made to a property subsequent to obtaining instructions, and which would require a consequent change to the marketing materials

Arrange for the production of marketing materials for properties

You need to know and understand:

- K8 your organisation's procedures for preparing and producing the different types of marketing materials used
- K9 typical costs and timescales for preparing and producing the different types of marketing materials used
- K10 the importance of ensuring that all people involved in the publication of the materials are briefed fully, and the implications of not doing this
- K11 potential problems that might occur when reviewing the published materials, and how to address these
- K12 to whom published final materials need to be made available

ASTSRP9

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Originating organisation	Asset Skills
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Relevant occupations	Retail and commercial enterprise; Service enterprises; Sales and Customer Services Occupations; Sales Related Occupations
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Suite	Sale of Residential Property
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