



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Property Marketing, Sales and Leasing

Services / Cleaning, Domestic, Hiring, Property and Rescue Services

Unit Standard 246736 · NQF Level 4 · 20 Credits · 17 Days

COURSE OVERVIEW

This course equips property professionals with the skills to effectively market, sell, and lease residential and commercial properties. It covers market analysis, sales techniques, legal compliance, and customer relationship management to maximize property performance. Learners will gain practical strategies to close deals and manage leasing agreements in the South African property market.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	246736
Accreditation	SAQA Accredited · NQF Level 4 · 20 Credits
Duration	17 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply marketing principles to create property marketing plans that attract target buyers and tenants.
- Demonstrate effective sales techniques to negotiate and close property sales and lease agreements.
- Analyze property market conditions to determine appropriate pricing and leasing strategies.
- Implement customer relationship management practices to build long-term client loyalty.
- Evaluate legal and regulatory requirements for property sales and leasing in South Africa.
- Design property presentations and promotional materials that highlight key selling points.

WHO SHOULD ATTEND

- This course is designed for estate agents, property managers, real estate salespeople, and leasing consultants who want to enhance their marketing and sales skills.
- It is also suitable for property entrepreneurs and business owners seeking to improve their property transaction outcomes.

COURSE OUTLINE

Day 1: Introduction to Property Marketing, Sales and Leasing

- Overview of the South African property market
- Key legislation: Property Practitioners Act, Consumer Protection Act
- Ethics and professional conduct
- Roles of property practitioners, agencies and regulators
- Types of property and their characteristics

Day 2: Property Market Analysis and Research

- Sources of property market data
- Economic indicators affecting property
- Demographics and location analysis
- Competitor and comparable property analysis
- SWOT analysis technique

Day 3: Property Valuation Principles

- Valuation approaches: sales comparison, income capitalisation, cost
- Factors affecting value: location, condition, zoning
- Valuation reports and their use
- Role of valuers and appraisers
- Practical valuation exercise

Day 4: Marketing Strategies for Property

- Marketing plan components
- Target market segmentation
- Digital marketing: websites, social media, email
- Traditional marketing: print, signage, open houses
- Key performance indicators (KPIs) for marketing

Day 5: Property Photography and Presentation

- Photography techniques: lighting, angles, equipment
- Virtual staging and 3D tours
- Floor plan creation
- Copywriting for listings
- Brochure design principles

Day 6: Digital Marketing and Social Media

- Social media: Facebook, Instagram, LinkedIn, TikTok
- Google Ads and Facebook Ads for property
- SEO for property websites
- Online review management
- Analytics tools and reporting

Day 7: Client Relationship Management and Lead Generation

- CRM software: features and benefits
- Lead sources: referrals, databases, open houses
- Lead qualification criteria
- Communication plans and follow-up schedules

- Networking and referral strategies

Day 8: Sales Negotiation Techniques

- Negotiation styles and strategies
- BATNA and ZOPA concepts
- Active listening and questioning
- Handling common objections
- Closing techniques and agreements

Day 9: Legal Aspects of Property Sales

- Offer to purchase: key clauses and conditions
- Mandate agreements: sole, open, multiple
- Property Practitioners Act: duties and disclosures
- Conveyancing process and timelines
- Risk management and dispute resolution

Day 10: Property Finance and Affordability

- Types of home loans: fixed, variable, interest-only
- Affordability calculations: debt-to-income ratio
- Bond costs: initiation, valuation, legal
- Credit bureau checks and scoring
- Pre-approval vs final approval

Day 11: Residential Sales Process

- Listing appointment and presentation
- Showings: preparation, conduct, feedback
- Offer negotiation and acceptance
- Property inspections: pest, structural, electrical
- Transfer process and key dates

Day 12: Commercial and Industrial Property Leasing

- Gross, net, triple net leases
- Rental escalations: CPI, fixed, turnover
- Operating costs and utilities
- Lease clauses: use, maintenance, subletting
- Rental Housing Act and Consumer Protection Act

Day 13: Residential Leasing and Property Management

- Lease agreement essentials
- Tenant screening: references, credit, employment
- Rental deposits and interest
- Maintenance requests and inspections
- Eviction process and Rental Housing Tribunal

Day 14: Property Investment Analysis

- Investment metrics: ROI, cap rate, IRR, cash-on-cash
- Tax considerations: capital gains, deductions
- Investment strategies: buy-and-hold, fix-and-flip
- Risk assessment: market, liquidity, interest rate
- Property portfolio diversification

Day 15: Professional Ethics and Compliance

- Code of conduct: PPRA guidelines
- Conflicts of interest: disclosure and management
- FICA requirements and money laundering prevention
- Trust accounts and audit requirements
- Continuing professional development (CPD)

Day 16: Advanced Sales and Marketing Techniques

- Advanced sales frameworks
- Big data and predictive analytics in property
- Virtual reality and drone photography
- Personal branding for property practitioners
- Business development and referral systems

Day 17: Integration, Assessment and Action Plan

- Case study: end-to-end property transaction
- Presentation of marketing and sales plan
- Personal action plan template
- Resources: industry bodies, publications, tools
- Course evaluation and certification

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **20 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 53,800.00	R 53,800.00
1	In-House	R 69,900.00	R 69,900.00
1	On-Campus (Pretoria)	R 80,700.00	R 80,700.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	01 Sep 2026	On-Campus	Durban, South Africa
10 Aug 2026	01 Sep 2026	On-Campus	Mauritius
11 Aug 2026	02 Sep 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	03 Sep 2026	On-Campus	Dubai, UAE
13 Aug 2026	04 Sep 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	07 Sep 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	08 Sep 2026	On-Campus	Shenzhen, China
18 Aug 2026	09 Sep 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 246736) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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