

# Learner Guide

**CPP41419**  
**Certificate IV**  
in Real Estate Practice

**Professional  
Practice**



**CPPREP4001**

Prepare for professional  
practice in real estate



## Edition 2

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We acknowledge the Traditional Owners of the land where we work, study and live, and pay our respects to Elders past, present and future.

We celebrate the stories, culture and traditions of Aboriginal and Torres Strait Islander Elders of all communities who also work, study and live on this land.



## About this Learner Guide

This Learner Guide covers the following unit of competency:

**CPPREP4001** Prepare for professional practice in real estate



# Using this Learner Guide

Look for the following throughout this Learner Guide.

## Activity 2A

### Activity Boxes

Various Learning Activities are included throughout this Learner Guide. To ensure you get the most out of your learning, complete the activities as you progress through the guide.

### QR Code #01

#### QR Codes

QR Codes will appear within the text or in tables as a number and underlined. You can find the QR Codes referenced at the back of this guide.



### Icon Boxes

There are a series of callout icon boxes throughout including Notes, Examples, Reflect boxes and more. Make sure you look to these to bring the content to life.

### Review Questions

#### Review Questions

At the end of each Chapter will find a series of Review Questions which will help you review your knowledge of the content of each chapter before you move onto the next.



### Watch Boxes & QR Codes

QR codes and Watch boxes are used throughout to aid in your streamlined use of this Learner Guide.

To use the QR codes, download a QR reader on your smart device from the app store on your device.

Simply scan the QR code by using the camera on your device. The media will be shown on your device. If it is a Watch box it will be a video on YouTube. Other media may include a website, or PDF or so on.



Victoria



New South Wales



Australian Capital Territory



Queensland



Northern Territory



South Australia



Western Australia



Tasmania

### Australian States Colour Codes

Throughout this guide you will see the Australian States referenced as part of the content. Each state has been colour coded to make it easier to distinguish. The States appear in the same order throughout.

**The following are interchangeable terms depending on which state or territory you are located:**

landlord	rental provider	Lessor
tenant	renter	lessee
Tenancy agreement	Rental agreement	lease



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## Chapter 1

# Introduction to Working in Real Estate

Property is now one of the largest industries in Australia and real estate agents play a pivotal role in this. In this chapter, we take a look at the real estate industry, the roles and responsibilities that exist and the legislative requirements that you will need to meet to be successfully employed.

### By the end of this chapter you will understand:

- ✓ the legislation relevant to the sector
- ✓ the segments in the market
- ✓ real estate licensing requirements
- ✓ the different roles you will come across in real estate
- ✓ the various stakeholders involved in the real estate world.





The term 'real estate' generally refers to land and anything fixed to that land. So that could include buildings (for example, houses, sheds and offices), fences and anything that is attached to the buildings (for example, air conditioners, plumbing and heating).

## 1.1 Introduction

The real estate industry is the industry which encompasses all of the services that deal with real estate and includes:

- property sales
- property management
- vendor advocacy
- buyer advocacy
- property valuation
- business broking
- strata (or body corporate) management.



### Watch Introduction

Watch the video below to learn more.

Click the link or scan the QR code



<https://scnv.io/k7LL>

### Property Sales – Market Segments

Within the property sales area of the industry, there are three main categories of property that real estate agents deal with. These are:

- residential property
- commercial property
- rural property.

Within each category, there are a number of smaller market segments. Some real estate agencies specialise in only one segment, where others represent a broad range of segments.





## 1.2 Legislation in Real Estate

The following is a list of legislation that is directly applicable to working in real estate. This list aims to be as comprehensive as possible however, there is likely to be other legislation you will need to be familiar with as well.

State/Territory	Legislation	
<b>Commonwealth</b>	Australian Consumer Law and Fair-Trading Act 2012 Competition and Consumer Act 2010	Privacy Act 1988 Fair Work Act 2009
<b>VIC</b> 	Equal Opportunity Act 2010 Estate Agents Act 1980 Residential Tenancies Act 1997 Retail Leases Act 2003	Sale of Land Act 1962 Planning and Environment Act 1987 Owners Corporations Act 2006 Occupational Health and Safety Act 2004
<b>NSW</b> 	Environmental Planning and Assessment Act 1979 Residential Tenancies Act 2010 Property and Stock Agents Act 2002	Retail Leases Act 1994 Land Sales Act 1964 Anti-Discrimination Act 1977 Strata Schemes Management Act 2015
<b>ACT</b> 	Discrimination Act 1991 Residential Tenancies Act 1997 Civil Law (Sale of Residential Property) Act 2003	Agents Act 2003 Leases (Commercial and Retail) Act 2001 Planning and Land Management Act 1988
<b>QLD</b> 	Anti-Discrimination Act 1991 Property Occupations Act 2014 Residential Tenancies and Rooming Accommodation Act 2008 Planning Act 2016	Retail Shop Leases Act 1994 Land Sales Act 1984 Body Corporate and Community Management Act 1997
<b>NT</b> 	Anti-Discrimination Act 1992 Residential Tenancies Act 1999 NT Planning Scheme 2020	Agents Licensing Act 2017 Business Tenancies (Fair Dealings) Act 2003
<b>SA</b> 	Residential Tenancies Act 1995 Planning, Development and Infrastructure Act 2016 Land Agents Act 1994 Retail and Commercial Leases Act 1995	Land and Business (Sale and Conveyancing) Act 1994 Equal Opportunity Act 1984 Strata Titles Act 1988
<b>WA</b> 	Racial Discrimination Act 1975 Residential Tenancies Act 1987 Environmental Protection Act 1986 Real Estate and Business Agents Act 1978	Commercial Tenancy (Retail Shops) Agreements Act 1985 Planning and Development Act 2005
<b>TAS</b> 	Land Use Planning and Approvals Act 1993 Residential Tenancy Act 1997 Property Agents and Land Transactions Act 2016 Anti-Discrimination Act 1998	Land Valuation Act 1971 Conveyancing and Law of Property Act 1884 Australian Consumer Law (Tasmania) Act 2010





# Property Management

Just as with property sales, there are three segments in the property management category:



Residential property management



Commercial property management



Rural property management

## Residential Property Management

Residential property management involves anyone renting a property under a residential tenancy agreement or what is commonly known as a lease. These are often private residences or may also be public or community housing.

The below lists the relevant Acts for each state:

**VIC** Residential Tenancy Act 1997

**NSW** Residential Tenancies Act 2010

**QLD** Residential Tenancies and Rooming Accommodation Act 2008

**SA** Residential Tenancies Act 1995

**NT** Residential Tenancies Act 1999

**WA** Residential Tenancies Act 1987

**TAS** Residential Tenancy Act 1997



## Read

Follow the link to read more:

'TENANCY ADVICE SERVICE ACT (DIVISION OF LEGAL AID ACT)'

By Legal Aid ACT

<https://scnv.io/XIAW>





## Commercial Property Management

Commercial property management involves the management of tenancies and leases for businesses. Commercial leases may be considered either 'commercial' or 'retail' depending on their use and each of these may then give the tenants (usually a business) different rights under their lease. A retail lease doesn't just mean a shop, it may also be a warehouse, an office, or anywhere a customer visits a business.

## Rural Property Management

Rural property management is usually a combination of residential property management and the management of farms and land, which falls outside of relevant tenancy legislation.

There are some differences from state to state but generally, if a property is larger than one hectare or is to be used predominantly for agricultural purposes (even if there is a house there), then it will fall outside of the Act.

## Vendor Advocacy

Where an independent agent acts on behalf of the seller. They might negotiate with the selling agent, select a shortlist of selling agents, evaluate and recommend sales strategies and organise presentation of the home for sale.

A buyer advocate acts on behalf of the purchaser. They might develop a shortlist of properties for the purchaser to consider, negotiate on behalf of the purchaser, attend and bid at auctions and provide advice on the property market in the areas that the purchaser wishes to buy.

## Business Broking

A business broker is an agent who acts on behalf of vendors with a business to sell.

## Strata/body Corporate Management

These administer the management of property on behalf of the residents.

## 1.3 Industry Stakeholders

There are a number of key players in the real estate industry you will come across in your role and you will need to be aware of who they are and the role they play in the industry. These include:

### Real Estate Institute of Australia

[www.reia.asn.au/](http://www.reia.asn.au/)

The REIA is the professional association for the real estate industry in Australia. Real estate professional bodies like the Real Estate Institute of Australia (REIA).

### Australian Property Institute (API)

[www.api.org.au/](http://www.api.org.au/)

The Australian Property Institute represents the interests of more than 7,500 property professionals throughout Australia.

Leading the industry, they set and maintain the highest standards of professional practice, education, Code of Ethics and professional conduct for its members. As a result, the work of the API raises the bar for the entire property profession.





# State & Territory Peak Bodies



## Australian Capital Territory

### Real Estate Institute of the Australian Capital Territory

[www.reiact.com.au/](http://www.reiact.com.au/)



The Real Estate Institute of the ACT (REI ACT) is the peak professional body representing more than 1,000 real estate professionals in the ACT. We are also a member of the industries national peak member organisation – the Real Estate Institute of Australia (REIA).

REI ACT has been providing services to real estate professionals for over 40 years. Our brand is widely recognised and trusted as the voice of the Canberra real estate industry.



## Victoria

### Real Estate Institute of Victoria

[reiv.com.au/](http://reiv.com.au/)



The Real Estate Institute of Victoria (REIV) is the peak body for real estate professionals representing more than 5000 individuals and 2000 businesses who represent a variety of agencies, from small family-run businesses to large franchise groups in Victoria.



## Queensland

### Real Estate Institute of Queensland

[www.reiq.com.au/](http://www.reiq.com.au/)



The Real Estate Institute of Queensland (REIQ) is the state's peak professional association for real estate practitioners since 1918. With more than 100 years' experience, few associations hold the reputation or brand recognition of the REIQ.

The REIQ represents about 4000 individual members, 1600 agency offices, and more than 15,000 property professionals including principal licensees, salespeople, property managers, auctioneers, business brokers, buyers' agents, resident unit managers, and commercial and industrial agents in Queensland.

The REIQ:

- Advocates and lobbies on behalf of its members and the profession
- Delivers industry-leading real estate training services
- Monitors the real estate markets, delivering analysis and insights through reports
- Provides real estate products and services
- Offers a platform for dispute resolution between member agents



## New South Wales

### Real Estate Institute of New South Wales

[www.reinsw.com.au/](http://www.reinsw.com.au/)



The Real Estate Institute of New South Wales is the peak industry body for real estate agents and property professionals in NSW. The largest and most influential association of its kind in NSW, REINSW represents thousands of agents across the state. With a track record and reputation for delivering valued products and services, REINSW promotes and responds to the changing needs of members and boasts over 100 years of experience.



