

National Apprenticeship - Occupational Profile

Apprenticeship Title Auctioneering and Property Services

NFQ Level 6

Duration 2 Years

Typical tasks/ responsibilities

- The Licensed Property Services Provider values residential and commercial property and land for the purposes of sale, probate, family law, development or governmental initiatives
- He/She negotiates the sale of residential, commercial property and land either by private treaty or by auction tender.
- He/She lets residential, commercial property and land
- The Property Services Provider manages residential or commercial property
- He/She markets residential and commercial property and land for the purpose of sale or letting

On successful completion, the Auctioneering & Property Services Provider will:

Knowledge

- Explain the structure of the property industry including its relationship between agent, vendor and buyer, financial institutions and developers; the main types of agencies and the weaknesses and strengths of each type
- List the different valuation methods used in the industry and determine which method is best suited to the purpose of the valuation and to the type of property being valued
- Describe the rules and code of conduct governing ethical and professional behaviour as set down by the Property Services Regulatory Authority (PSRA) and the relevant professional bodies in the industry
- Identify good practice for maintaining detailed records and office administration for applicant qualification
- Describe the key concepts, strategies and tools of service marketing and explain how to influence and successfully negotiate the sale of property and land
- Demonstrate a clear understanding of the legislative framework within which the industry operates
- Explain the principles of economic theory and their application to the property market
- Describe the principles of building construction
- Explain how to let property and land in compliance with current legislation
- Discuss the structure and role of the property management company

Skills

- Determine the valuation most suited to the property or land being valued and to the purpose of the valuation. Produce written valuations
- Show a property to a client, highlighting key features which appeal to the relevant target market
- Negotiate with vendors and buyers to ensure the successful sale of property or land
- Generate sales leads and create potential business opportunities in every encounter, whether with members of the public, neighbours or professional colleagues
- Network effectively to obtain market information, second opinions and business
- Write clearly and persuasively when creating sales and marketing copy and when communicating with clients and colleagues
- Measure and photograph a property in accordance with industry standards and guidelines
- Demonstrate knowledge of basic construction principles when dealing with clients and industry professionals; draw and interpret simple technical drawings and simple building plans
- Manage his or her time so as to maximise productivity, working to a tightly scheduled diary and dealing with multiple clients in the one day
- Manage property in compliance with current legislation and in a way that ensures that both clients and tenants meet their legal obligations and benefit from their legal rights
- Demonstrate proficient computer skills, in particular Microsoft Word

Competences

- Employ professional judgement to qualify and recommend the most suitable buyer to a client
- Communicate in a positive, engaging, energetic and passionate manner with clients, potential clients, members of the public
- Be punctual, reliable, diligent and respectful and act with integrity towards clients, peers and colleagues at all times
- Display a willingness to learn new skills, solve problems and work as part of a team
- Show thoroughness and attention to detail in all aspects of the work of a Property Service Provider
- Show awareness of the huge role personal appearance, grooming and dress plays in generating trust and confidence among clients and colleagues

Industry/industries served by the apprenticeship

Auctioneering and Estate Agency firms, Property Letting companies and Property Management companies

Proposed minimum entry requirements for apprentices on the programme

School leavers with a minimum of five passes at ordinary level Leaving Certificate and/or mature students with business or property services work experience. Applicants should have an out-going personality and have an interest in sales, marketing and property.

Apprenticeship
In Development