Real Estate CPD
CPD Subject outline

Please note that not all CPD subjects apply to all states. Please refer to the website <http://www.kaplanprofessional.edu.au> for details on which subjects are applicable to each state.

How to be a better negotiator

Subject overview

This CPD subject will address the various elements of negotiation and conflict management, including different negotiation styles, ethical negotiation practices, how to prepare for negotiation and how to manage deadlocks.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. describe the features and benefits of interest based negotiation
2. use a structured model of negotiation to improve negotiating outcomes
3. prepare effectively for negotiation by developing information about interests, currencies and ‘BATNAs’
4. explore the needs and perspectives of the parties using skills in paraphrasing and asking effective questions
5. handle objections and diffuse resistance
6. discover ways to shift deadlocks
7. recognise power tactics and respond to them for a successful result
8. increase your personal power in negotiation.

Subject topics

Topic 1: How to be a better negotiator: Introduction
Topic 2: Understanding negotiation
Topic 3: Negotiation Stage 1: Preparation/research
Topic 4: Negotiation Stage 2: Discussion
Topic 5: Negotiation Stage 3: Bargaining
Topic 6: Negotiation Stage 4: Closing and implementation
Topic 7: More tips to hone your negotiation skills

Assessment tasks

Assessment is via multiple choice questions.
Effective conflict management

Subject overview

No matter where we are in the world or what position we hold, conflict will be part of our daily lives. Conflict management is the process of planning to avoid conflict where possible and organising to resolve conflict where it does happen, as rapidly and smoothly as possible.

Effective conflict management is part of good risk management in any business and one of the best skills an individual can learn for a successful career in the property industry.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. appreciate the benefits of effective conflict management in reducing personal, agency and client risk
2. pro actively predict when conflict might occur and recognise its symptoms whilst the conflict is in its earlier stages
3. understand how we filter our perceptions (and reactions) to conflict through our values, culture, beliefs, information, experience, gender, and other variables
4. analyse via case studies the role assumptions, expectations and perceptions play in conflict
5. deal with difficult people and situations
6. follow steps to resolving conflict
7. manage the fight or flight response to ensure the emotion in conflicts are managed effectively.

Subject topics

Topic 1: Signs that conflict is building
Topic 2: Individual reactions to conflict
Topic 3: Typical sources of conflict
Topic 4: The role of assumptions, perceptions and expectations
Topic 5: Dealing with difficult people and situations
Topic 6: The Iceberg Principle of Conflict
Topic 7: Steps for resolving conflict
Topic 8: Addressing burn out of conflict — How not to let the emotion of conflict affect you negatively

Assessment tasks

Assessment is via multiple-choice questions.
Property and compliance update 1

Subject overview

Agency Rules of Conduct require agents to stay up to date and knowledgeable in their area of practice. This course will bring student up to date with the latest legal case studies and information relevant to agents across Australia, including property fraud, Work Health Safety, new national Consumer Laws, protecting agency fees and commissions and more.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. understand how to protect their agency fees and commissions by correct completion of agency agreements
2. learn strategies to avoid property fraud by correctly identifying sellers
3. review new harmonised Work Health Safety Laws
4. identify and manage safety issues in leased properties
5. analyse new national Consumer laws and how to avoid misleading conduct
6. understand Commercial Building Disclosure requirements
7. review latest legal issues relating to intention to be bound by an agreement
8. understand what ‘rent bidding’ is, what the legislation says and how it applies to the rent roll.

Subject topics

Topic 1: Protecting your agency commission
Topic 2: Protecting against property fraud
Topic 3: Safety in leased properties
Topic 4: Work Health Safety
Topic 5: Commercial Building Disclosure
Topic 6: Rent bidding

Assessment tasks

Assessment is via multiple-choice questions.
Property and compliance update 2

Subject overview

Agency Rules of Conduct require agents to stay up to date and knowledgeable in their area of practice. This topic provides an update of real estate related issues and legal case studies that occurred as at the end of 2013.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. analyse the latest legal case studies relating to consumer protection and understand how to avoid misrepresentation, misleading and deceptive conduct and unconscionable conduct in property practice
2. understand how to fulfil requirements to consult with other duty holders on Work Health Safety issues especially when managing properties
3. analyse recent case studies related to increased Work Health safety responsibilities for managing agents under WHS Act ‘duty to consult’
4. understand the Privacy Act Amendments and how they relate to agency practice
5. know how the new swimming pool register requirements impact on sales and leasing of properties (for NSW residents only)
6. understand new window lock responsibilities for strata plans (for NSW residents only).

Assessment tasks

Assessment is via multiple-choice questions.
The ancient art of prospecting

Subject overview

Prospecting for listings is an art that real estate agents need to master in order to be successful. Listings are the ‘lifeblood’ of an agency — therefore the truly successful agent needs to ensure they have the skills that make them a great lister. They must practice ‘The ancient art of prospecting’. This course will help students to focus on developing a strategy to create their own inventory of:

• ‘will list when the seller is ready’ saleable stock, and
• ‘will buy when the right property comes along’ buyers.