## Northern Territory

### Real Estate Institute of Northern Territory

[www.reint.com.au/](http://www.reint.com.au/)



Incorporated in 1974 the Real Estate Institute of Northern Territory Inc. (REINT) is the peak body representing the Real Estate profession across the Northern Territory. The REINT is a politically non-aligned organisation that provides research and well-informed advice to the Government, Opposition, professional members of the real estate sector, media and the public on a range of issues affecting the property market.

The REINT provides a comprehensive representative voice for the Real Estate profession in the Northern Territory when it comes to lobbying Government on legislative issues and regulatory matters.



## South Australia

### Real Estate Institute of South Australia

[www.reisa.com.au/](http://www.reisa.com.au/)



The Real Estate Institute of South Australia (REISA) is the peak professional body representing more than 2000 real estate professionals in South Australia.

Since its foundation in 1919, REISA has been the authority in the property industry, providing valued services to members and providing them with a united voice. REISA provides members with a range of efficient, cost-effective services and to advance the standing, professionalism and financial viability of those within the industry.

REISA has worked over the years to introduce beneficial initiatives to the real estate industry and key areas of focus include:

- Improving the quality of real estate services to the public
- Maintaining awareness of the benefits of private property ownership
- Monitoring, and acting upon, political issues that affect real estate
- Encouraging members' involvement in community affairs
- All members are required to abide by a Code of Conduct



## Western Australia

### Real Estate Institute of Western Australia

[reiwa.com.au/](http://reiwa.com.au/)



REIWA is Western Australia's real estate institute, the peak body for the real estate profession in the state. They exist to make the selling, leasing and buying of property as simple as possible for all Western Australians.

On reiwa.com, you can browse the latest houses for sale in Perth and WA, search the latest rental properties and find detailed information about recently sold properties. In addition to residential property, we also have commercial property listings and businesses for sale.

Unlike other real estate portals, reiwa.com has been designed to focus on the local Perth and WA real estate markets with sales data, average house prices, listing numbers, regional centre information and more, as well as detailed suburb profiles including demographics, lifestyle options, growth details and interactive maps.

reiwa.com is an industry-owned website operated by REIWA, a not-for-profit organisation.



## Tasmania

### Real Estate Institute of Tasmania

[reit.com.au/](http://reit.com.au/)



The Real Estate Institute of Tasmania is a member organisation representing the views and the professional needs of its members - these being more than 170 real estate agents (and their staff) throughout the state.



## Housing Industry Association of Australia (HIA)

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[www.hia.com.au/](http://www.hia.com.au/)

HIA is Australia's peak residential building, renovation and development industry association, HIA's mission is to promote policies and provide services which enhance members' business practices, products and profitability, consistent with the highest standards of professional and commercial conduct.

## Other Stakeholders

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- Unions. The relevant union will be determined by the industry sector that you are employed in.
- Government departments. The real estate industry is impacted by a broad range of government departments and legislation.
- Employer organisations

## Regulatory Authorities

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Real estate is a regulated sector. That means that real estate agencies and real estate agents need a licence to be able to work in the industry. Whenever licences are required, it means that a government authority needs to regulate the licenses and make sure that organisations and individuals are doing the right thing.

Regulatory authorities are there to issue licenses, conduct audits, govern the sector and make sure the requirements of the legislation are being followed.

Regulatory authorities have the means to hear complaints from the public if any licensed agents or agencies are not doing the right thing and will follow up on these complaints as necessary. They can revoke licenses if necessary.



# Regulatory Authorities

## Victoria

Consumer Affairs

1300 55 81 81

[www.consumer.vic.gov.au/](http://www.consumer.vic.gov.au/)



## Northern Territory

Consumer Affairs

1800 019 319

[www.consumeraffairs.nt.gov.au/](http://www.consumeraffairs.nt.gov.au/)



## New South Wales

Office of Fair Trading

133 220

[www.fairtrading.nsw.gov.au/](http://www.fairtrading.nsw.gov.au/)



## South Australia

Consumer & Business Services

131 882

[www.cbs.sa.gov.au/](http://www.cbs.sa.gov.au/)



## Australian Capital Territory

Access Canberra

13 22 81

[www.accesscanberra.act.gov.au/](http://www.accesscanberra.act.gov.au/)



## Western Australia

Consumer Protection

1300 136 237

[www.commerce.wa.gov.au/  
consumer-protection](http://www.commerce.wa.gov.au/consumer-protection)



## Queensland

Office of Fair Trading

13 74 68

[www.qld.gov.au/law/fair-trading](http://www.qld.gov.au/law/fair-trading)



## Tasmania

Consumer, Building and  
Occupational Services

1300 65 44 99

[www.cbos.tas.gov.au/home](http://www.cbos.tas.gov.au/home)



## Example

Below is an example of the mechanism by which individuals in Victoria can make a complaint about agents and agencies in Victoria. All the regulatory authorities have similar pages on their websites. Go to the relevant website for your state and find out the information provided to the public about making a complaint about agents and agencies.



Estate Agent Complaint Mechanism in Victoria

<https://scnv.io/NYhq>

## 1.4 Real Estate Licence Requirements

All real estate agents are required to hold certain licenses in order to be able to conduct their work. Licence requirements differ from state to state and what each licence enables each person to do in an agency differs also.

The below outlines the licensing requirements in each state or territory:



The Estate Agents Act 1980 (Vic) details the licensing requirements for estate agents and agent's representatives.

### Estate Agent's Licence

To apply for an estate agent's licence (individual) in Victoria, you must:

- Have gained an aggregate of at least 12 months of full-time experience as an agent's representative in Victoria at any time during the last three years immediately before applying for a licence.
- Meet the education requirements outlined in the learn more box below

You will be automatically ineligible to be licenced if you:

- Are under the age of 18
- Not be an insolvent under administration
- as an individual or as a director or officer of a company, currently disqualified from holding an estate agent's licence (or equivalent) anywhere in Australia or elsewhere, or the subject of an order by any regulatory body disqualifying you or the company from acting as an estate agent or equivalent.



**LEARN MORE**

To find out more about the Estate Agent's Licensing requirements click on the link or scan the QR code below.

<https://scnv.io/I0To>



### Agent's Representatives

An agent's representative is employed by or acts for a licensed estate agent, and with written authority, can perform any of the legal functions of that estate agent. For example, an agent's representative can act as a salesperson or property manager, but cannot operate an estate agency business.

To be eligible to be an agent's representative you must:

- From September 30 2021 have completed CPP41419 Certificate IV in Real Estate Practice including all core units and the following electives:
  - **CPPREP4101** Appraise property for sale or lease
  - **CPPREP4102** Market property
  - **CPPREP4103** Establish vendor relationships
  - **CPPREP4104** Establish buyer relationships
  - **CPPREP4105** Sell property
  - **CPPREP4121** Establish landlord relationships
  - **CPPREP4122** Manage tenant relationships
  - **CPPREP4123** Manage tenancy
  - **CPPREP4124** End tenancy
  - **CPPREP4125** Transact in trust accounts
- be at least 18 years old
- have completed a course prescribed under the Estate Agents (Education) Interim Regulations 2019
- not have been found guilty of any offence involving fraud, dishonesty, drug trafficking or violence punishable by three months or more imprisonment (whether or not a jail term was imposed), within the last 10 years
- not be insolvent under administration
- not be the cause of a successful claim against the Victorian Property Fund or a corresponding fund
- not be a represented person under the Guardianship and Administration Act 1986
- not be subject to a Victorian Civil and Administrative Tribunal declaration making you ineligible to act as an agent's representative
- not be subject to an order by any regulatory body in or outside Victoria, disqualifying you from acting as an agent's representative.

### Information about Licensing

Consumer Affairs Victoria issues licences and provides up to date and current information about licences in Victoria. You can find out more at the following address:

<https://scnv.io/I0To> (QR Code #1)





## New South Wales

### The requirement to have a licence

To work within the NSW property industry as an agent, you need to have either a certificate of registration or a licence required for the work you will be doing.

### Types of licences

There are several types of licences and certificates of registration that can be issued under the Property and Stock Agents Act 2002 (the Act). These include:

- Real estate agents' licences
- Stock and station agents' licences
- Strata managing agents' licences
- Corporation licences
- Certificates of registration as an assistant real estate agent
- Certificates of registration as an assistant stock and station agent
- Certificates of registration as an assistant strata managing agent

A licence, other than a corporation licence, may be granted as either a Class 1 or a Class 2 licence. The Class 1 licence is a higher level of licence than Class 2.

Generally, new entrants to the industry will need to first hold a certificate of registration before they can upgrade to a Class 2 licence.

The licensing system has been significantly restructured under the real estate and property services reforms, which started on 23 March 2020.

### Real Estate Agent Licence (Class 1 or Class 2)

A real estate agent licence allows the holder to exercise:

- real estate sales and leasing functions
- business agent functions, and
- onsite residential property manager functions.

Real estate sales and leasing functions include:

- acting as an agent for a real estate transaction

- inducing or negotiating with a person to enter into, or to make or accept an offer to enter into, a real estate transaction or a contract for a real estate transaction
- introducing a prospective purchaser, lessee or licensee of land to another licensed agent or to the owner, or the agent of the owner, of land
- collecting rents payable for any lease of land and providing property management services for the leasing of any land
- acting as an auctioneer of land (provided that the agent also holds auctioneer accreditation)

### Business agent functions include:

- selling, buying, exchanging or otherwise dealing with, or disposing of, businesses or professional practices, or any share or interest in, or concerning, or the goodwill of, or any stocks connected with, businesses or professional practices
- negotiating for the sale, purchase or exchange or any other dealing with or disposition of businesses or professional practices, or any share or interest in, or concerning, or the goodwill of, or any stocks connected with, businesses or professional practices

### On-site residential property manager functions include:

- acting as an agent for giving possession of residential premises under a lease, licence or other contract
- acting as an agent for collecting bonds, deposits, rents, fees or other charges in connection with any such lease, licence or other contract

Real estate agent licences are issued as either a Class 1 or Class 2 licence. A person who is nominated as a licensee in charge of a business must hold a Class 1 licence. Only a Class 1 licence holder who is also a licensee in charge may authorise trust account withdrawals for the business.

### Certificates of Registration - Assistant Agent

Assistant agent is the title given to all certificate of registration holders. This is an entry-level position, with limited functions, to allow new entrants to gain the experience and knowledge required to qualify as an agent.

A certificate of registration is issued for a four-year term and is not renewable. Within the four-year period, assistant agents must complete their qualifications and progress to a Class 2 licence. If not, they must cease working as an assistant agent and they cannot apply for a new certificate of registration within 12 months of the expiry of their certificate.

The types of assistant agents include:

- Assistant Agent in Real Estate
- Assistant Agent in Stock and Station
- Assistant Agent in Strata Management

As an assistant agent, you must be employed and supervised by a Class 1 or 2 licence holder in order to exercise your functions. Assistant agents can generally exercise any functions related to their certificate type.

