

Certificate for Estate and Lettings Agents CELA

Content and assessment overview

What's covered and what you need to know

Unit 1 – An introduction to the property profession

This first unit gives you the opportunity to ensure you've got a solid understanding of the basics of the property industry in the UK. It's important that at the end of this unit you can:

- Identify the roles played by the various people within the property industry.
- Explain common property styles and terms, construction terms and defects.

Unit 2 – Professional conduct in a property environment

This unit explains how important professional behaviour is and what it looks like in practice. It tackles some of the key issues we come across in our industry relating to professional conduct. In this unit you will be assessed on your ability to:

- Describe how to present a professional image.
- Describe how to deal with complaints in a professional manner.
- Explain own requirements under current discrimination legislation.
- Identify what is meant by a protected characteristic.
- Explain what constitutes a conflict of interest.

Unit 3 – Understanding health and safety in the property environment

This unit will give you a clear understanding of how health and safety works in the property industry. At the end of this unit you'll need to be able to:

- Identify the common hazards or risks found in the working environment.
- Explain how to take the necessary precautions to maintain personal safety in a working environment.

Unit 4 – Legal and personal obligations within the industry

This unit explains how the legal system works in the UK. In it, you'll explore the areas of law that have particular relevance to the property industry. And the obligations that arise from them for you as an agent. It's important that at the end of this unit you can:

- Identify current legislation in the UK that applies to the UK property industry.
- Explain current regulations covering the use of boards for both sales and lettings.
- Identify the current legislative provisions to protect consumers.
- Explain what is meant by professional negligence.
- Explain the current data protection legislation.
- Explain the current money laundering/proceeds of crime legislation.
- Describe the provisions around anti bribery and own mandatory training obligations.

Unit 5 – Residential sales law

This unit will give you a clear understanding of the law relating to the sales process. You'll also be looking at the legalities around providing financial advice and the tax implications of residential property sales. From this unit, you will be assessed on your ability to:

- Explain the key provisions of the current estate agent specific legislation.
- Identify when a warning or prohibition order may be imposed.
- Differentiate between recommendation and advice.
- Identify who can offer financial advice.
- Outline the requirements for the payment of capital gains tax (CGT).
- Explain the requirements for the payment of stamp duty land tax (SDLT).

Unit 6 – Service expectations and handling enquiries

In this unit, you'll learn about how you can handle enquires in a way that builds your reputation for exceptional service. And how to use incoming enquires to win new business. You will be assessed on your ability to:

- Explain key requirements in lead qualification.
- Explain why maintaining records within a Customer Relationship Management system is important.

Unit 7 – Matching properties to customer needs including techniques to manage offers

This unit covers how to get an understanding of buyers' and tenants' needs and motivations so that you can identify the right properties for them. You'll also learn some good techniques for progressing and closing transactions. After your learning, you will need to be able to:

- Describe how to match properties to fulfil buyer and tenant requirements.
- Describe techniques for following up viewings and requesting and passing on feedback.
- Explain why it is important to follow best practice when prompting offers.
- Describe techniques used to present offers to sellers or landlords.
- Explain techniques used for objection handling.
- Explain how to formalise an offer once it is accepted.

Unit 8 – Sales progression

In this unit, you'll learn about what can go wrong during the sales process. And how to foresee and address these problems so that more of your sales deals are successful. It's important that at the end of this unit you can:

- Explain how the following can break the chain and cause fall through: delays, mortgage issues and changes in situation.
- Explain the seller's roles and responsibilities in the process.
- Explain the seller's Property Information Form (TA6), Fittings and Contents Form (TA10) and Leasehold Information Form (TA7).
- Explain some of the common issues around leasehold property purchases.
- Explain the checks that need to be made in relation to the buyers' finances.
- Explain the checks that need to be made in relation to the buyers' chain.

Unit 9 – Progressing rental applications

This unit will give you an understanding of the rental application process, lettings flow and your role at each stage of the journey. From taking on new landlords, moving in applicants, all the way to end of tenancy. In the final exam, you will need to be able to:

- Explain current legislation regarding a tenant's right to rent.
- Explain the current provisions concerning tenant fees.
- Describe current legislative provisions concerning the standard of a let property including safety and contents.
- Explain current legislative provisions concerning protection from eviction.

Unit 10 – Understanding residential lettings law

Now updated to include Renters' Rights Act, 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 within England. In the final exam, you will need to be able to:

- Explain the types of tenancy.
- Explain the following terms: tenancy deposit protection, deposit replacement and client money protection.
- Explain current legislation regarding a tenant's right to rent.
- Explain the current provisions concerning tenant fees.
- Describe current legislative provisions concerning the standard of a let property including safety and contents.
- Explain current legislative provisions concerning protection from eviction.
- List the notices that can be served on a tenant.
- Outline what an HMO is.
- Describe the mandatory and discretionary licencing requirements around HMOs.

Unit 11 – Techniques to generate sellers and landlords

This unit will give you some ideas on how to build relationships with sellers and landlords and grow your business. It's important at the end of Unit 11 that you can:

- Describe the techniques for using data to identify new business.
- Describe the techniques for using data to win back lost instructions.
- Describe the role of the property manager for maintaining new business relationships.
- Describe the role of the lister/valuer and the negotiator in maintaining new business relationships.

Unit 12 – Conversion techniques to close sellers and landlords

This unit will give you an understanding of how to win instructions from sellers and landlords. It's important that at the end of this unit you can:

- Explain the questioning techniques to help convert sellers and landlords.
- Explain techniques for building rapport with clients and colleagues.
- Explain techniques of professional persuasion.
- Describe how to prepare for a valuation meeting.
- Explain how to approach and present a valuation or price.
- Describe how to overcome fee objections specific to new business.
- Explain how to use own services and compliance advice to convert landlords to a fully managed service.
- Describe common closing techniques.

Unit 13 – Listing on property portals

This unit will give you an understanding of how to present properties in the best way in the online environment. It also looks at some alternative selling methods. At the end of this unit, you will need to be able to:

- Describe the components of property listings.
- Outline the current legislative provisions covering the description of a property.
- List the mandatory requirements for listing a property.
- Describe how to approach conversations concerning price repositioning using property performance statistics.
- Describe how to approach conversations concerning marketing strategy using property performance statistics.
- Describe the advantages and disadvantages of selling property by auction.
- Describe the advantages and disadvantages of open days.