

Unit ID: 1981

**Domain**

**REAL ESTATE AGENT**

**Title:**

**Practice customer service in a Real Estate**

**Environment**

**Level: 5**

**Credits: 3**

### **Purpose**

This unit standard is intended for those who practice customer service in a real estate environment. People credited with this unit standard are able to recognize and describe the importance of customer service in the Real Estate Environment; illustrate the handling of basic client queries; demonstrate customer service techniques in a real estate agent environment.

This unit standard is intended for those who work as real estate agent.

### **Special Notes**

1. Entry information:

Prerequisite

- *None*

2. This unit standard is to be delivered and assessed in the context of real estate operations.

3. Assessment evidence may be collected from a real workplace or a simulated real workplace in which real estate operations are carried out.

4. Performance of all elements in this unit standard must comply with industry standards.

- Labour Act, No. 11, 2007

- Regulations relating to the health & Safety of employees at work under Schedule 1 (2) of the Labour Act No.11 of 2007 and all subsequent amendments

### **Quality Assurance Requirements**

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority on [www.nta.com.na](http://www.nta.com.na).

## **Elements and Performance Criteria**

### **Element 1: Recognize and describe the importance of customer service in the Real Estate Environment**

#### **Performance Criteria**

- 1.1 Impact of personal conduct on the workplace, the organization and the customer is recognized and described.
- 1.2 Customer service is described to indicate the relationship between an estate agent and clients.
- 1.3 “Moments of truth” is described as it applies to customer service.
- 1.4 Effect of the concept “treat others as you would like to be treated” is described as an approach to customer service.
- 1.5 Value of satisfied customers is described.
- 1.6 Consequences of poor customer service in the Real Estate Environment is recognized and described.

### **Element 2: Illustrate the handling of basic client queries**

#### **Performance Criteria**

- 2.1 Use of effective listening skills to understand customer queries is illustrated.
- 2.2 Use of effective questioning techniques to understand client’s queries is illustrated.
- 2.3 Repeating of a query in one own words to confirm understating of query when dealing with a customer is illustrated.

### **Element 3: Demonstrate customer service techniques in a real estate agent environment**

#### **Performance Criteria**

- 3.1 Execute customer service techniques in a real estate agent environment.
- 3.2 Motivate and train staff on customer service.
- 3.3 Improve customer service in a real estate agent environment.

## **Registration Data**

<b>Subfield:</b>	Real Estate
<b>Date first registered:</b>	14 March 2019
<b>Date this version registered:</b>	14 March 2019
<b>Anticipated review:</b>	2024
<b>Body responsible for review:</b>	Namibia Training Authority