However, as an assistant agent, you cannot:

- enter into a contract for the sale of land
- enter into an agency agreement, including sales agreement and property management agreements (except for agency agreements that relate to the sale or purchase of livestock)
- enter into a franchising agreement
- affix the seal of the owner's corporation (if you are an assistant agent in strata management)
- authorise the withdrawal of money from a trust account

### Real Estate Agent Licence restricted to business agent functions (Class 1 or 2)

Prior to 23 March 2020, there was a separate licence category for business agents. Business agent functions now sit within a real estate agent licence.

Individuals who held a business agent's licence immediately before 23 March 2020 have transitioned to a real estate agent licence that restricts the holder to exercise business agent functions only.

Some people may still be eligible to apply for this particular licence, if they have the required qualifications. Real estate agent licences with this restriction condition are issued as either a Class 1 or Class 2 licence. A person who is nominated as a licensee in charge of a business must hold a Class 1 licence. Only a Class 1 licence holder who is also a licensee in charge may authorise trust account withdrawals for the business.



### Real Estate Agent Licence restricted to on-site residential property functions (Class 1 or 2)

Prior to 23 March 2020, there was a separate licence category for on-site residential property managers. On-site residential property manager functions now sit within a real estate agent licence.

Individuals who held an on-site residential property manager's licence immediately before 23 March 2020 have transitioned to a real estate agent's licence that restricts the holder to exercise on-site residential property manager functions only.

Some people may still be eligible to apply for this particular licence, if they have the required qualifications. Real estate agent licences with this restriction condition are issued as either a Class 1 or Class 2 licence. A person who is nominated as a licensee in charge of a business must hold a Class 1 licence. Only a Class 1 licence holder who is also a licensee in charge may authorise trust account withdrawals for the business.

Given the unique working arrangements of onsite residential property managers, there is an alternative qualification pathway to obtain a Class 1 real estate agent licence with the on-site residential property manager restriction condition, without having to first obtain a certificate of registration.



## Auctioneer

To be an auctioneer, you need to have an accredited real estate or a stock and station agent's licence with the appropriate qualifications.

There are also licences for:

- Strata managing agent (Class 1 or Class 2)
- Stock and station agent (Class 1 or Class 2)
- Dual Licence - Real Estate and Stock and Station (Class 2)
- Corporation Licence

To read more about them, visit:

<https://scnv.io/vmkH>  
(QR Code #2)

## Information about Licensing

**NSW Office of Fair Trading** issues licences and provides up to date and current information about licences in New South Wales. You can find out more at the following address:

<https://scnv.io/pH44>  
(QR Code #3)



## Queensland

### Licences and Registrations

In Queensland, there are a number of different licences to work in real estate.

There are the following licences:

- A real estate agent's licence
- A corporate real estate agent licence
- A business letting real estate agent licence
- An affordable housing real estate agent licence
- A business letting corporate real estate agent licence
- And may also need to register as a real estate salesperson under certain circumstances

### Real Estate Agent's Licence

A real estate agent licence allows you to:

- own or manage a real estate agency
- buy, sell, exchange or rent houses, businesses, land or any interest in these
- negotiate on behalf of a buyer, seller, landlord or exchanging or renting of houses, businesses or land
- show property to potential buyers
- inspect and assess property for sale or rent
- collect rent on behalf of a landlord
- advertise a property for rent or sale (includes setting up signs)
- open up a property for inspection for sale or rent
- manage an apartment complex and sell any units independently, without having to work through an established agency
- operate a trust account on behalf of sellers and buyers.

Please note: someone with this license cannot auction property.

### ➤ Training Requirements\*

You must pass certain training requirements from an RTO in order to apply for a licence. The units of competency can be found here.

## Registration as a Real Estate Salesperson

Registering as a real estate salesperson enables you to carry out certain activities in a real estate before you get your full real estate licence.

By registering as a real estate salesperson you will be able to do the following activities within a real estate:

- buy, sell, exchange or rent houses, businesses, land or any interest in these
- manage their place of business (except the principal place of business), unless you are registered with conditions
- negotiate on behalf of a buyer, seller, landlord or exchanging or renting of houses, businesses or land
- show property to potential buyers
- inspect and assess property for sale or rent
- advertise a property for rent or sale (includes setting up signs)
- open up a property for inspection for sale or rent.

With this licence, you cannot:

- conduct auctions
- operate trust accounts.

### > Training Requirements\*

From the 31st of December 2021 all people wishing to apply for this type of registration, will need to hold the following units of competency from the **CPP41419** Certificate IV in Real Estate Practice.

All core units plus the following electives:

**CPPREP4101** Appraise property for sale or lease

**CPPREP4102** Market property

**CPPREP4103** Establish vendor relationships

**CPPREP4105** Sell property

**CPPREP4121** Establish landlord relationships

**CPPREP4123** Manage tenancy

## Corporate Real Estate Agent Licence

A corporate real estate licence allows a company to:

- buy, sell, lease or exchange property (or an interest in a property)
- collect rent

- manage a rental property
- negotiate a property transaction
- facilitate the transaction
- show a property to potential buyers or renters
- inspect property for sale or rent
- advertise, place signs and open a property for inspection
- operate trust accounts.

For the purposes of this licence, property can be:

- residential property
- business property
- rural property
- units in a building complex
- empty land.

### > Training Requirements

You don't need any training for this licence.

## Business Letting Real Estate Agent Licence

A real estate agent (business letting) licence allows you to:

- lease out businesses
- handle interests in businesses
- collect rents.

### > Training Requirements\*

From the 31st of December 2021, you will need to have completed the following:

All core units from **CPP41419** Certificate IV in Real Estate Practice, plus the following electives:

**CPPREP4125** Transact in trust accounts

**CPPREP4231** Manage commercial property maintenance

**CPPREP4232** Manage commercial property financial reports

**CPPREP4233** Manage lessee relationships - commercial

**CPPREP4234** Manage lessor relationships - commercial

**CPPREP4235** End commercial property lease



## Affordable Housing Real Estate Agent Licence

A real estate agent (affordable housing) licence allows you to:

- let out houses, units or other places of residence
- collect rent
- negotiate letting
- operate a trust account.

However, you may only do these activities under an affordable housing scheme.

### ➤ Training Requirements\*

From 30th September 2021, you will need to have the following:

All core units from **CPP41419** Certificate IV in Real Estate Practice and the following electives:

- CPPREP4161** Undertake pre-auction processes
- CPPREP4162** Conduct and complete sale by auction
- CPPREP4163** Complete post-auction process and contract execution
- CPPREP4125** Transact in trust accounts
- CPPREP5006** Manage operational finances in the property industry

## Business Letting Corporate Real Estate Agent Licence

A corporate real estate agent (business letting) licence allows you to:

- rent or lease out shops in shopping centres
- collect rent
- negotiate business letting (including interests in business)

### ➤ Training Requirements

You don't need any training for this licence.

## Auctioneer Licence

An auctioneer licence allows you to sell a real property by auction. This includes attempting or offering to sell the property.

Real property includes:

- dwellings
- community title lots
- businesses
- vacant land.

It will also allow you to sell:

- other types of property by auction, but only if the property is connected to a real property auction (such as livestock as part of an auction for a farmhouse and rural land)
- the property by any means during the auction period.

You can work alone, with others or as an employee of:

- an auctioneer
- a real estate agent.

### ➤ Training Requirements\*

From 30th September 2021, you will need to have the following:

All core units from **CPP41419** Certificate IV in Real Estate Practice and the following electives:

- CPPREP4161** Undertake pre-auction processes
- CPPREP4162** Conduct and complete sale by auction
- CPPREP4163** Complete post-auction process and contract execution
- CPPREP4125** Transact in trust accounts
- CPPREP5006** Manage operational finances in the property industry

## Information about Licensing

The **Queensland Government** issues real estate licences and you can find out more about the requirements and the process for applying for licences on their website at:

<https://scrv.io/mOSL>  
(QR Code #4)



## Land Agents

Individuals and companies must be registered as land agents with Consumer and Business Services (CBS) if they carry on a business that:

- buys, sells or otherwise deals with land or businesses - this includes property management
- negotiates the buying or selling of land or businesses.

Land agents are also called real estate agents.

## Real Estate Sales Representative Registration

Sales representatives work for land agents and are involved in selling and leasing land and businesses. Sales representatives must be registered with Consumer and Business Services.

Existing sales reps who want to also do property management must apply to have the property management condition added to their registration.

You can also apply to be an auctioneer as part of a new registration or when upgrading an existing one.

Registered land agents don't need a separate registration if they are working as a sales representative.

## Auctioneers

Auctioneers are licensed professionals who conduct auctions for the sale of a property. To become an auctioneer you must be registered as a land agent or sales representative and apply to have the auctioneer condition added to your registration.

If your land agent or sales representative registration has been cancelled a new application will be required.

Auctioneers need to be qualified as either a land agent or a sales representative.

You also need to successfully complete the following units of competency.

## Current training

### CPPREP4162

Conduct and complete sale by auction

Previously available training that is still accepted:

### CPPDSM4004A

Conduct auction

### CPPDSM4019A

Prepare for auction and complete sale

### PRDRE26A

Conduct property sale by auction

## Property Manager Registration

Property managers work for land agents and manage residential or commercial properties. If you run a property management business, you must be a registered land agent.

**From 28 September 2019, you can't be employed as a property manager if you don't hold a property manager registration, a sales representative registration with a property manager condition, or a land agent's registration.**

Anyone employed by a land agent who manages residential or commercial properties must be registered.

Existing sales reps who manage properties need to apply to have the property manager condition added to their existing registration.

You need to be fully registered to:

- sign agency agreements
- perform appraisals
- conduct inspections
- negotiate leases.

You can apply for registration if you:

- have completed the relevant qualifications
- have enrolled in a relevant qualification but have not yet completed it ('under supervision' or trainee registration)
- have a police clearance no more than 12 months old
- are 18 years of age or over.

## Information about Licensing

South Australia's Department of Consumer and Business Services manages Real Estate licensing and provides up to date information about licensing on its website.

You can view more information here as well as apply for relevant licenses and registrations.



In the Northern Territory, you need a licence to run a real estate business or work as a conveyancing agent.

### Qualified Real Estate Agent or Business Agent

To be a qualified real estate agent or business agent, you must complete the following:

- **CPP51119** Diploma of Property (Agency Management)
- **CPP41419** Certificate IV in Real Estate Practice or
- have an NT unrestricted registration as an agent's representative

### Restricted Licence in Sales or Property Management

You can have a real estate agent or business agent licence restricted to the sales or property management functions.

To get a restricted licence, you must have completed the following:

- the same units of competency that make up the **CPP51119** Diploma of Property (Agency Management)
- the units of competency relevant to the function within the **CPP41419** Certificate IV in Real Estate Practice or
  - have an NT restricted registration as an agent's representative in sales or property management.
- To read more about the units relevant to each function, visit this page.



In Western Australia, individuals, partnerships or companies wishing to operate as real estate or business agents are required, under the Real Estate and Business Agents Act 1978 (the Act), to be licensed and hold a current triennial certificate.

