

Apprenticeship Standard: Junior Estate Agent

Occupational Profile:

This is a customer facing role with responsibility for providing the administrative support needed to secure successful property sales. Junior Estate Agents may work in different areas of estate agency, i.e. sales, auctioneering and commercial property. In all cases they will be required to understand and comply with contractual, statutory and legal restrictions, and client confidentiality. They will be working under supervision within the wider organisation.

The work is varied and typical roles will include: data registration, producing window adverts, arranging and booking viewings, accompanying colleagues on site visits to various properties, selling additional services, collecting keys, carrying out basic property research, including marketing procedures through portals, websites and various databases

Additionally the Junior Estate Agent would prepare floor plans of a property, following the measuring code of practice and also assist with the provision of sales particulars. This would include how to take and produce photographs for individual properties. As part of the sales process, apprentices would need to know how to conduct viewings and receive a formal offer made from a purchaser and the policies and procedures concerned with processing this. The Junior Estate Agent will work closely with colleagues to explore solutions to problems and improvements to working patterns. They will take responsibility for the quality, accuracy and planning of their own work.

The Junior Estate Agent will be able to acquire the fundamental skills for the commercial and residential property sales industry. This in turn will give them the capability for further career progression on completion of the apprenticeship. This career progression can either be with their existing employer or within the industry in general. It will also enhance their ability to undertake further qualifications.

Professional Knowledge

Knowledge	What is required
Valuation	Be aware of the basic principles of rebuilding costs, selling, marketing (including use of social media) and marketing advice, local market information, different methods of sale and a basic understanding of lettings and investments, RICS property measurement standard, and market valuation. Rudiments of different types of valuation i.e. lending, insurance and market, researching property values, lettings, observational challenges/powers, yields and investment values
Legal/ Compliance	A general understanding of: Estate Agents Act (1979), Consumer Protection from Unfair Trading Regulations (2008), Consumer Rights Act (2015), Business Protection from Misleading Marketing Regulations (2008), Business Protection Regulations (2008), Stamp Duty and Land Tax, Trades Description Act (1972), Proceeds of Crime Act (2002), Landlord and Tenant Act (1954), Auctioneers Act (1845) etc. and understand Primary Authority Responsibility. Principles underpinning tenure, service charges, ground rent, shared ownership, accounting procedures and handling client's money, illegal practices and role of trading standards
Marketing Advice	How to undertake basic research, including portals, and databases such as Rightmove and Zoopla. Knowledge of Land Registry, layers of marketing and self-presentation
Construction and Defects	Basic knowledge of traditional and non-traditional building construction terminology, knowledge of the most common defects in traditional buildings such as subsidence, damp etc.
Planning	Awareness of the basic principles of planning, including the role of national and local government, building regulations and planning, outline and detailed planning consent, highways, building control (including conversions and extensions), permitted development, listing, change of use and use class order and conservation areas.
Methods of sale	Private treaty, public and private auctions, informal and formal tender and the relevant legal requirements.
Organisational Awareness	Principles, policies and practices of the organisation in term of customer care, complaints handling, employee code of conduct, team working, risk assessment, personal safety, safeguarding and business communications. Also have some knowledge of the organisations business plan, organisation values, the range of services available to customers, team targets, Key Performance Indicators and understand how their role fits in within the organisation.

Professional Skills

Skill	What is Required
Fee Earning	To demonstrate an understanding of the competitive market-place and commerciality of Estate Agency, Innovation, recognising opportunities and referrals.
Time Management	To be able to organise and plan work in a flexible manner to ensure tasks are prioritised and completed within agreed timescales. Show effective decision making in order to ensure work and tasks are completed in line with instruction and on time, including the principles of productivity, diary management, prioritising, targets/objectives and to understand task setting.
Team Work/Team	To be able to work effectively with internal colleagues and external partners to achieve individual,

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Building	team and business targets, identify solutions to problems, appreciate the importance of team working, and understand job roles and where they fit within the team. To use appropriate communication and interpersonal skills such as active listening, engagement and managing ambition.
Communication	Know how to manage the relationship with the customer. Know the importance of written, verbal and non-verbal communication (including body language), email, letter, telephone and personal etiquette. Appropriate use of social media sites, ie. Facebook, Twitter, LinkedIn, and smartphone applications.
Tools and Equipment	Effective use of IT equipment and software, including specific sales and lettings packages, phone systems, use of mobile phones, measuring devices, dictation machines, damp meters, touch typing, cameras, PCs/laptops/tablets, multifunction copiers, cloud data systems (and data compliance), safety devices.
Selling	To be able to demonstrate presentation skills, viewing and selling properties, cross selling, lettings and referrals. Standard methods of concluding sales; understanding needs.
Negotiation	To have an understanding of active listening, active questioning, empathy, handling difficult people and situations, objection handling, public relations and research. To be inquisitive, respectful, polite and know how to take control of a negotiation conversation.
Administration	Be able to apply a range of administrative skills in order to support the range of estate agency activities and related services. An understanding of the importance and use of digital and hardcopy records, including appropriate software packages. Diary management, filing, making and receiving telephone calls.
Enhanced literacy/numeracy	Demonstrate both spoken and written 'business English' and the difference between internal and external communications etiquette (email, letter, telephone) and numeracy (use of percentages).

Professional Behaviours

Behaviour	What is required
Customer Care	Demonstrate a responsive approach to customer needs and awareness of the organisation's impact on customers and their lives. To show professional standards of behaviours and positive personality, to dress appropriately and be aware of personal presentation; reliability; dependability; trust; integrity and moral character. To understand industry codes of practice in relation to conflicts of interest.
Public Relations	To present the company, oneself and the profession in the best possible light. To have an understanding of how the role fits in within the company structure. To be able to converse appropriately with customers, colleagues and professionals, forwarding enquires as necessary. Apply appropriate principles of customer care.
Responsiveness	To be able to take timely and responsive action to instructions given, with the aim of being able to work independently.
Personal commitment	To take responsibility for their own personal development, safety and training. Act as an ambassador for the organisation and profession as a whole. Meets personal and work commitments and the expectations of others. Demonstrate good timekeeping and consistency, as well as self-presentation.
Adaptability	Demonstrate willingness to accept fast changing priorities and work patterns.

Duration: Minimum 12 months

Level: 2

English and Maths: Apprentices need to achieve level 1 English and Maths and take the test for level 2 prior to taking their end point assessment

Professional Body and Progression:

Completion of this apprenticeship will lead to student membership eligibility of these professional organisations:

National Association of Estate Agents,
National Association of Valuers and Auctioneers
Institute of Commercial and Business Agents.

Review: The standard will be reviewed after 3 years.

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