

ASTH310

Sell property to housing customers



Overview

This standard covers the competencies required by individuals who are responsible for the sale of property to customers, particularly where it involves a strong focus on supporting and meeting the needs of customers. Properties for sale could include general sales as well as those which are part of low cost home ownership or shared ownership schemes. Competencies include those needed to ensure that customers can afford to buy the property and that they fully understand the financial commitment they will be making.

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Performance criteria

You must be able to:

- P1 establish effective communication with customers
- P2 provide clear and up-to-date information on the services offered by your organisation to customers wishing to buy
- P3 provide straightforward and honest advice to customers about the processes, financial commitment and ongoing responsibilities involved in making a property purchase
- P4 provide customers with relevant information on other organisations and agencies that can offer help and support
- P5 follow the operational procedures covering property sales and customer service that apply in your organisation
- P6 use correct documentation for the type of sale being proposed
- P7 gather accurate information from the customer on their relevant personal circumstances to ensure that buying the property is their best option
- P8 identify problems with obtaining any required information and take appropriate action to resolve them
- P9 complete all documentation in line with your organisation's procedures and distribute copies to appropriate people
- P10 explain the content and requirements of any agreements to ensure that customers understand and agree with the relevant terms and conditions
- P11 ensure that all agreement documentation is signed in accordance with your organisational requirements
- P12 comply with all relevant legislation, codes of practice and organisational guidelines

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Knowledge and understanding

You need to know and understand:

- K1 your organisation's procedures for dealing with property sales
- K2 your organisation's procedures and schemes for low cost home ownership and/or shared ownership
- K3 the different types of properties for sale and their status, such as freehold
- K4 how to adjust your communication style with customers in order to meet their needs
- K5 the range and needs of potential customers
- K6 the other organisations and agencies to which customers might be referred, including their roles, remits and referral systems
- K7 how to verify information provided by customers to ensure they can afford to buy the property
- K8 what type of information should be requested from customers
- K9 how the customers' personal circumstances might affect their ability to buy
- K10 the relevant legislation, codes of practice and organisational guidelines related to property sales
- K11 equal opportunities policies which your organisation has in place
- K12 the systems for recording information on sales processes and individual customers
- K13 the general layout of the property to be sold
- K14 the extent and limits of your own competence and expertise and the importance of not working beyond these
- K15 the common types of problems which may occur

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Suite	Housing
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