

Domain**REAL ESTATE AGENT****Title:****Develop, implement , manage and evaluate
a marketing strategy for a real estate
business****Level: 5****Credits: 5****Purpose**

This unit standard specifies the competencies required to develop, implement, manage and evaluate a marketing strategy for a real estate business. It includes developing a marketing strategy, implementing the marketing strategy, managing the marketing strategy, demonstrating an understanding of the market research process, evaluate and modifying the marketing plan.

This unit standard is intended for those who work as real estate agent.

Special Notes

1. Entry information:

Prerequisite

- *Unit REA01 Demonstrate an understanding of financial data in the Real Estate industry.*
2. This unit standard is to be delivered and assessed in the context of real estate operations.
 3. Assessment evidence may be collected from a real workplace or a simulated real workplace or an appropriate simulated environment in which real estate operations are carried out.
 4. Performance of all elements in this unit standard must comply with industry standards.
 5. Regulations and legislation relevant to this unit standard include the following:
 - Real Estate Act, No.112 of 1976
 - Occupational Health and Safety Regulations No. 18, 1997 and all subsequent amendments

Quality Assurance Requirements

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and

moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority on www.nta.com.na.

Elements and Performance Criteria

Element 1: Develop a marketing strategy

Performance Criteria

- 1.1 Information of the latest marketing trends is gathered in order to determine the most effective way.
- 1.2 A marketing plan is developed in compliance with legal requirement.
- 1.3 Sales techniques are applied in compliance with legal requirement.

Element 2: Implement the marketing strategy

Performance Criteria

- 2.1 A data driven information system is implemented to ensure productive and effective processing of information.
- 2.2 A communication strategy is established and coordinated within the plan.

Element 3: Manage the marketing strategy

Performance Criteria

- 3.1 Data driven information system is managed to ensure effective control of sales and marketing activities.
- 3.2 Individual performance are implemented and monitored to ensure achievement of plans.
- 3.3 Specialist areas in sales and marketing are identified and monitored to maximize sales opportunities in specific areas.
- 3.4 Individual's performance plans are implemented.
- 3.5 Motivational and training interventions are developed to ensure growth.

Element 4: Demonstrate an understanding of the market research process

Performance Criteria

- 4.1 The different techniques and methodology used for market research are evaluated and one selected for an own business research.
- 4.2 A planned market research for own venture is designed to include all aspects of the marketing of products/services offered by the business venture.
- 4.3 Other studies and published data on the market are analysed in terms of own business.
- 4.4 Factual information is gathered and interpreted in terms of won business.
- 4.5 Recommendations for own venture are formulated using the factual information.

Element 5: Evaluate and modify the marketing plan

Performance Criteria

- 5.1 Marketing plan is monitored for achieving the desired outcomes.
- 5.2 Positive, negative and interesting facts of the implementation of the plan are recognized and listed with a view to making the necessary amendments to the plan.
- 5.3 Possible modifications to the original plans are considered and tested.

Registration Data

| | |
|--------------------------------------|----------------------------|
| Subfield: | Real Estate |
| Date first registered: | |
| Date this version registered: | |
| Anticipated review: | |
| Body responsible for review: | Namibia Training Authority |