

Junior Estate Agent Apprenticeship Standard

Role/Occupation: Junior Estate Agent Level 2



Overview: Working in different areas of an estate agent completing tasks such as arranging viewings and accompanying colleagues on site visits to various properties

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 will prepare floor plans of a property, following the measuring code of practice and also assist with the provision of sales particulars. This includes how to take and produce photographs for individual properties. As part of the sales process, apprentices will 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 be either with their existing employer or within the industry in general. It will also enhance their ability to undertake further qualifications.

DURATION

The apprenticeship will typically take 12-18 months to complete.

ENTRY REQUIREMENTS

Entry requirements will be determined by individual employers.

ENGLISH & MATHS

Apprentices without a Level 2 in English or Maths, will need to achieve Level 1 and have taken the test for Level 2, prior to taking their End Point Assessment.

For those with an education, health and care plan or a legacy statement, the minimum English and Maths requirement is Entry Level 3. For those whose primary language is British Sign Language, BSL qualifications are an alternative to English qualifications.

QUALIFICATIONS

There are no mandatory qualifications for this apprenticeship standard, however apprentices will have the opportunity to sit a Propertymark L2 or L3 qualification, as appropriate, as part of their apprenticeship.

LINK TO PROFESSIONAL REGISTRATION

Apprentices who successfully complete this apprenticeship may be eligible to apply for student membership of the NAEA Propertymark (now incorporating the professional bodies formerly known as National Association of Estate Agents, Institute of Commercial and Business Agents and National Association of Valuers and Auctioneers).

COMPETENCIES

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. Understanding of 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/databases, e.g. Rightmove, Zoopla Knowledge of Land Registry, layers of marketing and self-presentation
Construction & 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, 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
Skills	What is required
Fee-Earning	To demonstrate an understanding of the competitive market-place and commerciality of Estate Agency, Innovation, recognising opportunities and referrals

Skills	What is required <i>(Continued)</i>
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 Building	To be able to work effectively with internal colleagues and external partners to achieve individual, 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 (Facebook/Twitter/LinkedIn/smartphone applications)
Tools & 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, able 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)

Behaviours	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

Behaviours	What is required <i>(Continued)</i>
Responsive -ness	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

ON-PROGRAMME DELIVERY

Each apprentice will be allocated a Coach to support ongoing learning and preparation for End Point Assessment. In addition Progress Reviews will take place regularly to ensure the apprentice is on track.

All apprentices will be invited to attend relevant workshops to support the development of their Knowledge, Skills and Behaviours.

END POINT ASSESSMENT

The EPA consists of two assessment methods:

1. A scenario-based task
2. A professional discussion underpinned by a portfolio of evidence

The EPA will be conducted by an Independent External Assessment Organisation (IEAO).

PROGRESSION

Please talk to us about progression from this Apprenticeship.

REALITY CHECK

- ☐ Time and support required from the employer to the apprentice during the apprenticeship to include: regular Performance Reviews, relevant off the job training and preparation for the final EPA
- ☐ Expectation of significant amounts of study/work from the apprentice in order to meet the requirements of the apprenticeships
- ☐ Employer has to be involved in the EPA and provide support and time to the apprentice in preparation for the EPA

COSTINGS

Maximum Funding Band: £4,000

The cost of the apprenticeship will be negotiated with you in line with Government guidelines

Additional Costs:

- Optional - IT Functional Skills Level 2 - £200
- Propertymark qualification registration, examination and certification

PLEASE CONTACT APPRENTICESHIPS@CIRENCESTER.AC.UK FOR FURTHER INFORMATION

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