



**Level 3 Certificate for**

**Lettings Agents**

**Qualification Specification**

Qualification Recognition Number: 610/4047/2

ABBE Qualification Code: CertLAL324

**February 2024**

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# Contents

<b>1. ABBE</b> .....	4
<b>1.1 Introduction</b> .....	4
<b>1.2 Mission Statement</b> .....	4
<b>1.3 Qualification Specification</b> .....	4
<b>1.4 Enquiries</b> .....	4
<b>2. Qualification Information</b> .....	5
<b>2.1 Qualification Purpose</b> .....	5
<b>2.2 Who could take this Qualification?</b> .....	5
<b>2.3 Qualification Number</b> .....	5
<b>2.4 Qualification Level</b> .....	5
<b>2.5 Total Qualification Time</b> .....	5
<b>2.6 Age ranges</b> .....	5
<b>2.7 Structure of the Qualification</b> .....	6
<b>2.8 Grading</b> .....	6
<b>3. Qualification Unit(s)</b> .....	7



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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](http://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](mailto:abbeenquiries@bcu.ac.uk)

Website: [www.abbqa.co.uk](http://www.abbqa.co.uk)



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## 2. Qualification Information

### 2.1 Qualification Purpose

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

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

The ABBE Level 3 Certificate for Lettings Agents is recognised by Propertymark as meeting the requirements for 'Member' grade membership of ARLA Propertymark (MARLA).

Along with the ABBE Level 3 Certificate for Letting 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 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 Letting Agents: 610/4047/2

### 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: 230 hours
- Guided Learning (GL) for this qualification is: 81 hours
- Credit Value: 23 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 7 mandatory units.

<b>Mandatory Units</b>				
Unit No.	URN	Unit Name	Credit Value	Level
1	K/650/4510	The Property Profession	3	3
2	F/651/0501	General Law	3	3
3	M/650/4512	Residential Lettings Law	3	10
4	H/651/0502	Working with Tenants from Lead to Offer	3	2
5	J/651/0503	Lettings Progression	3	1
6	K/651/0504	Lead Generation and Conversion Techniques for Landlords	3	2
7	A/650/4516	Listing on Property Portals	3	2

## 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**

Unit reference Number: F/651/0501

Level: 3

Credit: 3

GLH: 9

### **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 rules concerning financial advice



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### **Unit 3 – Residential Lettings Law**

Unit reference Number: M/650/4512

Level: 3

Credit: 10

GLH: 30

#### **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 Tenants from Lead to Offer**

Unit reference Number: H/651/0502

Level: 3

Credit: 2

GLH: 5

### **Learning objectives:**

1. Understand how to qualify a lead
2. Understand the importance of maintaining customer records
3. Understand how to successfully match properties to 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 – Lettings Progression**

Unit reference Number: J/651/0503

Level: 3

Credit: 1

GLH: 3

### **Learning objectives:**

1. Understand why lettings fall through
2. Know the lettings progression flow
3. Understand how to maintain relationships in tenancy



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## **Unit 6 – Lead Generation and Conversion Techniques for Landlords**

Unit reference Number: K/651/0504

Level: 3

Credit: 2

GLH: 6

### **Learning objectives:**

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



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## **Unit 7 – Listing on Property Portals**

Unit reference Number: A/650/4516

Level: 3

Credit: 2

GLH: 6

### **Learning objectives:**

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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