

**Sale of Residential Property, Level 3**

Those who undertake qualifications based on these standards will be senior sales negotiators or perhaps even junior managers. It is thought that most sales staff of new homes will be involved at this level.

*Five mandatory units are required:*

**Unit 1 Contribute to safety and security of people and property**  
 Contribute to the maintenance of health and safety at work  
 Contribute to the security of self, colleagues and customers  
 Contribute to the security of property  
 Contribute to the security of information

**Unit 2 Develop customer relationships**  
 Build customer confidence in the level of service provided  
 Meet the ongoing needs and expectations of your customers  
 Develop the relationships between your customers and your organisation

**Unit 12 Implement marketing plans for the sale of properties**  
 Implement marketing activities to sell a property  
 Review feedback on viewings  
 Review the marketing activities for selling a property

**Unit 13 Advise prospective buyers on property**  
 Select properties of interest to prospective buyers  
 Promote properties to prospective buyers

*and either:*

**Unit 18 Negotiate the sale of properties in England, Wales and Northern Ireland**  
 Encourage interest in a property  
 Obtain a commitment from prospective buyers to buy the property  
 Assess the suitability of offers  
 Negotiate the terms and conditions of sale for a property

*or:*

**Unit 21 Negotiate the sale of properties in Scotland**  
 Encourage prospective buyers to proceed  
 Receive an offer for a property  
 Set a closing date for a sale  
 Negotiate the principal conditions of sale for a property

*Four optional units are required from:*

**Unit 3**  
 Sell products and services to customers in face-to-face settings

**Unit 6**  
 Organise market appraisals of customers properties

**Unit 7**  
 Monitor changes in the local property market

**Unit 8**  
 Negotiate sales

**Unit 9**  
 Provide market appraisals of properties

**Unit 10**  
 Obtain instructions to sell properties

**Unit 11**  
 Produce marketing materials for individual properties

**Unit 14**  
 Organise viewings of properties

**Unit 15**  
 Conduct accompanied visits around property areas

**Unit 16**  
 Conduct accompanied visits around development sites

**Unit 17**  
 Conduct accompanied viewings of properties

**Unit 19**  
 Qualify prospective buyers

**Unit 20**  
 Progress sales to their conclusion

**Unit 22**  
 Negotiate part exchanges of properties

**Unit 23**  
 Agree the specifications of new properties with customers

**Unit 24**  
 Hand over new properties to customers

**Unit 25**  
 Provide after sales support to customers

**Unit 26**  
 Contribute to the design of the company's marketing materials