An individual wishing to work as a real estate or business sales representative must be registered and work under the supervision of a Western Australian licensed real estate and business agent or a developer that has registered its principal place of business with Consumer Protection.

### Real Estate and Business Agents

#### Experience

- A current resume which details employment history for a minimum of two years preceding the application. The resume should include the various job titles, names of employers and tasks involved; and
  - A transaction list detailing:
    - sales transaction details, such as the date of sale, address of property, value/price, and whether or not it was a conjunctive sale; and/or
    - property management transaction details, such as a description of properties managed (e.g. house, flat or shop), whether you managed them alone or were part of a team, and the period you managed them; and/or
    - leasing transaction details, such as a description of properties leased (e.g. retail, commercial or residential), whether you managed them alone or were part of a team, and the period you managed them.
- Applicants must demonstrate that they have had a direct involvement in negotiating the actual transactions end to end; it is not sufficient to only have observational or theoretical experience, or experience that is somewhat relevant to negotiating transactions. Consideration will be given to the volume, nature, type and complexity of transactions that have been negotiated as well as the period of time over which they were negotiated and how recent the experience is.

## Qualifications

To apply for a real estate and business agent licence you must have one of the following prescribed qualifications from a registered training organisation:

- Diploma of Property Services (Agency Management) CPP50307;

or one of the prescribed qualifications from Curtin University of Technology:

Further information about the qualifications needed by applicants for the grant of a real estate and business agents licence can be found by reviewing the Real Estate and Business Agents (General) Regulations 1979.

## Real estate and Business Sales Representatives (including Property Management)

The Real Estate and Business Agents Act 1978 requires people wanting to work in Western Australia as a real estate and business sales representative to be registered. A sales representative must work under the supervision of a Western Australian licensed real estate and business agent.

There are also additional requirements about age, character and more which can be found on the Department of Mines, Industry Regulation and Safety website.

### > Qualification Requirements

The qualifications required to be eligible for registration as a sales representative are prescribed under regulation 6A of the Real Estate and Business Agents (General) Regulations 1979 as successful completion of the Sales Representative Registration Course, a degree conferred by certain Western Australian Universities or the modules listed below from the CPP07 National Training Package delivered by a Registered Training Organisation.

Sales Representative Registration Course or prescribed University qualification

Please refer to regulation 6A and 6B of the Real Estate and Business Agents (General) Regulations 1979 for the prescribed qualifications providers. **OR**

Modules of the CPP07 National Training Package Each of the following modules from the CPP07 Property Services Training Package, as outlined here as outlined at the following link:



<https://scnv.io/5DTT>



## Division 1 Conducting Business

Division 1 is the area of the Registers for a Property Agent to be able to conduct a business.

The form provides the option for the type of licence required, being either a real estate agent, property manager or general auctioneer.

There is different form for use by a company or sole trader applicant.

## Division 2 Individuals

Division 2 is the area of the Register for licensees who are real estate agents, property managers and general auctioneers who do not conduct business in their own name.

## Property Representatives

Property representatives are employed by real estate agents or property managers.



## 1.5 Unlicensed Trading

There are heavy penalties for practicing in real estate if you are not properly licensed or do not hold the required registrations. There are also a range of penalties for improper conduct as an agent which will vary depending on the legislation in your state or territory.

Some examples of the penalties you can face in some states and territories are as follows:



### Victoria

- You may face 12 months in prison or be issued 500 penalty units under the Act if you act as an estate agent when you are not licensed to do so.
- You may face 2 years in prison or 240 penalty units or both if you purchase or indirectly benefit from the purchase or any real estate business you are engaged to sell.
- You may be issued 500 penalty units under the Act if you act as an Agent's representative when you not eligible to be employed to do so.



### Queensland

- Unlicensed real estate and business agents who falsely claim to be or imply they are a licensed real estate and business agent may be liable for a \$100,000 fine.
- Unregistered real estate and business sales representatives who falsely claim to be or imply they are, a registered real estate or business sales representative may be liable for a \$25,000 fine.



### New South Wales

- In New South Wales, disciplinary action can be taken against licensees or certificate of registration holders who do not meet the requirements of the Property and Stock Agents Act 2002 (the Act) and the Property and Stock Regulation 2014 (the Regulations).

### Penalties may include

- **A fine** - A fine of up to \$11,000 for an individual and \$22,000 for a corporation
- **Licence suspension** – suspend a licence/certificate for a period no longer than the unexpired term of the licence/certificate. Fair Trading may impose a suspension for more than 60 days after serving a show cause notice, if the suspension relates to an agent's failure to lodge an audit report or the grounds for disciplinary action are serious
- **Cancellation** – cancel a licence or certificate of registration
- **Disqualification** – declare a person as disqualified from holding a licence/certificate under the Act, either permanently or for a set period of time
- **Disqualification from management** – disqualify a person from being involved in directing, managing or conducting the business of a licensee.

These penalties are not exhaustive.



## Activity 1A

### Penalties

The above outlines just some examples of the penalties of unlicensed trading in some states and territories. Research the penalties for unlicensed trading in your state or territory by looking in the relevant Act.





## 1.6 Real Estate Agency Structure

Like any business, there are legislative guidelines around how a real estate agency is structured. These rules relate to ownership, licensing and organisational structure.

The great majority of agencies are owned under one of the following structures.

### Sole Trader

Real estate agencies owned under a sole trader structure are owned and operated by one person.

While that person may well employ additional people to work in the business, a sole trader is responsible for all the liabilities (debts) of the business.

In Australia, only a licensed real estate agent can own a real estate agency as a sole trader.

### Partnership

A partnership is a business owned by two or more people.

Each partner is responsible for the liabilities of the business. At least one partner must be licensed.

### Company

A company is a group of shareholders which owns the agency. A company has a separate legal existence from its owners.

‘The owners of the company are known as the shareholders. Its legal status gives a company the same rights as a natural person which means that a company can incur debt, sue, and be sued. Companies are managed by company officers who are called directors and company secretaries’.

**Source: Australian Securities and Investments Commission (ASIC).**

The company is responsible for the liabilities of the business, not the owners of the company – except in some special circumstances (for example, where laws have been broken).

There must be a licensed agent in charge of the company in order to register the company.

Companies often use a structure called a proprietary limited company which has the word Pty. Ltd. after the name of the legal entity. This means the company does not sell its shares to the public on the stock exchange. The shares are privately owned. Larger companies sell shares on the stock exchange but can limit their liability and will have the abbreviation Ltd. after their name.

**Source: ASIC.**

## 1.7 Roles and Responsibilities in Real Estate

The role of a worker in the real estate sector can be many and varied and bring the worker into contact with a wide range of people. Roles and responsibilities include the following:



### Real Estate Agents

Real Estate Agents act as brokers of business transactions that involve either real property or business.

Real property may include residential property including land zoned for residential use, houses, units, townhouses etc, as well as commercial property such as shopping centres, offices, land zoned for commercial use, industrial complexes and motels/hotels. Real Estate agencies may specialise in residential or commercial work, or may cover both.

The Real Estate Agent's roles include selling, leasing and managing property depending on the needs of the client.

Whether selling or leasing, the Real Estate Agent will need to come to an agreement on services and fees with the client, market the property or business for sale, rent or lease, act as a middle-person between the buyer and seller (or landlord/tenant; rental provider/renter; lessor/ lessee), assist with negotiations and settlement of sale or lease agreement.

The Real Estate Agent must remember that he is working on behalf of the client at all times and must act in the client's best interests.

Remember a real estate agent must always make sure they have the relevant licences to carry out their work according to state and territory requirements.

### Sales Person

The real estate sales role makes up the largest proportion of the industry.

The salesperson is responsible for:

- Working on behalf of the owner of the property that is for sale (the vendor)
- Conducting appraisals of properties to provide advice on the market value of a property to guide the vendor on the determination of a sale price
- Marketing the property for sale
- Attracting potential buyers
- Arranging for potential buyers to view the property
- Obtaining offers from buyers and advising vendor
- Negotiating the sale
- Liaising with legal professionals and parties to the contract until settlement has been completed.

Again, depending on the state or territory, a salesperson may have need to have the same licence as a real estate agent or they may be able to have a restricted licence that enables them to just look after sales.





### Auctioneer

An auctioneer is responsible for conducting sales of properties by public auction. The auctioneer seeks bids from potential bidders and facilitates the raising of bids until the highest bid is reached.

This bid is then communicated to the vendor so that a decision can be made on whether the property is sold at that bid or not. Prior to calling for bids, the auctioneer must explain the conditions of the auction, explain the contract process, describe the property and answer potential bidders' questions.

In some states and territories, there is a special licence to be able to conduct auctions, and in others, you are able to conduct an auction under the standard real estate agent's licence. You must check your local licencing requirements.



### Property Manager

Property managers are responsible for leasing and/or managing properties on behalf of the property owners.

This property may be of any type - that is, residential, industrial, commercial, or retail. A property manager's responsibilities include:

- Identifying the needs of the client (property owner) and agreeing on services and fees
- Marketing the property
- Screening and selecting tenants (renters)
- Negotiating the tenancy (rental) agreement
- Collecting the rent
- Arranging for repairs
- Negotiating lease reviews
- Representing the client at tribunal hearings (for example if rent is not paid, damages occur and so on.)

Depending on the state or territory, a property manager may be able to get a restricted licence to enable them to just conduct property management, or they may be able to do property management with an Agent's Representative licence. Make sure you check your local state requirements.



### Buyer's Agent

Sometimes a potential buyer will engage a buyer's agent (also known as a buyer's advocate) to assist them with the purchase of their property.

A buyer's agents responsibilities include:

- Assessing the requirements of the purchaser and agreeing on services and fees
- Sourcing potential properties for sale and making recommendations on the most suitable properties
- Acting on behalf of the buyer in negotiations with the vendor's agent
- Obtaining the best possible purchase price
- Assisting with the settlement process

### Stock and Station Agent

Stock and station agents work in rural, agricultural areas advising and representing farmers and graziers in their business transactions relating to rural property, equipment and livestock.

### Business Broker

Business brokers are responsible for acting on behalf of business owners in selling their business.

This may only relate to the sale of the business itself as it may be operating on leased premises.

### Body Corporate Managers

Body corporate managers provide property management services for properties that have common areas and are run under a body corporate (now known as owners corporation) arrangement.

Examples of owner's corporations include flats or units where the common areas – for example, gardens, waste disposal, driveways etc are managed under the relevant owners corporations Acts in the various states and territories. A body corporate manager is engaged by the Owners Corporate to supply services to administer the arrangement.

### Agency Support Staff

There are many support staff employed in a real estate industry.

Often this role is seen as an entry-level position and a training ground towards a sales or property management role. Support staff roles are many and varied – common roles include:

- Reception
- General administration
- Marketing support
- Accounts administration
- Filing support
- General administrative assistance
- Rent receipting

Some states and territories are very specific about what exact duties can and cannot be performed by agency support staff who do not hold any form of licence or registration. For example, a registration as an Agent's Representative may be required for someone to attend an Open for inspection or put out an open sign or take any enquiries about a house. Check your state's licensing requirements.

