
Overview

This standard is about developing and maintaining marketing materials designed to promote properties. It includes ensuring that materials and websites are up to date, and taking the relevant actions to ensure that materials are maintained and effective.

It is suitable for landlords advertising their own properties to prospective tenants/licencees.

There is one element:

1. Develop and maintain marketing materials for property to let

Performance criteria

- You must be able to:*
- P1 Use marketing materials to provide an attractive and effective presentation of available properties
 - P2 Monitor websites regularly, and ensure that marketing materials are maintained and are up to date
 - P3 Include new, or updated, marketing materials within press and websites promptly
 - P4 Identify any outdated marketing materials, and discard or amend these promptly and correctly
 - P5 Monitor web-based marketing to ensure that details are updated, added or removed promptly and correctly
 - P6 Evaluate the effectiveness of materials, and where possible, identify ways of enhancing these towards maintaining or generating interest in the properties being marketed

Knowledge and understanding

- You need to know and understand:*
- K1 Legislation and guidelines relating to the amendment and discarding of marketing materials, and their impact for you as a landlord
 - K2 Information which should be included when marketing properties to let
 - K3 The importance of marketing materials, the different types of materials, and their relative advantages
 - K4 The various websites and press advertising you may use to market properties
 - K5 Factors to consider when deciding how to display marketing materials to their best effect
 - K6 The importance of monitoring web-based marketing materials, and how to amend these
 - K7 Factors which render marketing materials out of date

Developed by	Asset Skills
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Validity	Current
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Originating Organisation	Asset Skills
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Relevant Occupations	Residential Landlord
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Suite	Residential Landlords
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Keywords	Viewing; letting; property; residential
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