



Level 3 Certificate for

Estate and Lettings Agents

Qualification Specification

Qualification Recognition Number: 610/1616/0

ABBE Qualification Code: CertELAL322

October 2022

This qualification specification was developed in October 2022, no changes have been made to this document since this date.

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1. ABBE

1.1 Introduction

ABBE, the Awarding Body for the Built Environment is a forward thinking organisation that offers a range of qualifications, benefits and support.

ABBE is regulated by Ofqual for the delivery of a range of qualifications. Our qualifications are nationally recognised helping learners to achieve their full potential and ambitions.

The full range of qualifications can be found on our website at www.abbqa.co.uk

1.2 Mission Statement

Our Values - Quality through Standards: Our aim is to provide a high quality experience by building a strong community of mutual support and trust. We can use our collective talents to build meaningful partnerships to help us all to achieve our goals. ABBE is a recognised Awarding Organisation with strong professional integrity.

Our Vision: Is that every learner is confident, successful and has the opportunity to achieve their full potential.

Our Mission: ABBE Educates, inspires and empowers learners

1.3 Qualification Specification

The aim of this specification is to provide learners and centres with information about the content of this qualification. This specification is a live document and, as such, will be updated when required.

1.4 Enquiries

Any enquiries relating to this qualification should be addressed to:

ABBE

Birmingham City University

University House

15 Bartholomew Row

Birmingham

B5 5JU

Tel: 0121 331 5174

Email: abbeenquiries@bcu.ac.uk

Website: www.abbqa.co.uk



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2. Qualification Information

The Level 3 Certificate for Estate and Lettings Agents (CELA) is aimed at all those in non-management roles providing property services, such as sales negotiation, property management, business generation and customer service. CELA has been developed to help give a broad understanding of the sales and lettings industry.

The purpose of the qualification is to equip estate and letting agents with the knowledge they need to fulfil their role efficiently, ethically, professionally.

2.2 Who could take this Qualification?

In order to take the qualification learners should already be working in a sales or lettings environment and for a company or branch that has an active Rightmove membership. The qualification is designed for those new to the industry or looking to build on the knowledge they already have.

2.3 Qualification Number

ABBE Level 3 Certificate for Estate and Lettings Agents: 610/1616/0

2.4 Qualification Level

This qualification has been listed on the Regulated Qualifications Framework (RQF) at: Level 3

2.5 Total Qualification Time

This qualification is allocated Total Qualification Time (TQT) this includes Guided Learning (GL) expressed in hours, which indicates the number of hours of supervised or directed study time and assessment. Credit has also be allocated to this qualification.

- The Total Qualification Time (TQT) for this qualification is: 260
- Guided Learning (GL) for this qualification is: 75
- Credit Value: 26 credits

2.6 Progression

This qualification has been designed to encourage participation in education and training in other related areas by:

- Encouraging individuals to develop skills and enhance development
- Enabling existing individuals who work in this field to gain a recognised qualification and enhance their depth and breadth of knowledge
- Providing a route for new entrants into the industry to develop a discipline focused qualification which can provide the foundation for enhanced learning and development
- Attracting learners from outside the industry
- Allowing individuals with qualifications in other fields to retrain in this discipline

2.7 Age ranges

Pre 16	No
16-18	No
18+	Yes
19+	Yes

2.8 Structure of the Qualification

To achieve this qualification, learners must achieve 7 mandatory units.



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Mandatory Units				
Unit No.	URN	Unit Name	Credit Value	Level
1	K/650/4510	The Property Profession	3	3
2	L/650/4511	General Law and Residential Sales Law	5	3
3	M/650/4512	Residential Lettings Law	10	3
4	R/650/4513	Working with Buyers and Tenants from Lead to Offer	2	3
5	T/650/4514	Sales and Lettings Progression	2	3
6	Y/650/4515	Lead Generation and Conversion Techniques for Sellers and Landlords	2	3
7	A/650/4516	Listing on Property Portals	2	3

2.9 Barred Units

Units with the same title and unit number cannot be combined in the same qualification. Additionally, units with the same title or with the same content at different levels cannot be combined in the same qualification.

2.10 Language

ABBE qualifications and assessment materials will be provided through the medium of English.

2.11 Grading

This qualification is: Pass/Fail

2.12 Pre-course Procedures

ABBE qualifications are available to anyone who is capable of reaching the required standards. They have been developed free from any barriers that unfairly restrict access or progression thereby promoting equal opportunities.

There are no formal requirements for entry onto this qualification.

2.13 Assessment Principles

This qualification must be assessed according to the ABBE Assessment Principles that can be found on our website www.abbega.co.uk

You **MUST** read the Assessment Principles and fully understand them before delivery on this qualification is undertaken.



