

**CPPREP4102 Market property**

**CPPREP4004 Establish marketing and communication profiles in real estate**

**Assessment Task Cover Sheet – Assessment Task 2**

**Students:** Please fill out this cover sheet clearly and accurately. Make sure you have kept a copy of your work.

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| **Name:** |  |
| **Date of submission:** |  |
| **Cluster:** | Marketing in Real Estate |
| **Units:** | ▪ CPPREP4102 Market property▪ CPPREP4004 Establish marketing and communication profiles in real estate |
| **No. of Pages in Submission:** |  |

### STUDENT DECLARATION

I declare that these tasks are my own work.

* None of this work has been completed by any other person.
* I have not cheated or plagiarised the work or colluded with any other student/s in the completion of this work.
* I have correctly referenced all resources and reference texts throughout these assessment tasks.
* I understand that if I am found to be in breach of the RTO’s policies, disciplinary action may be taken against me.

Student Signature: Date:

**The portfolio will be in three parts, as follows:**

**Part 1:**

A profile for an agency to engage the community. This profile should include:

* branding features such as colour, logo, keywords and font used in marketing and communications
* social media elements, such as Facebook and LinkedIn details
* agency details such as contacts, physical office address and phone numbers
* agency description
* imagery such as cover image, carousel of images or short video clip
* online and offline approaches
* written description of the profile that explains:
	+ the rationale for the chosen branding features and other elements included
	+ the methods which are used by the agency to communicate their profile to the community and engage with the community
	+ the intended purpose of the communication.

**Part 2:**

A personal profile to attract new clients. This profile should include:

* branding features such as the use of colour, font, style, logo and keywords which are associated with an agency or workplace
* social media profile such as personal LinkedIn page or Facebook page
* video/multimedia content
* text based content
* written description that includes:
	+ how and why the methods have been selected to engage clients
	+ the intended purpose of the communication
	+ how keywords and descriptions of personal practice relate to client expectations
	+ how outstanding matters arising from client expectations can be resolved.

**Part 3:**

A marketing profile for a property. This should include:

* a brief text description of the property
* the target market
* the marketing approach and rationale
* an analysis of the location, competition and opportunities
* how the profile aligns with the branding of the agency/business
* key elements that are included, such as imagery, floor plan, video walk through, staging and property highlights
* written description that includes:
	+ how and why the marketing approaches have been selected and their alignment to the communication with the client and the target market
	+ evidence of research conducted in the development of the marketing profile, including references.

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| **SUBMISSION****REQUIREMENTS** | * Portfolio of documents/digital resources and files.
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