



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

Business Principles for Real Estate

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

Unit Standard 246738 · NQF Level 4 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips real estate professionals with the foundational business principles needed to operate effectively within the real estate function. Learners will gain the ability to apply financial, legal, and ethical frameworks to property transactions and agency management, ensuring compliance with South African regulatory standards.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	246738
Accreditation	SAQA Accredited · NQF Level 4 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply financial principles, including budgeting, cost analysis, and basic investment appraisal, to real estate transactions.
- Analyse legal and regulatory requirements governing property sales, leases, and agency agreements in South Africa.
- Evaluate ethical dilemmas and apply a code of conduct to real estate practice.
- Implement marketing and client relationship strategies that align with business objectives.
- Demonstrate effective communication and negotiation skills within property dealings.
- Design a basic business plan for a real estate agency or portfolio.

WHO SHOULD ATTEND

- Real estate agents, property managers, and agency principals who seek to formalise their business acumen and align their practices with SAQA-aligned competencies.
- It is also suitable for new entrants into the real estate sector who require a structured introduction to business principles.

COURSE OUTLINE

Day 1: Introduction to Business Principles and the Real Estate Environment

- Overview of business principles: planning, organising, leading, controlling.
- The South African real estate landscape: market sectors, stakeholders.
- Regulatory framework: Estate Agency Affairs Act, Property Practitioners Act.
- Business ethics and code of conduct for property practitioners.
- Basic economic concepts: supply and demand, property cycles.
- Introduction to property valuation principles.
- The role of the estate agent as a business professional.

Day 2: Business Planning and Financial Management for Real Estate

- Components of a business plan: vision, mission, goals, strategies.
- Setting SMART objectives for a real estate business.
- Introduction to financial accounting: assets, liabilities, equity.
- Income and expenditure management for estate agents.
- Budgeting: fixed vs variable costs, break-even analysis.
- Financial ratios: liquidity, profitability, efficiency.
- Managing cash flow in a real estate practice.

Day 3: Marketing, Sales, and Client Relationship Management

- Marketing mix (7Ps) applied to real estate.
- Target market segmentation and positioning.
- Sales process: prospecting, presenting, closing.
- Negotiation skills: strategies and tactics.
- CRM systems: tracking leads, managing client data.
- Digital marketing: websites, social media, email campaigns.
- Building a personal brand as an estate agent.

Day 4: Legal and Risk Management in Real Estate Transactions

- Law of agency: duties, responsibilities, fiduciary duties.
- Mandate agreements: types, terms, termination.
- Sale agreements: essential clauses, suspensive conditions.
- Consumer Protection Act: implications for real estate.
- Risk identification: financial, legal, reputational.
- Insurance and indemnity for estate agents.
- Dispute resolution: mediation, arbitration, legal action.

Day 5: Strategic Management, Growth, and Professional Development

- Strategic management: SWOT analysis, competitive advantage.
- Growth strategies: expansion, diversification, partnerships.
- Performance measurement: KPIs, balanced scorecard.
- CPD requirements for property practitioners.
- Networking and building referral networks.
- Business ethics in practice: case studies.
- Creating an integrated business plan for a real estate practice.

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 **8 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 23,000.00	R 23,000.00
1	In-House	R 29,900.00	R 29,900.00
1	On-Campus (Pretoria)	R 34,500.00	R 34,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Mauritius
03 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa

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 246738) 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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