## 1.8 State Regulations, Authorities and Regulatory Bodies

Each state and territory has its own legislation and authorities, or regulatory bodies, that regulate the property management industry.

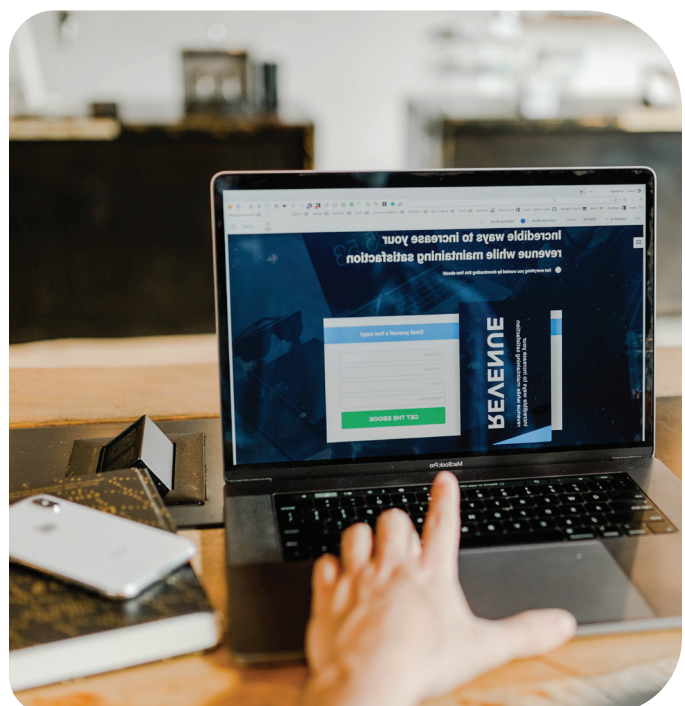
### Residential Tenancies

The following table lists the residential tenancy and rental legislation and authority or regulator by state and territory.

State/Territory	Residential / Rental Legislation	Authority
VIC	Residential Tenancies Act 1997 (QR Code #5)	Consumer Affairs
NSW	Residential Tenancies Act 2010 (QR Code #6)	Fair Trading NSW
ACT	Residential Tenancies Act 1997 (QR Code #7)	Access Canberra
QLD	Residential Tenancies and Rooming Accommodation Act 2008 (QR Code #8)	Residential Tenancies Authority Qld
NT	Residential Tenancies Act 2005 (QR Code #9)	Consumer Affairs NT
SA	Residential Tenancies Act 1995 (QR Code #10)	Consumer and Business Services, South Australia
WA	Residential Tenancies Act 1987 (QR Code #11)	Government of Mines, Industry Regulation & Safety
TAS	Residential Tenancy Act 2016 (QR Code #12)	Consumer, Building & Occupational Services

These bodies provide information and regulation of tenancies. They ensure the relevant tenancy legislation is implemented appropriately and provide training and support to ensure the effective implementation of legislation. On their respective websites you can find information about:

- Rental agreements
- Bonds
- Repairs and maintenance
- Dispute resolution.



## Agent Licensing and Codes of Conduct





Each state and territory has its own real estate legislation which regulates licensing of agents and codes of conduct for agents and their representatives.

State/Territory	Act	Regulation
Vic	Estate Agents Act 1980 (QR Code #13)	Estate Agents (Professional Conduct) Regulations 2008
NSW	Property, Stock and Business Agents Act 2002 (QR Code #14)	Property, Stock and Business Agents Regulation 2014
ACT	Agents Act 2003 (QR Code #15)	Agents Regulation 2003
Qld	Property Occupations Act 2014 (QR Code #16)	Property Occupations Regulation 2014
NT	Agents Licensing Act (QR Code #17)	Agents Licensing Regulation
SA	Land Agents Act 1994 (QR Code #18)	Land Agents Regulations 2010
WA	Real Estate and Business Agents Act 1978 (QR Code #19)	Code of Conduct for Agents and Sales Representative 2011
Tas	Property Agents & Land Transactions Act 2005 (QR Code #20)	Property Agents & Land Transactions Regulations 2006

## Verification of Identify, Fraud and the Real Estate Industry

Real estate fraud is an increasing problem in Australia. When agreeing to act for a landlord (rental provider) , and when leasing a property to a potential tenant (renter), you must ensure that you verify their identity. In the case of the landlord (rental provider) you must verify that they are the legal owner of the property.

Victoria, Northern Territory and Tasmania do not currently have real estate fraud and vendor identification initiatives.

State/Territory	Information	
NSW	NSW Fair Trading Fraud prevention guidelines:	<a href="https://scnv.io/iSP9">https://scnv.io/iSP9</a> 
QLD	Queensland Government Check a person's identity before a property transaction:	 <a href="https://scnv.io/xU3D">https://scnv.io/xU3D</a>
SA	Department of Planning, Transport and Infrastructure, Verification of Identity:	<a href="https://scnv.io/G005">https://scnv.io/G005</a> 
WA	Department of Mines, Industry Regulation and Safety - Property Scams:	 <a href="https://scnv.io/7Oap">https://scnv.io/7Oap</a>



# Chapter 1 Review Questions



Use the following questions to check your knowledge.

**Q1.** What are the licence requirements for a real estate agent in your state and how do you go about applying for a licence?

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**Q2.** What is the legislation in your state or territory that regulates what real estate agents can and can't do?

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**Q3.** Find out what the licence requirements are for an Auctioneer in your state or territory.

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**Q4.** Find out what the qualification or training requirements are for agency support staff in your state or territory.

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## Chapter 2

# Professional Real Estate Skills

In this chapter, we look at the skills you will need to successfully build relationships with real estate clients.

### By the end of this chapter you will be able to:

- ✓ communicate effectively
- ✓ use effective listening techniques
- ✓ use effective questioning techniques
- ✓ communicate in a customer focussed way
- ✓ demonstrate effective interpersonal skills
- ✓ describe appropriate personal presentation
- ✓ list the knowledge and skills required by a real estate agent.



There are numerous definitions of communication. In part, the Macquarie dictionary defines communication as ‘...the passing on or sharing of thoughts, opinions or information’

(Macquarie Dictionary, 2014)



## 2.1 Communication Skills

When we think about communication, we often think only of verbal communication. Take a few moments now to consider all of the ways that you share information each day, and the ways in which information is shared with you. With all of those communication methods in mind, take another look at the Macquarie definition.

### The Process of Communication

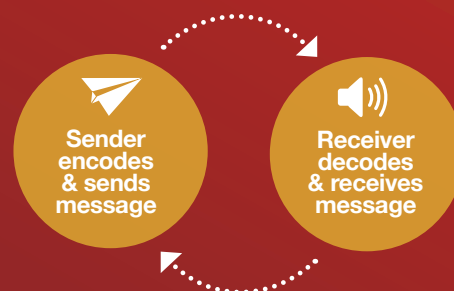
There are five basic steps in the communication process:

- 1 **Step 1** – The sender has an idea for communication
- 2 **Step 2** – The sender encodes the idea (encoding is the process of turning the idea into the form that it will be communicated in. So that could be words [oral or written], symbols [letters, numbers, pictures], signals [electronic, sound] or perhaps a combination [spoken words and body language, images and words such as in a movie])
- 3 **Step 3** – The receiver receives the message
- 4 **Step 4** – The receiver decodes (interprets) the message
- 5 **Step 5** – The receiver provides feedback to indicate how the message has been received. This could be as simple as nodding to indicate that a message has been received and understood or the reply to an email. Feedback might also not be a conscious response. For example, laughing at a joke or crying when watching a sad movie.

### Why is Effective Communication Important?

Effective communication is important to ensure that the idea or message reaches the right person at the right time in the right way so that they can receive and understand it. Equally, the receiver has an important role to play in the communication process – without effective communication skills, it is unlikely that the receiver will be able to decode the message accurately.

As you can imagine, real estate is all about communication. Working out what your clients need, building a rapport, providing excellent customer service and negotiating on behalf of vendors/purchasers all rely on the ability to communicate effectively.







## How do we Communicate?

There are thousands, if not millions of ways to communicate but, for the main part, they fit into one of the following categories:

- verbal (communicating in words) – speaking, singing, writing, sign language
- non-verbal – body language, tone and volume of voice
- visual – symbols, drawings, colour, typography, graphics, artwork.

## Verbal and non-verbal communication

We know that non-verbal communication accounts for almost 90 per cent of the way that a message is conveyed and interpreted. This tells us that what we say is important but the way that we say it conveys a far stronger message. Non-verbal communication includes:

- eye contact
- gestures
- personal space
- posture (for example, leaning forward, leaning back, crossing arms, standing up and looking down, sitting down and looking up)
- tone/inflection of voice (for example, speaking quietly, shouting, using soft inflection, using a sharp tone)
- physical appearance
- facial expressions
- dress.

## Communication Styles

Just as there are many different communication methods, there are many different communication styles. Think about all of the different messages that you send and receive every day and the different styles of each of those. Even if you just take one example from each of the communication categories above, there are almost limitless communication styles for each.

## The Principles of a Good Communicator

A good communicator is generally someone who:

- is committed to communicating effectively
- is a great listener (we will discuss listening later in this chapter)
- understands the needs of the target audience (the person or people they are communicating with)
- can explain a complex idea simply and concisely
- understands what it is that they are trying to communicate
- understands the principles of communication
- communicates in a culturally appropriate way (for example, avoids stereotyping).





## 2.2 Barriers to Effective Communication

There are many barriers to effective communication and these will depend on the communication method and style. Generally, a barrier is anything that interrupts the encoding or decoding of the message.

For example:

- stereotypes or prejudices
- use of jargon
- lack of understanding of the target audience
- language barriers
- poor listening skills
- anger or resistance to the message
- closed body language
- information overload/fatigue.



### Activity 2A

#### Communication Styles

Think of four ways you have communicated in the last 24 hours and reflect on the type of communication and the style of communication you used. How did you change your style of communication based on the type of communication required, as well as the person you were communicating with?

## 2.3 Communicating in a Culturally Appropriate Way

Culture refers to more than ethnicity.

Quality organisations recognise the vast benefits of culturally diverse workplaces because of the wealth of experiences, knowledge and learning opportunities that they bring. There are some simple strategies that you can use to ensure that you are communicating in a culturally sensitive way:

- always avoid stereotypes or cultural generalisations
- use inclusive language
- be respectful of differing beliefs and values
- recognise and embrace cultural diversity as an opportunity to learn and develop
- understand cultural differences and, if required, take extra care to ensure that your message has been received and understood. Remember, ensuring that you have received and understood the messages of others demonstrates respect and sensitivity.



