



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

Commercial Industrial Property Sales and Marketing Integration

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

Unit Standard 258125 · NQF Level 5 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips real estate professionals with the knowledge and skills to integrate the principles of commercial and industrial property ownership into their sales and marketing functions. Learners will understand the unique characteristics of commercial/industrial property, including zoning, valuation, and ownership structures, and apply these to create effective marketing strategies and sales approaches.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	258125
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

- Apply the principles of commercial and industrial property ownership to real estate sales and marketing functions.
- Analyze the key differences between residential and commercial/industrial property ownership and their implications for sales strategies.
- Evaluate the impact of zoning, land use regulations, and property rights on commercial/industrial property marketing.
- Design marketing campaigns that effectively communicate the unique value propositions of commercial/industrial properties.
- Demonstrate the ability to advise clients on ownership structures, including freehold, leasehold, and sectional title, in the context of commercial/industrial properties.
- Implement sales techniques that address the specific needs of commercial and industrial property buyers and sellers.

WHO SHOULD ATTEND

- This course is designed for real estate agents, brokers, property practitioners, and marketing professionals who are involved in the sales and marketing of commercial and industrial properties.

COURSE OUTLINE

Day 1: Introduction to Commercial Industrial Property Sales and Marketing

- Overview of the commercial industrial property sector
- Role of estate agents, brokers, and property developers
- Relevant legislation: Property Practitioners Act, Consumer Protection Act
- Market dynamics and economic factors influencing commercial industrial property

Day 2: Market Research and Property Analysis

- Sources of market data: SAPOA, Lightstone, municipal records
- Comparative market analysis (CMA) techniques
- Property valuation methods: income, cost, and sales comparison approaches
- Demographic and economic indicators for demand analysis

Day 3: Sales Strategies and Client Management

- Prospecting and lead generation methods
- Client relationship management (CRM) systems
- Negotiation tactics: win-win strategies, BATNA, and concessions
- Handling objections and closing techniques

Day 4: Marketing Principles and Branding

- Marketing mix (4Ps) applied to property
- Professional photography, virtual tours, and brochures
- Social media marketing: LinkedIn, Facebook, Instagram
- Branding: unique selling proposition (USP), consistency, and ethics

Day 5: Property Presentation and Show Days

- Organising show days: scheduling, invitations, and logistics
- Presentation skills: verbal and visual communication
- Staging: furniture placement, lighting, and cleanliness
- Feedback collection and follow-up strategies

Day 6: Legal and Compliance Aspects

- Offer to purchase, lease agreements, and deeds of sale
- Mandates and commission agreements
- Property Practitioners Act: disclosure, trust accounts, and Fidelity Fund Certificates
- Risk management: due diligence, inspections, and warranties

Day 7: Finance and Investment Analysis

- Financial metrics: net operating income (NOI), cap rate, cash-on-cash return
- Financing sources: banks, private equity, REITs
- Tax implications: capital gains tax, VAT, and transfer duty
- Investment analysis: risk vs. reward, leverage, and exit strategies

Day 8: Technology and Tools in Property Sales

- CRM systems: Salesforce, Property24, and others
- Listing platforms: Property24, Private Property, and social media
- Digital advertising: Google Ads, social media ads, and retargeting
- Data analytics for market insights and performance tracking

Day 9: Integration and Practical Application

- Creating an integrated sales and marketing plan
- Case studies: successful commercial industrial property transactions
- Role-plays: client meetings, negotiations, and presentations
- Assessment preparation: portfolio of evidence and knowledge review

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	Pretoria, South Africa
11 Aug 2026	21 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	24 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	24 Aug 2026	On-Campus	Mauritius
13 Aug 2026	25 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	26 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	27 Aug 2026	On-Campus	Abu Dhabi, UAE
18 Aug 2026	28 Aug 2026	On-Campus	Durban, 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 258125) 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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