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3. Qualification Unit(s)

Unit 1 – The Property Profession

Unit reference Number: K/650/4510

Level: 3

Credit: 3

GLH: 22

Unit Summary:

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.

Assessment Guidance:

For guidance, this unit can be assessed using the following method(s):

- Examination

Learning outcomes:

1. Understand the roles undertaken by people within the property industry
2. Understand the types of property, common terms and defects
3. Understand how to present a professional image
4. Understand how to deal with a complaint
5. Understand what is meant by a conflict of interest
6. Understand what it means to work without discrimination
7. Understand how to identify hazards and risks
8. Understand how to maintain personal safety



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Unit 2 – General Law and Residential Sales Law

Unit reference Number: L/650/4511

Level: 3

Credit: 5

GLH: 14

Unit Summary:

This unit provides an overview of the English legal system and the areas of law relevant to property agency work. Offering a deeper understanding of how law, regulation guidance and own obligations fit together in an estate and letting agency environment. It looks at mandatory training obligations and consumer protection provisions.

Assessment Guidance:

For guidance, this unit can be assessed using the following method(s):

- Examination

Learning outcomes:

1. Understand the areas of law that apply to the property industry
2. Understand the legislative provisions that protect consumers
3. Understand the mandatory training obligations
4. Understand the relevant legislative provisions for residential sales
5. Understand the rules concerning financial advice
6. Understand the tax implications of property sales



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Unit 3 – Residential Lettings Law

Unit reference Number: M/650/4512

Level: 3

Credit: 10

GLH: 30

Unit Summary:

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.

Assessment Guidance:

For guidance, this unit can be assessed using the following method(s):

- Examination

Learning outcomes:

1. Understand the various types of tenancy
2. Understand tenancy management
3. Understand current legislation concerning property condition standards
4. Understand current legislation concerning evictions
5. Understand Houses of Multiple Occupation (HMOs) and the current licensing requirements



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Unit 4 – Working with Buyers and Tenants from Lead to Offer

Unit reference Number: R/650/4513

Level: 3

Credit: 2

GLH: 5

Unit Summary:

This unit focuses on inbound enquiries for both sales and lettings covering interactions with buyers, sellers, tenants, and landlords and pays attention to effective lead qualification. 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. Once the viewing has happened, this unit covers techniques to prompting and negotiation offers.

Assessment Guidance:

For guidance, this unit can be assessed using the following method(s):

- Examination

Learning outcomes:

1. Understand how to qualify a lead
2. Understand the importance of maintaining customer records
3. Understand how to successfully match properties to buyer and tenant requirements
4. Understand how to follow up viewings with applicants
5. Understand how to prompt offers
6. Understand how to present, negotiate and formalise an offer



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Unit 5 – Sales and Lettings Progression

Unit reference Number: T/650/4514

Level: 3

Credit: 2

GLH: 6

Unit Summary:

This unit focuses on navigating the sales and lettings progression process, equipping you with the knowledge of how to avoid fall through 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.

Assessment Guidance:

For guidance, this unit can be assessed using the following method(s):

- Examination

Learning outcomes:

1. Understand why sales fall through
2. Understand how to get sellers ready for progression
3. Understand how to get buyers ready for progression
4. Understand why lettings fall through
5. Know the lettings progression flow
6. Understand how to maintain relationships in tenancy



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Unit 6 – Lead Generation and Conversion Techniques for Sellers and Landlords

Unit reference Number: Y/650/4515

Level: 3

Credit: 2

GLH: 6

Unit Summary:

This unit concentrates on generating business by way of new sales instructions or attracting new landlords; an essential skill to understand in the agency world. This unit also covers the transferable skills that are used to convert prospect business into a paying client, getting the fee you deserve and combatting over valuation.

Assessment Guidance:

For guidance, this unit can be assessed using the following method(s):

- Examination

Learning outcomes:

1. Understand the techniques of using data for generating business
2. Understand the relationships in sales and lettings for role for maintaining business relationships
3. Understand how to use questioning to convert sellers and landlords
4. Understand how to build rapport and use persuasion techniques
5. Understand how to prepare for a valuation and present suggested asking price
6. Understand how to talk about the fee and overcome objections
7. Understand how to leverage service and advice for landlords
8. Understanding closing techniques
9. Understand alternative selling methods



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Unit 7 – Listing on Property Portals

Unit reference Number: A/650/4516

Level: 3

Credit: 2

GLH: 6

Unit Summary:

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. This unit also focusses 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.

Assessment Guidance:

For guidance, this unit can be assessed using the following method(s):

- Examination

Learning outcomes:

1. Understand how to prepare a property for listing
2. Understand legislation and guidance around property descriptions
3. Understand the relationship between property performance statistics and repositioning properties



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