Learning outcomes

Upon successful completion of this subject, students should be able to:

1. prospect for the serious seller and buyer
2. understand that prospecting is not just a ‘numbers game’
3. qualify both prospective seller and prospective buyer
4. create a stable of qualified sellers who will sell when the time comes and buyers who will buy when ready
5. retain such potential clients and customers at the level where they are most likely to sell or buy.

Subject topics

Topic 1: The four key areas of prospecting that require constant awareness
Topic 2: How to actually meet people that may need your services in the future
Topic 3: Prospecting for buyers
Topic 4: The three levels of working with buyers

Assessment tasks

Assessment is via completion of short answers and a case study.
Manage agency and consumer risk

Subject overview

Understanding how to manage risks to an agency and the consumers it deals with is vital for everyone involved in agency practice. This course helps students to learn how to identify potential risks, analyse causes and impacts, and then proactively implement policies and/or procedures to manage these. Effective risk management means the agency is more financially stable, with less chance of being involved in legal actions, fines or prosecutions.

Risk management also reduces the number of conflicts and complaints to deal with and produces a happier more productive and safer work environment. An agency that protects its consumers from risk maintains an ethical reputation which leads to satisfied customers and more referral business.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. locate information about risks and identify common agency risks
2. understand many of the risks associated with particular areas of agency practice such as sales, administration and property management
3. set up systems to monitor and review risk.

Subject topics

Topic 1: Identifying typical general risks in an agency
Topic 2: Identifying risks particular to different aspects of agency practice
Topic 3: Monitoring and reporting systems to minimise risk
Topic 4: Legal consequences of failure to manage risk

Assessment tasks

Assessment is via multiple-choice questions.
The gentle art of negotiation

Subject overview

Negotiations occur everyday in every possible situation: in the real estate environment, both inside and outside the office. So, like it or not, in business individuals have to be a good negotiator.

This course aims to provide students with the knowledge and skills to thoroughly prepare themselves for all different forms of negotiation, either one-on-one, or in some cases, as part of a team. It will assist students to accept and work with the environment (circumstances under which they do the actual negotiation), and prejudice (what others have preconceived ideas about), as well as the planning and presentation of the negotiation issue they are about to put forward to the other party.

Learning outcomes

Upon successful completion of this subject, students should be able to:

1. understand the need to thoroughly research both points of view, theirs and the other party, and the existing relationship they currently have with the other party
2. have a clear agenda prior to entering into negotiations, allowing for positive or negative responses from the other party
3. realise that a partial outcome could become an acceptable result and they should establish a base for possible future negotiation
4. ensure, if humanly possible, that any negotiations take place in an environment suitable for what they want to achieve, and that all types of prejudice are put aside.

Subject topics

Topic 1: The various steps involved in a negotiation
Topic 2: Techniques to deal with difficult people
Topic 3: Effective communication techniques for negotiation

Assessment tasks

Assessment is via multiple-choice questions.
Dealing with conflict — a risk management strategy

Subject overview

Property managers are exposed to the risk of conflict in all areas of their daily work life — with tenants, landlords and colleagues. Recognising and dealing constructively with conflict makes the job easier, contributes to the professionalism as an agent and reduces the risk of something going wrong through anger, misunderstanding or simply avoiding the issue.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. understand conflict and its most common sources
2. use strategies to minimise and manage conflict
3. understand the impact of conflict on the property management team
4. resolve conflict and minimise the risk of conflict escalating into an uncontrollable situation.

Subject topics

Topic 1: Conflict management
Topic 2: The negatives of conflict
Topic 3: Anticipating conflict scenarios to minimise conflict
Topic 4: Top tips to reduce conflict and alleviate associated risks

Assessment tasks

Assessment is via completion of a case study.
Listing saleable stock — the art of survival

Subject overview

Real estate agents are in business for themselves — they need to find and list good saleable stock, then service and retain clients and customers to ensure that the listing stock levels are maintained. Plenty of stock and saleable listings lead to earning a long-term professional reputation as an agent and a great income. As the saying goes — ‘you need to list to last in real estate’.

This course will provide students with the knowledge and techniques to thoroughly prepare themselves to acquire the type of listings they are confident that they will sell, and turn down the type of listing that they could be wasting their time on — and to clearly know the difference between the two.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. thoroughly inspect a property prior to listing
2. understand the principal/seller prior to listing
3. present themselves and what they do in a very professional manner
4. run a very impressive listing appointment meeting
5. solve most of the potential problems at this listing meeting
6. list property that is within the 80% chance of the selling ‘band’.

Subject topics

Topic 1: Tips on how to focus on client-based listings
Topic 2: Listing skills checklist for the listing appointment
Topic 3: Fitting your presentation to the clients’ needs
Topic 4: Closing your listing

Assessment tasks

Assessment is via completion of a case study.
Working with buyers — the other half of the equation

Subject overview

A real estate agent is in the business of bringing two people to agreement on the sale of a property. The buyer is the second part of the sales equation. The agent needs to be proficient in creating situations where a well prepared buyer makes an offer on a property due to the help and support the agent has given them through the various stages of the buying process.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. seek out and qualify the genuine buyer
2. work effectively and efficiently with buyers
3. negotiate to get the offer
4. assist with the buying decision.

