

Domain**REAL ESTATE AGENT****Title:****Practice customer service in a Real Estate****Environment****Level: 5****Credits: 2****Purpose**

This unit standard specifies the competencies required to practice customer service in a real estate environment. It includes illustrating an understanding of the meaning of customer service and customer service techniques.

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

Special Notes

1. Entry information:

Prerequisite

- *None*

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.
 - Labour Act, No. 11, 2007
 - 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: Recognize and describe the importance of customer service in the Real Estate environment

Performance Criteria

- 1.1 Impact of personal conduct on the workplace, the organization and the customer is recognized and described.
- 1.2 Customer service is described to indicate the relationship between an estate agent and clients.
- 1.3 “Moments of truth” is described as it applies to customer service.
- 1.4 Effect of the concept “treat others as you would like to be treated” is described as an approach to customer service.
- 1.5 Value of satisfied customers is described.
- 1.6 Consequences of poor customer service in the real estate environment is recognized and described.

Element 2: Illustrate the handling of basic client queries

Performance Criteria

- 2.1 Use of effective listening skills to understand customer queries is illustrated.
- 2.2 Use of effective questioning techniques to understand client’s queries is illustrated.
- 2.3 Repeating of a query in one own words to confirm understating of query when dealing with a customer is illustrated.

Element 3: Demonstrate customer service techniques in a real estate agent environment

Performance Criteria

- 3.1 Execute customer service techniques in a real estate agent environment.
- 3.2 Motivate and train staff on customer service.
- 3.3 Improve customer service in a real estate agent environment.

Registration Data

Subfield:	Real Estate
Date first registered:	
Date this version registered:	
Anticipated review:	

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