## 2.4 Common Cultural Differences in Communication

There are some common variations within culturally and linguistically diverse (CALD) groups that can cause confusion when communicating. Understanding these differences and ensuring feedback in the communication cycle will help to avoid misinterpretation.

- **Eye contact:** In mainstream Australian culture, eye contact is generally acknowledged as a message of respect, confidence and honesty. In many cultures though, making eye contact with someone in authority is inappropriate. Eye contact between genders or certain relationships may also be viewed as disrespectful. With these contrasting meanings, it would be easy to misinterpret the meaning of eye contact and because of this a misunderstanding could occur.
- **Voice tone:** Voice tones vary across cultural groups and among individuals. Avoid jumping to conclusions based only on tone of voice – ask questions to confirm your understanding.
- **Proximity:** Most of us have, at some stage, felt uncomfortable when someone has invaded our personal space. What is deemed appropriate personal space varies both across and within cultural groups. The ages of those involved in the communication as well as their familiarity and the reason for their communication will influence what is acceptable or not acceptable. Be guided by the other person's cues – if they move away, try and notice and respect this. Check on your interpretation and expectations based upon your own cultural standards. Ask questions to check your interpretation.
- **Touch:** The appropriateness of touch and the use of touch varies from cultural group to cultural group. Be sensitive to differences and ask questions if you are unsure.



### Activity 2B

#### Research

Research conventions around touch in CALD groups different to your own. Describe at least three conventions that you could be mindful of in your real estate interactions.

#### Interpretation of Silence

Silences occur in communication and are an important part of the communication process. There are a number of ways to interpret silence in communication.

These include:

- not wanting the assistance/opinion being offered
- lack of understanding
- lack of agreement
- different values and priorities
- avoidance of confrontation
- lack of interest in subject
- that the person is trying to control emotion
- being offended by the message and not knowing how to respond
- feeling that the questions are inappropriate or intrusive
- politeness and respect for the speaker regardless of whether the listener agrees or disagrees.

As with the other differences, silence is used differently in different cultures. While you are not expected to know every variation, you can demonstrate culturally sensitive practice by showing a willingness to learn. Be aware of interpreting variations in communication correctly. Check your understanding and interpretation. Try not to take offence where none is intended.

## 2.5 Non-verbal Communication

Verbal communication accounts for around 90 per cent of the communication of a message. Perhaps the best way to explain the impact of non-verbal communication is via a practical demonstration. Complete the next activity and then think about how important non-verbal communication will be in your day-to-day work. What impact will it have on the service that you provide to the customers of your agency? How will it affect the way that you relate to your colleagues?

### Activity 2C

#### Personal Space

Work out your comfortable personal space. With a partner, take five steps away from them. Continue to walk towards them until you start to feel uncomfortable.

How close did you get before you got uncomfortable?

What was your partner's reaction to your closeness?

Did they give any cues with their body language that they were getting uncomfortable?

## 2.6 Written Communication

Written communication plays an important role in the real estate industry and regardless of which sector you are planning to enter, it is likely that much of your work will require some written documentation.

This may include:

- briefing notes
- proposals
- emails
- letters
- memos
- contracts
- telephone messages
- reports
- work plans
- customer records
- training materials
- web page content
- advertising copy.



#### Note

What other written documents can you think of that might be relevant to the real estate industry?



## Preparing Documents

There are a number of principles that you can use to help you produce documents that are clear and easy to understand.

### ✓ Understand the needs of the target audience

This is the most important principle of effective document production and will be a recurring theme throughout your studies. Unless you understand the needs of your customer or audience, you cannot be sure that you are developing a product or service that is meeting those needs. Ask questions, listen, review and confirm that you are on the right track.

### ✓ Use Plain English

Plain English is a generic term for language that conveys a message in a clear, straightforward way. Documents using Plain English are written and structured in a way that easily communicates with the target audience.

### ✓ Avoid the use of jargon

The use of jargon will depend on the target audience but it is good practice to avoid its use as much as possible. Where it must be used, explain a new term when it is first introduced in the document or include a glossary of terms if you think that some readers may not understand the terminology.

### ✓ Use non-discriminatory language

The following is a good rule to use to help you avoid the use of discriminatory language. If one of the categories for discrimination (for example, gender, sexual preference, culture or age) is not relevant to the document, don't specify it. If it is relevant, specify it sensitively.



### Note

The University of New England has a fact sheet regarding the use of non-discriminatory language at:

<https://scnv.io/gQ0X>

You might like to download it and keep it for future reference.



### ✓ Use a writing style and language level appropriate to the target audience

If you have taken the time to understand the needs of your audience then you should be able to tailor the document to meet these needs.

### ✓ Properly reference all sources of information

Understand copyright law, reference all sources of information and ask for permission as appropriate. Refer to your organisation's policies, procedures and style guide for more information.

### ✓ Use a logical flow and structure

A properly structured document that flows well is much easier for the reader to follow and understand. Ask any reviewers to pay attention to the structure of your document – did they find that it flowed logically?

### ✓ Edit final drafts for spelling and grammar before circulating

It is almost impossible to edit your own document as you write it. Either have someone else read over it or take some time away from it and then come back to it to do a final edit before you circulate it.





## 2.7 Listening

Nobody wants to have to tell an agent the same information more than once because it is obvious they weren't listening the first time!

Effective listening is key to the communication between you and your potential buyer. How many times have you contacted someone for information, only to say after the interaction 'They didn't listen to me'?



### Activity 2D

#### Active Listening

In this exercise you will work with a partner to test your listening skills. You will ask your partner about their ideal home.

While they are speaking, listen carefully, ask questions and take notes so that you can tell the rest of the group about their ideal home.

When you've told the rest of the group about your partner's ideal home, confirm with your partner that you had reflected their needs accurately.

Make a note of your results – at the end of this section, you will repeat the activity to see if your listening skills have improved.

#### Effective Listening

Why do we need to listen effectively?

In all walks of life, people need to listen effectively in order to:

- understand and interpret messages (as part of the communication process)
- understand the needs of a client or customer
- understand instructions
- receive new information
- understand changes in procedures or processes
- interact with colleagues and other real estate professionals
- demonstrate interest and respect
- build connections and alliances
- develop and build strong relationships.

This ability is particularly important when working in a sales or client support role but effective listening skills are critical to almost all roles in the real estate industry. If you listen (and observe) well while avoiding distraction, you will be more likely to accurately interpret the needs of your client.

A variety of listening skills can be learned and developed with practice.

#### There are four types of listening skills:

- 1 **Attentive listening** – in attentive listening, you focus on what the speaker is saying
- 2 **Encouraging listening** – in encouraging listening, you encourage the speaker to continue with what they are saying
- 3 **Reflective listening** – in reflective listening, you mirror (or reflect) the content and feeling of the what the speaker is saying back to them
- 4 **Active listening** – active listening is a combination of the three listening strategies above.



### 1. Attentive Listening

In attentive listening you show the speaker that you are focussed on what they are saying by using physical cues. You might nod, murmur, make eye contact and/or look directly at the speaker. This assures the speaker of your total attention and is especially important when you are trying to develop a sense of trust and security without interrupting them.

### 2 Encouraging Listening

Encouraging listening provides feedback that invites the speaker to say more and to disclose more information, thoughts or feelings about an issue. This needs to be done in a gentle, supportive, non-judgemental manner or it will be ineffective and stop the person from speaking. There are many strategies to encourage the speaker to continue and these can be very useful in interviews or when trying to clarify the needs of a client.

The strategies include:

- Inviting the speaker to disclose without pressure. Using eye contact, an open posture and open-ended questions, you can give the speaker the choice to disclose by saying something like – ‘Would you like to explain a bit more about...?’
- Using brief, non-specific responses which let speakers know you are listening and encouraging them to continue, such as ‘mm’, ‘hmmm’, ‘yes’, ‘I see’ or ‘I understand’, along with an attentive posture and non-verbal cues like nodding and facial expressions.
- Using encouraging questions – starting with ‘what’, ‘when’, ‘where’ and ‘how’ can help the speaker to be more specific.

### 3. Reflective Listening

Reflective listening restates both the feeling and content of the speaker’s message. It also shows the speaker that you understand what it is that they are trying to say and gives you the opportunity to clarify their message. Reflective listening can help to build trust, rapport, empathy and understanding between the people involved. Techniques of reflective listening include:

- Paraphrasing – listen for the main ideas and direction of the message and rephrase it for the speaker, who will either agree or disagree with your summary. This is useful to confirm instructions or information before you take action.
- Clarifying the meaning – clarify remarks about your understanding of the message. For example, if you feel confused you might say, ‘I’m not sure that I understand xyz. Would you mind telling me a little more about it?’
- Summarising – take some time to summarise the main points, which can conclude a conversation, give it direction or ensure that you are both in agreement. For example, ‘So far we’ve covered...’ or ‘We have agreed that...’

### 4. Active Listening

Active listening combines the above techniques. In active listening, you make a conscious effort to listen to the speaker, accurately interpret the message, develop a rapport and ensure an effective relationship is developed. Someone who has had the opportunity to speak with an effective active listener will often report a higher level of satisfaction with the interaction and there is an increased likelihood that the problem being discussed will be successfully resolved.



#### Note

There’s a wealth of information to be found online about effective listening. Two useful links are:

Listening Skills  
<https://scnv.io/d7AB>



Better communication through better listening - Eight barriers to effective listening: <https://scnv.io/64PU>

## Activity 2E

### Listening

As with many other skills, practice makes perfect for listening. Make up a listening journal using the example provided below, and practise applying a range of listening techniques each day for the next week.

Date	Time	Listening type	What went well?	Room for improvement?





## 2.8 Effective Questioning

As we discussed earlier in this chapter, the majority of roles in the real estate industry involve some aspect of human interaction and the key focus of the vast majority of real estate positions will be on satisfying the needs of a client. In the last section, we talked about listening to those needs but it's also important to be able to ask the right questions so you can gather the information that you actually need.

### How should I ask questions?

You will learn about information gathering in more detail in other units. Here, you should consider the most appropriate method for gathering the information that you need – would a face-to-face interview be best? Perhaps a questionnaire would be better? Or a visit to the property? Some information gathering methods are listed below.

### Focus groups

A focus group is a group of people brought together with a facilitator to discuss a specific issue in a group forum. Focus groups are useful for gathering a range of opinions and perspectives. In real estate, focus groups might be used to get feedback on a forthcoming marketing campaign, to gather information about what people expect from their agent or to test a new idea for attracting clients.

The main risk in using focus groups is that the range of information that you gather is too broad. They can also be difficult to keep on track and you may find that the group gets bogged down.

Key principles for the effective use of focus groups include:

- being clear about what it is that you hope to know at the end of the session
- engaging an experienced facilitator to keep the discussion on track
- writing clear questions and accurate recording of the outcomes.

### Interviews

An interview is useful for gathering answers to specific questions. Interviews can, however, restrict the depth of the information that you collect. Questions should be carefully designed and reviewed to ensure that the objective is clear.

