

# Certificate for Estate and Lettings Agents

**CELA**

Draft Syllabus

# Contents Overview

## Unit 1 – The property profession

This unit brings to life the role of a property agency in the UK, giving context to the various roles and the part that they play in the industry. The unit also looks at how to provide a professional and effective service and highlights the importance of health and safety in the workplace.

## Unit 2 – Professional conduct in a property environment

This unit helps provides an overview of the English legal system and the areas of law relevant to property agency work.

## Unit 3 – Residential sales law

This unit is about the legislation, guidelines, codes of practice and statutory information requirements, which need to be adhered to in a residential sales environment.

## Unit 4 – Residential lettings law

This unit is about the legislation, guidelines, codes of practice and statutory information requirements, which need to be adhered to in a residential lettings environment.

## Unit 5 – Working with buyers and tenants from lead to offer

This unit focuses on inbound enquiries for both sales and lettings covering interactions with buyers, sellers, tenants, and landlords and pays attention to service expectations within your organisation. It also covers the relationship between a customer's wants, needs and motivations and how to connect these to property characteristics and the local area.

## Unit 6 – Sales and lettings progression

This unit focuses on navigating the sales and lettings progression process, equipping you with knowledge of how to avoid fall throughs and ensure sales and lettings agreements reach completion. It also examines the process after the property has been sold or let including how to maintain appropriate contact.

## Unit 7 – Lead generation and conversion techniques for sellers and landlords

This unit concentrates on generating business by way of new instructions or attracting new landlords; an essential skill to understand in agency world. This unit also covers the transferable skills that are used to convert prospect business into a paying client. These skills are useful in many situations for an agent, not just converting in the home.

## Unit 8 – Listing presentation and performance reviews for sales and lettings

This unit builds on existing skills to cover those needed to present and market property for sale or let online. Creating listings that work for the client and deliver on consumer expectations. It also focuses on the professional advice an agent can give when reviewing the performance of property marketing and how to use the evidence to make informed recommendations.

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