



Level 3 Certificate for

Estate Agents

Qualification Specification

Qualification Recognition Number: 610/3851/9

ABBE Qualification Code: CertEAL324

February 2024

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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

2.1 Qualification Purpose

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

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

The ABBE Level 3 Certificate for Estate Agents is recognised by Propertymark as meeting the requirements for 'Member' grade membership of NAEA Propertymark (MNAEA).

Along with the ABBE Level 3 Certificate for Estate Agents qualification, at time of application for Propertymark membership, applicants must be working in the sector and have a minimum of 1 years' experience. Applicants will need to include a copy of their qualification certificate as part of their application.

2.2 Who could take this Qualification?

In order to take the qualification learners should already be working in a sales 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 Agents: 610/3851/9

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 been allocated to this qualification.

- The Total Qualification Time (TQT) for this qualification is: 150 hours
- Guided Learning (GL) for this qualification is: 56 hours
- Credit Value: 15 credits

2.6 Age ranges

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



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2.7 Structure of the Qualification

To achieve this qualification, learners must achieve 6 mandatory units.

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	L/651/0498	Working with Buyers from Lead to Offer	2	3
4	M/651/0499	Sales Progression	1	3
5	D/651/0500	Lead Generation and Conversion Techniques for Sellers	2	3
6	A/650/4516	Listing on Property Portals	2	3

2.8 Grading

This qualification is: Pass/Fail



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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

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

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 – Working with Buyers from Lead to Offer

Unit reference Number: L/651/0498

Level: 3

Credit: 2

GLH: 5

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 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 4 – Sales Progression

Unit reference Number: M/651/0499

Level: 3

Credit: 1

GLH: 3

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



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Unit 5 – Lead Generation and Conversion Techniques for Sellers

Unit reference Number: D/651/0500

Level: 3

Credit: 2

GLH: 6

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 closing techniques
8. Understand alternative selling methods



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Unit 6 – Listing on Property Portals

Unit reference Number: A/650/4516

Level: 3

Credit: 2

GLH: 6

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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