### On-site visits/observations

Property inspections are, of course, critical in real estate. OHS issues should always be considered.

### Questionnaires/surveys

A questionnaire is useful for ensuring that you have all the information that you need. For example, after meeting with a potential vendor about listing their property, you might forward a questionnaire to gather more specific information about the property. Questions should be clear and carefully constructed.



## Activity 2F

### Questioning

Think about each of the information gathering strategies listed above. What types of real-estate related information would be most appropriate for each strategy? List at least three for each.



## Chapter 2

# Review Questions



Use the following questions to check your knowledge.

### Research

Research is particularly useful in gathering information external to the organisation. For example, the state of the market in a specific suburb or region, the demographics of an area and so on. Sources should be reliable and current.

### Question Types

There are two main question types – open questions and closed questions.

### Closed Questions

These are questions that can generally be answered with a one-word answer (yes or no), where the answer can be given from a list (a, b, c, or d) or where the answer can be selected from given options.

For example:

- 'Would you like two or three bedrooms?'
- 'Are you available on Tuesday at noon to look through a property?'

### Open Questions

These are questions that ask for an opinion, or questions where the answer is not pre-supplied (so the answer is 'open ended').

For example:

- 'What do you think about the access to schools in this area?'
- 'What are your thoughts about the offer that we presented to you yesterday?'

- Q1.** Think of someone you think is a really strong communicator. What are some of the things they do that makes them good at communicating with others?

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- Q2.** Why do you think you need to focus on all aspects of your communication as you progress in your career in real estate?

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- Q3.** Think of a time when you were talking, and you knew the other person wasn't listening to you. What did they do that made you think they weren't listening? How can you make sure you don't do this to your clients?

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- Q4.** What does it mean to do reflective listening?

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## Chapter 3

# Professional Real Estate Skills

You will work with clients every day in your role as a real estate agent. Therefore, it's important you focus on refining your customer relationship skills.

**By the end of this chapter you will be able to identify:**

- ✓ how to ensure your communication is focused on your clients needs
- ✓ best practice customer service
- ✓ how to build trust and rapport with your clients
- ✓ how to develop your interpersonal skills
- ✓ tips to refine your personal presentation.





## 3.1 Customer Focused Communication

Being customer-focused means putting the customer or client at the centre of your attention. This means focusing on ensuring they have a positive experience from the initial point of contact through to the completion of the transaction and follow up.

**Being customer-centric helps a business to ‘stand out’ and build a reputation for giving the best service.**

Some examples of being customer focused include:

- getting to know your clients and customers
- listening to your clients’ and customers’ problems and issues
- being flexible in responding to their needs
- being casual and more relaxed in your interactions
- using meaningful words in marketing to potential sellers and buyers.

The real estate industry is very competitive – if a potential or existing client decides they do not want to deal with your agency, there is always another agency just around the corner that will be happy to take on that business.



### Activity 3A

#### Practice

Consider some of your own experiences with sales staff (they do not have to be estate agents – think about retail staff and car sales staff).

What qualities did you see in those who have a strong commitment to customer service? How did they make sure you were their focus at all times during your interaction/s.

How did you feel about the business as a whole if your customer service experience was negative?



1

### Accessibility

make yourself available  
(within reason) to your client

2

### Accountability

take responsibility for your actions  
and the actions of the agency

3

### Honesty

don't just tell people what they want to  
hear, tell them what they need to know

4

### Timelines

make your client your priority and do what  
you say you'll do when you say you'll do it

5

### Always follow through

if you say you will do something for them, do it

6

### Active listening

pay attention, clarify and give feedback to the  
client/seller so you get the right message

7

### Respect

everyone you deal with deserves to  
be treated with respect

8

### Conflict resolution

make sure you can resolve issues without  
jeopardising your client relationship

9

### Knowledgeable

share your knowledge and respect  
the knowledge of your client

## Best Practice Customer Service

Imagine you are in a financial position to buy your dream home today! It's a brand new double-storey brick veneer home in a new estate, about 40 minutes from where you currently live. In fact, there are two homes in the estate that are very similar, but each home is represented by a different agent.

You go to the open houses for each property on the same Saturday. The properties are close in price, the landscaping and the décor are quite similar, and the floor plans are almost identical. Each home is on a great sized block. Based on the properties alone, you can't decide which you would prefer.

How you engage with potential clients when discussing their needs can make or break a deal. Sellers will always remember their experience with the staff of an agency rather than the experience they had of the sale itself.

On the left are some customer service tips and strategies to remember in your own role when engaging with potential clients.



## Activity 3B

### How to speak so people want to listen

#### Watch

Access the following TED Talk on YouTube: How to speak so that people want to listen by Julian Treasure, at:

<https://scnv.io/QJXx>



#### Questions

What are your thoughts about the suggested strategies?

What tips do you take away from the video?

Do you think it would be difficult to adopt these strategies in the workplace?



“To be successful, you have to be able to relate to people; they have to be satisfied with your personality to be able to do business with you and to build a relationship with mutual trust.” **George Ross**

## 3.2 Building Trust and Rapport

Buying or selling a home or even moving house is a big milestone in a person’s life, and there are many emotions that can go with it. Consider the different types of life events that potential sellers may be experiencing at the time that they require your services. For example:

- relationship breakdown (separation or divorce)
- death of a partner or parent
- financial issues (such as sudden unemployment or increasing debt)
- downsizing (‘empty nest’)
- moving interstate, overseas or to a rural location (a ‘sea change’).

This may be the first time that a person has dealt with real estate, so they may be fearful or concerned about a process that they know little about – they need to be able to trust you to do the right thing.

Remember that it is just as important to treat potential buyers, landlords (rental providers) and tenants (renters), as well as you treat sellers. Many of them will remember your exceptional customer service skills and may promote you by word-of-mouth or come back to you when it is their time to sell a property.



### Reflect

Based on the information above, think about the level of customer service you feel you would need to receive to sway you to purchase one of the properties.

What do you think would be the characteristics of the agent who could convince you to make an offer on the day you inspected the property?



## Activity 3C

### Empathy - Research

Read this article about empathy, ‘Why empathy trumps all else in real estate’, by Real Estate Business, available at:

<https://scnv.io/RyxP>

How would you apply the skills discussed in the article to your work as an agent?



Consider the following tips to build trusting, respectful relationships:

- Make sure you show attention to detail – not just in your personal presentation and how you present agency materials, but by always giving people your full attention.
- Always be respectful, courteous and friendly in your interactions.
- Make sure you are knowledgeable about the area in which your clients live – the fact that you know their area and its nuances will give them confidence in your ability to sell their home.
- Be enthusiastic – who wants an agent selling their property who doesn’t seem to care about it or anything else?
- Provide as much information as possible – clients should be well informed as to what is happening with their home.
- Be reliable – attend appointments on time, and respond to any emails and missed calls as promptly as possible. Clients should not have to chase you!
- Honesty is the best policy – always tell the truth, and if you don’t know the answer to a question make an effort to find out and get back to the client as soon as possible.
- Always exceed expectations!



## Activity 3D

### Agent Qualities

#### Research

Go to: [www.ratemyagent.com.au](http://www.ratemyagent.com.au) and have a look at some agent profiles in your local area.

What do the agents say about themselves in terms of their ability to provide exceptional customer service?

What do the agent's clients say about the customer service they received? Does their experience match with the agent's opinion of themselves?

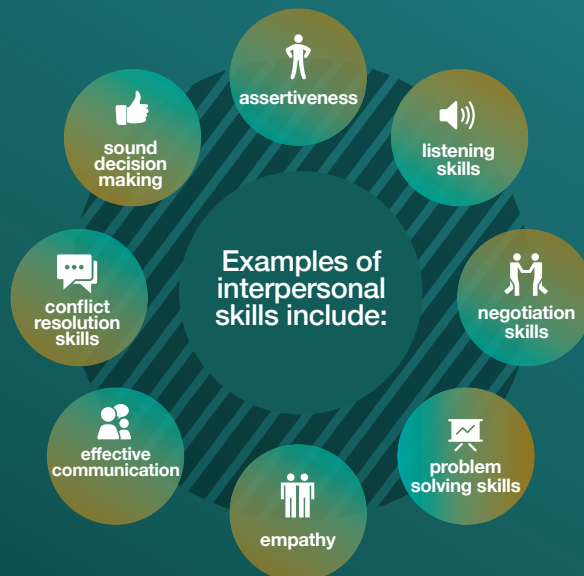
## 3.3 Interpersonal Skills

In real estate work you are talking to people every day. It is therefore imperative to have sound interpersonal skills.

Interpersonal skills are the skills necessary to relate to other people and to build relationships. As mentioned earlier, building relationships and demonstrating your integrity as an agent will establish and build the confidence of your clients and work colleagues, as well as promote the integrity and capacity of your agency.

#### You need good interpersonal skills to:

- communicate with your clients so that you understand their needs, preferences and requirements
- negotiate with others to come to a satisfactory outcome
- develop trusting relationships
- work as part of a team
- demonstrate empathy and respect
- understand what 'makes people tick'
- resolve conflict with minimum confrontation.



## Activity 3E

### Interpersonal skills - Discussion

Think about people you have previously encountered in sales roles who you developed an instant rapport with.

What types of interpersonal skills do you think they showed during your interactions? What do you think you could learn from thinking about this person's skills?



## Chapter 4

# Professional Development

With the often-rapid changes that can occur in the real estate sector, continuing your professional development is an essential part of a real estate agent's career, skills and knowledge.

Continuing professional development (CPD) is a requirement of some state and territory's licensing and is also a way in which the public can be assured an agent has current knowledge, professionalism and skills.

### By the end of this chapter you will be able to identify:

- ✓ what professional development is
- ✓ licensing versus membership requirements
- ✓ professional development requirements in your state or territory
- ✓ tips for planning your professional development
- ✓ how to audit your skills to help you plan your development
- ✓ strategies to help you plan your development
- ✓ topics you may be interested in for your development
- ✓ how to keep accurate records of your development.







## 4.1 What is Professional Development?

Professional development means that you are making a continual commitment to your training, education and learning related to your career or profession.

The aim of professional development is to keep yourself up to date with what's changing, make sure you are aware of current trends in the industry, updates to legislation, as well as helping you to develop new skills so you can advance in your field.

In real estate, there are many subjects you can study for professional development. Some states and territories mandate what you must study or the amount of points you must put towards a certain type of study, and some states and territories, simply recommend that you even complete professional development. However, in all professions, keeping your skills up to date and making sure you are aware of how the industry is changing will help ensure you are able to provide a top-class service to your clients.

## 4.2 Licencing versus Membership Requirement




Some states and territories have put in place requirements that you must maintain continuing professional development to maintain your licence. Where this requirement is there, it means you must complete a Continuing Professional Development training program each year that amounts to a certain number of professional development points to continue to hold your licence.

Where this requirement has not been mandated through a licence, the professional association, the REI, has sometimes put in place a similar requirement for its members to cover the gap.

