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 Management

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

Unit Standard 258124 · NQF Level 5 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips learners with the competencies to manage the marketing, selling, and leasing of properties effectively. It covers strategic marketing planning, sales management, leasing processes, and legal compliance within the South African property sector.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	258124
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 plan for a property portfolio.
- Manage the sales process for residential and commercial properties.
- Oversee leasing activities including tenant acquisition and lease administration.
- Apply relevant property legislation and ethical standards in marketing and leasing.
- Evaluate property market trends to inform sales and leasing strategies.
- Demonstrate effective negotiation and communication skills in property transactions.

WHO SHOULD ATTEND

- Property practitioners, estate agents, property managers, and leasing consultants seeking to enhance their management skills in property marketing, sales, and leasing.

COURSE OUTLINE

Day 1: Introduction to Property Marketing, Sales and Leasing

- Overview of the property industry in South Africa
- Key legislation: Property Practitioners Act, Consumer Protection Act
- Types of property markets and their characteristics
- Ethical and professional standards for property practitioners
- Introduction to the property transaction lifecycle

Day 2: Property Marketing Fundamentals

- Elements of a marketing plan for property
- Market segmentation and target audience analysis
- Digital marketing strategies: social media, websites, email campaigns
- Traditional marketing: print, signage, open houses
- Writing effective property descriptions and photography

Day 3: Sales Techniques and Negotiation

- The sales process in property: prospecting to closing
- Building rapport and trust with clients
- Objection handling strategies
- Negotiation tactics and conflict resolution
- Legal considerations during sales negotiations

Day 4: Leasing Management Principles

- Types of leases: residential, commercial, industrial
- Key clauses in lease agreements
- The Rental Housing Act and tenant rights
- Rent determination and escalation clauses
- Lease administration and record keeping

Day 5: Property Valuation and Pricing

- Valuation approaches: sales comparison, income, cost
- Conducting a comparative market analysis
- Economic and locational factors affecting value
- Pricing strategies for sellers and landlords
- Valuation reports and documentation

Day 6: Legal and Regulatory Compliance

- Property Practitioners Act requirements
- Mandatory disclosures and property condition reports
- Contract law and sale agreements
- Role of conveyancers, attorneys, and estate agents
- Avoiding common legal pitfalls

Day 7: Financial Management in Property Transactions

- Commission structures and fee calculations
- Mortgage bonds and financing options
- Trust account management and audit requirements
- Taxation: transfer duty, capital gains tax, VAT

- Basic property investment analysis

Day 8: **Customer Relationship Management and Service Excellence**

- Importance of customer service in property
- CRM systems and database management
- Communication skills and follow-up strategies
- Handling complaints and disputes
- Building a referral network

Day 9: **Integrated Practical Application and Assessment**

- Case study: end-to-end property transaction
- Role-play: sales and leasing negotiations
- Review of key learning outcomes
- Assessment preparation and mock assessment
- Career pathways and continuing professional development

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 25,600.00	**R 25,600.00**
1	In-House	R 34,500.00	**R 34,500.00**
1	On-Campus (Pretoria)	R 38,400.00	**R 38,400.00**

UPCOMING SESSIONS

Start	End	Method	Venue
02 Dec 2026	14 Dec 2026	On-Campus	Dar es Salaam, Tanzania
03 Dec 2026	15 Dec 2026	On-Campus	Shenzhen, China
04 Dec 2026	16 Dec 2026	On-Campus	Mauritius
07 Dec 2026	17 Dec 2026	On-Campus	Abu Dhabi, UAE
07 Dec 2026	17 Dec 2026	On-Campus	Bangkok, Thailand
08 Dec 2026	18 Dec 2026	Online	—
08 Dec 2026	18 Dec 2026	On-Campus	Nairobi, Kenya
09 Dec 2026	21 Dec 2026	On-Campus	Johannesburg, South Africa

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

HOW TO GET A QUOTATION OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 258124) and click **Get A Quotation**. 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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