

Certificate Course in Marketing of Foreign Properties



Singapore



Malaysia



Indonesia



Thailand



Philippines



Japan



China



Australia



New Zealand



India



United Kingdom

Syllabus Description

Real estate agents are now easily connected with each other from various parts of the world and particularly countries in the Asia Pacific regions, such as Australia, New Zealand, Vietnam, Hong Kong, Indonesia, Malaysia, Japan, Taiwan, Korea, India, Philippines and China.

The Certificate in Marketing of Foreign Properties is specially designed to pioneer real estate Salespersons to inject more skills and knowledge necessary to market and facilitate international real estate transactions. It is established to benefit: experienced international professionals and individuals who are considering specialization as this course provides pertinent information, insights and necessary skills for working with foreign investors or real estate professionals in their pursuit of overseas properties and vice versa.

Real estate Salespersons who want to concentrate or focus in this field will find this course informative as it provides valuable insights and necessary skills to work with their foreign counter-parts too. The Examination Syllabus will incorporate all relevant local laws, rules, regulations, including all Practice Service Manuals (PSM) and Practice Guidelines (PG) governing real estate agency work and practices when marketing foreign properties in Singapore.

Objective/Purpose

1. Understand and Possesses relevant knowledge and adhering to CEA's Practice Guidelines for Estate Agents and Salespersons for Marketing Foreign Properties in Singapore.
2. Able to apply the relevant knowledge required in marketing foreign properties adhering to pertinent due diligence required by law.
3. Apply the professional code of ethics, relevant laws, regulations in estate agency work and practices to uphold the professional standards of Salespersons.
4. Be well informed about prevailing market information pertaining to foreign properties and the relevant respective government policies & regulations when marketing such foreign properties which includes the followings:
 - a) Conducting real estate businesses whilst adapting to the relevant social, cultural, religious, economic, political and geographical characteristics of major countries in the Asia Pacific region.
 - b) Advising purchasers on the importance and different characteristics of respective Asia Pacific markets, including relevant taking into consideration the different laws and real estate brokerage practices.
 - c) Identifying different approaches, appropriate techniques suitable to promote or market foreign properties and professional services.
 - d) Familiarity with foreign currency, including how to compute currency conversion for and relating to property transactions, etc.
 - e) Identifying different reasons why the Purchasers are buying the property for. Eg. Investments, Rental Yields, Capital Appreciation, future retirement home, an accommodation for children studying overseas, better living standards, etc.

Learning Outcome

1. To be able to understand, recognise, define, list or explain the different real estate laws, rules, regulatory requirements, property transaction processes and procedures of the different countries in the Asia Pacific region.
2. To be able to interpret the professional client care, code of conduct & ethics in estate agency work and practices.
3. To be able to illustrate their knowledge & understanding by meeting the cognitive levels (**reference to *Bloom's Taxonomy**) stated as follows:

Level 1 – Remembering. Candidates are able to remember the required real estate legislative laws & regulations.

Level 2 – Understanding. Candidates are able to understand and interpret the professional real estate practices.

Level 3 – Applying. Candidates are able to illustrate their knowledge by applying what they have learnt in practical situations.

Skills & Knowledge

The course is a supplementary qualification for Salespersons aspiring to concentrate or focus to market foreign properties. Learners are expected to have these knowledge and skills:

1. Competent to speak and understand English Language and have good communication skills.
2. Possess broad generic skills and ability to participate effectively in group discussions, speak and communicate in a learning environment.
3. Have successfully completed the Real Estate Salespersons (RES) Course and complied with Continuing Professional Development requirements.

Delivery & Duration

The course incorporates a variety of activities designed to involve learners, such as group participation, and case studies to effectively gain a better understanding of the learning elements in this course. Duration: 15 hours

Assessment

The examination consists of Fifty (50) multiple choice questions (MCQ) in one paper. Each MCQ carries 2 marks each. Candidates are to complete all MCQ within 1.5 hours.

Syllabus Contents

CU 1: Marketing of Foreign Properties in Singapore

- Overview of the various countries in the Asia Pacific Region
- Geography & Demography of the countries in the Asia Pacific Region
- Overview of the Economy of the countries in the Asia Pacific Region
- Market Trends Affecting Real Estate Businesses in the Asia Pacific Region
- Real Estate Bubbles & Variation of real estate markets in the Asia Pacific Region
- CEA's Practice Guidelines for the Marketing of Foreign Properties
- Advertising Standards Authority of Singapore (ASAS) Guidelines

CU2 – CU5: Marketing Malaysia, Indonesia, Thailand, Philippines, India, Japan, China, New Zealand, Australia & UK

- Geography, Demography & Currency
- Types of Properties, Tenure & Metric System
- Foreign Ownership and Rules & Regulations
- Political Stability, Government Control & Intervention (if any)
- Upfront Cost & Payment Schedules
- Legal Costs & Taxation
- Financing
- Transaction Procedures & Time frame
- Returns, Exit Strategy & Pitfalls to Avoid