



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

Community Schemes Marketing, Sales and Leasing

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

Unit Standard 258118 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to effectively market, sell, and lease community schemes such as sectional title complexes, homeowners' associations, and shared-interest developments. Participants will learn to apply relevant legislation, manage sales processes, and execute leasing agreements in compliance with South African property law.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	258118
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the principles of marketing to promote community schemes effectively.
- Implement sales strategies and processes to secure buyers for community scheme units.
- Demonstrate the ability to draft and manage lease agreements in line with the Rental Housing Act and other relevant legislation.
- Analyze the legal and financial implications of community scheme rules and conduct rules on sales and leasing.
- Evaluate the rights and responsibilities of owners, tenants, and bodies corporate in community scheme transactions.
- Design marketing materials and sales pitches that comply with the Consumer Protection Act and estate agency code of conduct.

WHO SHOULD ATTEND

- Property practitioners, estate agents, community scheme managers, and leasing consultants seeking to specialize in the marketing, sales, and leasing of community schemes within South Africa.

COURSE OUTLINE

Day 1: Introduction to Community Schemes and Regulatory Framework

- Overview of community schemes: sectional title, share block, homeowners' associations.
- Legal framework: Sectional Titles Act, STSM Act, Community Schemes Ombud Service Act.
- Governance structures: body corporate, trustees, executive committees.
- Role of the managing agent and property practitioners.
- Introduction to marketing, sales, and leasing in community schemes.
- Ethics and code of conduct for property practitioners.

Day 2: Marketing Community Schemes

- Market analysis: demographics, location, amenities.
- Creating a marketing plan: objectives, budget, timeline.
- Marketing channels: online listings, social media, print, open houses.
- Highlighting communal facilities and lifestyle benefits.
- Compliance with advertising regulations and the Consumer Protection Act.
- Case study: marketing a sectional title development.

Day 3: Sales Processes in Community Schemes

- Pre-sale preparation: valuation, compliance certificates.
- Mandate agreements and listing documentation.
- Disclosure of community scheme information: rules, financials, reserves.
- Managing buyer inquiries and show days.
- Offer to purchase and sale agreement specifics.
- Role of the conveyancer and transfer process.
- Post-sale handover to new owners.

Day 4: Leasing in Community Schemes

- Lease agreement essentials: rights and obligations.
- Rules and restrictions: pets, parking, noise, alterations.
- Tenant screening and application process.
- Rental deposits and the Rental Housing Act.
- Managing lease renewals and terminations.
- Handling disputes: mediation, CSOS, tribunal.
- Eviction procedures and legal considerations.

Day 5: Practical Integration and Compliance

- Case study: end-to-end process from marketing to lease/sale.
- Compliance checklist: documentation, disclosures, timelines.
- Managing difficult situations: rule breaches, levy arrears.
- Role-play: handling buyer/tenant objections.
- Review of key legal and ethical points.
- Assessment preparation and mock exam.

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 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, 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 258118) 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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