



Accredited Africa Training Institute for Capacity Development

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

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Marketing, Selling and Leasing Property Developments

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

Unit Standard 258115 · NQF Level 5 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips learners with the competencies to manage the marketing, selling, and leasing of property developments. It covers strategic planning, implementation, and evaluation of marketing campaigns, sales processes, and lease agreements within the South African property context.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	258115
Accreditation	SAQA Accredited · NQF Level 5 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Develop and implement a marketing strategy for a property development project.
- Manage the sales process for property developments, including lead generation and closing.
- Coordinate the leasing of property developments, ensuring compliance with relevant legislation.
- Evaluate the effectiveness of marketing, selling, and leasing activities against set objectives.
- Apply financial principles to pricing, budgeting, and cost control in property development sales.
- Demonstrate adherence to ethical and legal standards in property transactions.

WHO SHOULD ATTEND

- Property developers, real estate agents, sales and marketing managers, and leasing professionals seeking to enhance their ability to oversee property development marketing and sales operations.

COURSE OUTLINE

Day 1: Introduction to Property Development Marketing

- Overview of property development process.
- Importance of marketing in real estate.
- Market research and segmentation.
- Consumer behaviour in property buying.
- Legal framework: Consumer Protection Act, Estate Agency Affairs Act.
- Ethical marketing practices.
- Introduction to property types: residential, commercial, industrial.
- Case study: Successful property marketing campaigns.

Day 2: Marketing Strategies for Property Developments

- Components of a marketing plan.
- Branding and unique selling propositions (USPs).
- Digital marketing: websites, social media, SEO, email campaigns.
- Traditional marketing: print, signage, events.
- Budgeting and resource allocation.
- Marketing metrics and ROI analysis.
- Case study: Multi-channel marketing campaign.
- Group activity: Draft a marketing plan for a mock development.

Day 3: Selling Techniques for Property Developments

- The property sales cycle.
- Lead generation and qualification.
- Building rapport and trust with buyers.
- Presentation skills: property tours and show houses.
- Objection handling techniques.
- Negotiation strategies and closing techniques.
- Legal aspects: offers to purchase, contracts, disclosures.
- Role-play: Sales simulation with feedback.

Day 4: Leasing Property Developments

- Types of leases: residential, commercial, long-term, short-term.
- Lease agreement clauses and legal requirements.
- Tenant screening: credit checks, references, affordability.
- Rent determination and escalation clauses.
- Landlord and tenant rights and obligations.
- Handling lease renewals and terminations.
- Dispute resolution and the Rental Housing Tribunal.
- Case study: Lease management scenario.

Day 5: Property Valuation and Pricing Strategies

- Valuation methods: comparable sales, income approach, cost approach.
- Factors affecting property value: location, condition, amenities.
- Pricing strategies for new developments.
- Adjusting prices based on market feedback.
- Role of valuers and appraisal reports.

- Case study: Valuing a mixed-use development.
- Group exercise: Price a development unit.

Day 6: Legal and Regulatory Compliance in Property Transactions

- Overview of relevant laws: CPA, EAA, Rental Housing Act, Sectional Titles Act.
- Fidelity fund certificates and estate agent registration.
- Mandates and commission structures.
- Disclosure requirements: defects, zoning, levies.
- Contract law essentials: offers, acceptance, breach.
- Risk management and professional indemnity.
- Case study: Legal pitfalls and how to avoid them.
- Quiz: Legal compliance check.

Day 7: Financial Management and Investment Analysis

- Investment analysis: cash flow projections, cap rates.
- Financing options: bonds, bridging finance, investor funding.
- Tax implications: VAT, capital gains tax, transfer duty.
- Financial modelling for developments.
- Presenting financials to investors and buyers.
- Group exercise: Financial analysis of a development.
- Case study: Successful investment structuring.

Day 8: Advanced Marketing and Sales Integration

- Integrated marketing communications (IMC).
- CRM software and lead management.
- Data-driven decision making.
- Social selling and online reputation management.
- Post-sale customer relationship management.
- Team coordination between marketing, sales, and legal.
- Workshop: Create an integrated plan for a development.
- Peer review and feedback.

Day 9: Capstone Project and Course Review

- Capstone project brief and requirements.
- Group work: Develop a complete plan.
- Presentations to the class.
- Q&A; and feedback session.
- Review of key concepts from the course.
- Exam preparation tips.
- Course evaluation and certificates.
- Networking and next steps.

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 **12 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 35,000.00	R 35,000.00
1	In-House	R 45,500.00	R 45,500.00
1	On-Campus (Pretoria)	R 52,500.00	R 52,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	20 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	20 Aug 2026	On-Campus	Mauritius
11 Aug 2026	21 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	24 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	27 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	28 Aug 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 258115) 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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