Subject topics

Topic 1: Prospecting for buyers
Topic 2: How to handle buyer phone enquiry
Topic 3: The different levels of working with buyers
Topic 4: Negotiating the offer

Assessment tasks

Assessment is via completion of a case study.
Hiring and firing — build the right team

Subject overview

A real estate principal or sales manager, decides on the size of their sales team and who manages that team. Such decisions should be dictated by a business plan, the market in which they work and their desire for a successful sales team and profitable real estate business. Building the right team — hiring the right person, and dealing with difficult decisions is paramount to this success.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. identify suitable sales people for their team
2. hire people with a good chance of succeeding in real estate
3. keep and reward good sales people
4. understand the importance of and hold great sales meetings and
5. keep people on track with production.

Subject topics

Topic 1: Back to basics — experienced or inexperienced?
Topic 2: Developing sales agents who will make you money
Topic 3: Suggestions for the monthly new sales agent start-up meetings
Topic 4: A checklist for productive sales meetings

Assessment tasks

Assessment is via completion of a case study.
CPPDSM4056A Manage conflicts and disputes in the property industry

Subject overview

This unit of competency specifies the outcomes required to use communication techniques to manage and resolve conflict and disputes in the property industry. It requires the ability to assess conflict or dispute situations, accurately receive and relay information, adapt interpersonal styles and techniques to varying social and cultural environments, and evaluate responses.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. assess conflict or dispute
2. negotiate resolution
3. evaluate response.

Assessment tasks

Assessment is via completion of multiple-choice questions and a case study.
CPPDSM4009B Interpret legislation to complete agency work

Subject overview

This unit of competency specifies the outcomes required to source and interpret legislation affecting real estate operations. It includes identifying and applying statutory interpretation techniques, identifying and tracking changes to relevant real estate legislation and industry codes of conduct and maintaining appropriate records.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. identify legal principles and legislative requirements affecting real estate operations
2. interpret legislative requirements affecting real estate operations
3. identify changes to legislation and regulations affecting agency operations
4. comply with relevant industry codes
5. maintain records of legislation and industry codes.

Assessment tasks

Assessment is via completion of multiple-choice questions and short answer questions.
CPPDSM4015B Minimise agency and consumer risk

Subject overview

This unit of competency specifies the outcomes required to minimise risk to all aspects of agency business and to consumers. It includes identifying potential risks to the agency and its clients, analysing the causes and potential impact of risks, and implementing agency policies and procedures to minimise risks to the agency and consumers.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. identify potential risks to agency and clients
2. analyse causes and potential impact of risks on agency, clients and other stakeholders
3. implement agency procedures and systems to minimise risk
4. implement agency procedures and systems to minimise consumer risk.

Assessment tasks

Assessment is via completion of multiple-choice questions and a case study.
Obtain the ultimate outcome — the sale

Subject overview

Listings are the ‘lifeblood’ of an agency — therefore the truly successful agent needs to ensure they have the skills that make them a great lister. Plenty of stock and saleable listings lead to earning a long-term professional reputation as an agent and a great income. As the saying goes — ‘you need to list to last in real estate’. Once saleable listings are obtained, an agent needs to be the consummate negotiator in order to deal effectively with the people involved and to obtain the ultimate outcome — a sale.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. thoroughly inspect a property prior to listing
2. thoroughly inspect the principal/seller prior to listing
3. meet the requirements of the Rules of Conduct
4. present themselves and what they do in a very professional manner
5. run a very impressive listing appointment meeting
6. solve most of the potential problems at this listing meeting
7. list property that is within the 80% chance of selling ‘band’.

Assessment tasks

Assessment is via completion of multiple-choice questions.
Managing risk in the property sector

Subject overview

This course will address the concept of managing risk within the property sector, including step by step process of rating and analysing risks to find the most appropriate risk treatment. This course includes the latest legal and compliance case studies in both residential and commercial real estate.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. identify potential risks in the property sector and potential sources of information about risk
2. analyse causes and potential impact of risks on agency, clients and other stakeholders
3. determine appropriate options for managing risk, including implementing procedures to manage risk.

Assessment tasks

Assessment is via completion of multiple-choice questions.
China Ready & Accredited®

Subject overview

CHINA READY® together with Kaplan Professional, have developed an authoritative and engaging online program that provides officially endorsed cultural awareness training.

This interactive program provides the wisdom and life experience of acknowledged expert cultural and business leaders in China. Designed to promote the appreciation of contemporary Chinese culture, the program develops an understanding of the importance to Chinese people of Chinese concepts such as “Face”, “Family”, “Guanxi” and the “Investment Mindset”. This course will assist you to understand the business values of Chinese clients and how best to adapt your communication to effectively build trust and rapport with them in business dealings.

Learning outcomes

Upon successful completion of this subject, students should be able to:

1. understand specific knowledge of Chinese culture, history and business values
2. understand Chinese consumers’ requirements and customer service expectations
3. become more culturally aware when communicating with people of Chinese origin.

Assessment tasks

Assessment is via completion of 12 cultural core learning modules. Each online module includes ‘checkpoint’ quiz questions.