View the table below to look at where the requirement is either a licence requirement or an REI recommendation instead.

State	Licence Requirement	REI Requirement
Victoria	No	Yes
New South Wales	Yes	N/A
Australian Capital Territory	Yes	N/A
Queensland	No	Yes
Northern Territory	No	Recommended
South Australia	No	For Certified Professional Members
Western Australia	Yes	N/A
Tasmania	Yes	N/A

## 4.3 Continuing Professional Development Requirements of Each Jurisdiction

<p><b>Victoria</b></p> 	<ul style="list-style-type: none"> <li>• There is no mandatory requirement in Victoria for continuing professional development to maintain a licence.</li> <li>• The REIV's website states:</li> <li>• The REIV will assign CPD point value to professional development initiatives that contribute to learning of real estate, help you run a compliant and responsible real estate business and contribute to the development of the real estate sector.</li> <li>• The REIV may assign certain training that all individuals must complete as part of their annual REIV CPD requirements.</li> <li>• The REIV Board has set the requirement at minimum 12 REIV CPD Points each CPD year. A CPD year is from 1 April – 31 March.</li> <li>• Up to 33% of the CPD points required may be accumulated through relevant activities outside the REIV. For example, courses run by a franchisor.</li> </ul>
<p><b>New South Wales</b></p> 	<ul style="list-style-type: none"> <li>• All individuals who hold a class 1 licence, class 2 licence or a certificate of registration must complete CPD specified for their licence or certificate category each year.</li> <li>• Failure to comply with CPD requirements may result in the suspension or cancellation of your licence or certificate.</li> <li>• The CPD year</li> <li>• The CPD year for all licence and certificate holders starts on 23 March each year and ends on 22 March the following year. The first CPD year will run from 23 March 2020 to 22 March 2021.</li> <li>• CPD Activities</li> <li>• CPD activities will depend on the level and type of licence you hold.</li> <li>• CPD activities consist of:             <ul style="list-style-type: none"> <li>• Compulsory topics – 3 hours per year</li> <li>• Elective topics – 3 hours per year</li> <li>• Business skills topics – 3 hours per year</li> </ul> </li> <li>• Compulsory topics are determined by NSW Fair Trading in consultation with industry and are delivered by industry associations, government agencies and other providers approved by Fair Trading.</li> <li>• Compulsory topics will change each CPD year.</li> <li>• Only class 1 licence holders are required to complete Business Skills Topics.</li> </ul>
<p><b>Australian Capital Territory</b></p> 	<ul style="list-style-type: none"> <li>• The ACT Agents Regulation 2003 states that:</li> <li>• All licence holders complete 12 points of continuing professional development in the 12 month period prior to the renewal of a licence for each year and</li> <li>• Maintains a log and other records of continuing professional development in accordance with the Agents (Continuing Professional Development) Guideline 2008 (No 1).</li> <li>• All registered real estate salespersons complete 12 points of professional development in the 12 month period prior to the renewal of the licence for each year; and</li> <li>• maintains a log and other records of continuing professional development in accordance with the Agents (Continuing Professional Development) Guideline 2008 (No 1).</li> <li>• For further details about the requirements, refer to the Guidelines as referred to above.</li> </ul>

<p><b>Queensland</b></p> 	<ul style="list-style-type: none"> <li>• There is no licence requirement for continuing professional development in Queensland.</li> <li>• The REIQ continuing professional development (CPD) program is the accreditation system used for acquiring and retaining REIQ membership. Members are required to complete at least 100 points of CPD training each year prior to 31 December, by each licensee of a REIQ accredited agency, or any individual member.</li> <li>• The purpose of the REIQ CPD program is to promote best practice and compliance, which also gives members the edge over competition</li> </ul>
<p><b>Northern Territory</b></p> 	<ul style="list-style-type: none"> <li>• There is no requirement for ongoing professional development in the Northern Territory to maintain your licence.</li> <li>• The REINT has a voluntary Code of Conduct for it's members in which it recommends that ongoing professional development is undertaken to ensure members are familiar with updates to relevant legislation and codes.</li> </ul>
<p><b>South Australia</b></p> 	<ul style="list-style-type: none"> <li>• There is no mandatory requirement in South Australia for continuing professional development to maintain a licence.</li> <li>• To become a certified professional member of REISA, certain professional development training needs to be undertaken. More information can be sourced from REISA's website at: <a href="http://www.reisa.com.au/">www.reisa.com.au/</a></li> </ul>
<p><b>Western Australia</b></p> 	<ul style="list-style-type: none"> <li>• The requirements of CPD are prescribed by legislation and make it compulsory for all real estate and business broking agents, sales representatives and property managers to comply with the CPD program. Failure to do so may result in a penalty of up to \$5000.</li> <li>• Each year, participants must obtain ten CPD points. Consumer Protection will review the needs of the industry annually. Mandatory activities are paid for by Consumer Protection*.</li> <li>• Participants are required to attend mandatory activities each year that are relevant to their licence/registration in order to obtain the three mandatory points required by the CPD program, with elective activities making up the rest of the required ten points.</li> <li>• What is a mandatory activity?</li> <li>• A mandatory CPD activity is an activity that Consumer Protection requires licensed agents, sales representatives and property managers to complete for CPD purposes and each activity is comprised of three subjects. Prior to January each year, Consumer Protection will advise industry of the activities that licensed agents, sales representatives and property managers will need to complete in the next calendar year. The subject areas for these activities will address the latest industry compliance issues, legislative changes and work practices</li> </ul>
<p><b>Tasmania</b></p> 	<ul style="list-style-type: none"> <li>• Under Tasmanian legislation, the Property Agents Board of Tasmania may set conditions on licences including the requirements of professional development. Currently the requirement is set to complete 8 points of Board-approved professional development per year. A year is 1st July to 30 June.</li> <li>• At least 6 of the 8 points must be directly related to the property agent's industry. The remaining points may be of a more general nature. A minimum of 2 points must be provided by an external provider, meaning delivered by a person external to the organisation.</li> <li>• You can find out more about the professional development requirements in Tasmania, at the following site: <a href="https://scnv.io/7GYC">https://scnv.io/7GYC</a> (QR Code #21)</li> </ul>

## 4.4 Planning your Professional Development

Making sure you have a plan from the start of the year for your professional development is always the best approach. Otherwise its easy to get to the end of the year and find that all the sales contracts, house listings and open inspections have gotten in the way of your skills development.

So, make sure you sit down at the start of each year and draw up a quick plan for how you will make sure you keep developing your skills throughout the year. Scheduling in some time each quarter for how you will achieve these goals, will help make sure they are achieved. Block out some time in your diary to completing your professional development.

Name: Louise Mullins		Year: 2021		
Goal/ Skills Gap	PD Activity to Be Undertaken	Type of PD Activity	When	Completed
✓ Improve sales skills	Real estate agent Sales Seminar REIV	Face to Face Workshop	8th August	This will be marked when completed
✓ Improve knowledge of trust account rules	The deepdive into trust accounts	Webinar Series	February - March	

## 4.5 Skills Auditing

A skills audit is where you take a critical look at your skills and knowledge and the those that you need in the future, look at the gaps and then you can make a plan for those gaps in your professional development planning.

### 1 Self-reflect

- Reflect against your day to day requirements in your role.
- Are there any areas you lack confidence in?
- What areas are you always wishing you knew a bit more about or always reaching to the guidebook to confirm?
- Are there certain skills, knowledge or competencies you wish to develop?
- Consider any feedback you have received of areas you could improve on.

### 2 Look ahead to the future

- Critically examine the industry and the profession.
- Where is it heading?
- Are there any new trends you need to learn about to keep up with the changes?
- Are there any changes to legislation coming in?

### 3 Work out the gaps

Look at your current capabilities and the future and determine what new knowledge, skills and competencies you need to acquire.

### 4 Map out a list of activities

Develop a list of professional development activities you can undertake to close your skills gaps and identify your highest priorities.

Activities can include books to read, webinars, journals or blogs, networking events and new skills. It can also include face to face training days and full courses. Professional development doesn't need to be only the formal training of full day sessions that you attend, it can also be the informal things like articles you read as well.

### 5 Build your plan

Once you have worked out what your high priorities are and what activities you want to complete, you can start to create your plan. Document your goals and how you will achieve those goals. Use a template as above to document those goals so you can make sure you can keep yourself accountable.



## 4.6 Sourcing Professional Development

There are many places to source professional development. These include:

- Industry associations like the REIA and state and territory counterparts
- Registered Training Organisations that specialise in real estate training will often also offer short courses on real estate
- Industry publications
- LinkedIn is a great source of professional development – find industry relevant groups to subscribe to and contribute to the conversations
- Tenancy authority relevant to your state

## 4.7 Real Estate Professional Development Topics

When deciding on professional development to undertake, there are lots of topics to choose from. Here are some ideas:

- Sales
- Property management
- Strata and community management
- Business sales
- Business broking
- Commercial and industry property
- Marketing
- Communication skills
- Property legal requirements
- Ethics and professional responsibility
- Computer / technology skills
- Fraud prevention
- Workplace health and safety
- Legislation Updates
- Trust accounting
- Audit requirements
- Risk management
- Management skills
- Project management
- Communication skills



## 4.8 Keeping a Record of your Professional Development

It's important you keep a record of your professional development activities. If it's mandated in your state to keep your licence, you will need to prove the activities that you have completed.

Some state's set out the form in which you keep your log. Check your state's CPD guidelines. However even if this is not set out, get into a good habit of maintaining good records of your professional development activities.

### Professional Development Log

A professional development log, logs all the professional development you complete. Much like your plan, however this time, instead of looking into the future, we now log activities as you complete them.

Here's what a Professional Development Log looks like:



### Professional Development Folio

Name: Louise Mullins		Year: 2020		
Date	Type of PD Activity	Title	Location/ Provider	Related Skill/ Knowledge
16/01/2021	Journal Article	ACCC Investigation into Fraud	Real Estate Insider	Fraud
03/02/2021	Webinar	Professional Communication for the Real Estate Provider	REISA	Communication Skills



**Download a Professional Development Log here:**



<https://scnv.io/YeTc>

### Create a folio!

Keep a folder of your professional development certificates and other evidence that can support the professional development you have completed. This should support your professional development log. Often when you complete a webinar, a training day, buy a book, or subscribe to a journal, you'll get evidence that you've done so. Get in the habit, of adding this to your folio.

In this day and age, it might be a virtual folder, but if it is make sure its backed up online to something like OneDrive or Dropbox or iCloud. You wouldn't want to lose all your hard work! Otherwise, stick to the tried and tested way of printing everything out and putting it in a folder with plastic pockets.





## Chapter 4

# Review Questions



Use the following questions to check your knowledge.

**Q1.** What does professional development mean?

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**Q2.** Find out whether professional development is required for your licence in your state or territory.

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**Q3.** Considering the topics included in your real estate course, what are some of the additional professional development topics that might interest you once you have finished your course?

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# QR Codes


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