## INTRODUCTION

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<th>Training from your Professional Body</th>
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<td>In-House Training</td>
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## SALES

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**F = FOUNDATION**  
For those new to the topic or converting

**I = INTERMEDIATE**  
For experienced professionals

**A = ADVANCED**  
For senior professionals
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<td>Client Accounting for Residential Lettings</td>
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<td>Disputes and Damages: The TDS Way</td>
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<td>Transform You, Your Team and Your Profit</td>
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<td>Property Photography – Creating the Best First Impression of Your Homes and Your Brand</td>
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<td>Introduction to Equality and Diversity</td>
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<td>Lone Worker Safety</td>
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TRAINING FROM YOUR PROFESSIONAL BODY

The benefits of having well trained staff can have a colossal impact on the success of your organisation.

As a professional body we have many years’ experience in the property industry protecting and guiding consumers buy and sell, as well as helping tenants and landlords find and manage their treasured homes. We work to raise professional standards in the industry and among estate and letting agents from single branch independents to large national groups, promoting education and qualifications within the sector.

Propertymark offers training at foundation, intermediate and advanced levels, catering for everyone at different stages of experience. Our courses inspire, motivate and ensure you are the best you can be in the development of your career. As well as having courses that support the Propertymark qualifications.

We pride ourselves on having a training satisfaction level of 97% and all courses delivered by industry experts. Plus, exceptional feedback rates for objectives met, as well as continual excellently rated content.

Our courses team are here to help with advice and recommendations, email them on courses@propertymark.co.uk or call 01926 417787.

CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

CPD ensures that you continue to be at the forefront of your profession, it helps with making persuasive arguments, winning instructions and progressing your career. Progressing your career should include membership of Propertymark which will demonstrate your professionalism, dedication, knowledge and commitment to high standards. Propertymark is committed to supporting you through offering discounts on short courses.

You qualify for membership based on your experience and qualifications; maintaining CPD is at the core of your membership, undertaking at least 12 hours’ CPD per year, with a minimum of four hours through formal educational events, including short courses. Collating and submitting evidence are a requirement of membership and your CPD can be logged via your member area on the website.
IN-HOUSE TRAINING

IF YOU CAN’T COME TO US, WE CAN COME TO YOU

Propertymark can provide any course as an in-house training option. You provide the venue, we provide highly experienced trainers and course materials. This is an extremely cost-effective way of training and the benefits include:

• No travel expenses
• No unnecessary time away from the office
• Smaller class numbers
• Total focus from the trainer on your staff
• Tailored to your staff’s requirements
• A date that suit’s you and your organisation

Training groups of five or more, per course, start at £750 +VAT (for a half-day course) and £1,500 +VAT (for a full-day course). Call our courses team on 01926 417787 to discuss the options and request a quotation.

POPULAR COURSES INCLUDE

Effective Selling Skills
Effective Estate Agency
Lettings Refresher
Technical Award Support
SALES

VISIT naea.co.uk/training-qualifications
FOR DATES AND LOCATIONS
COMPETENT AGENT SALES
PART A – STARTING OUT
7 HOURS CPD

COURSE OVERVIEW
This full-day course is aimed at delegates who are new to or who have recently started in the estate agency industry and wish to create a firm foundation from which to move their career forward.

During the day delegates will learn about the role of a sales negotiator, the tasks and functions that they need to carry out on a regular basis, details of the process involved when moving home, legislation that they must be aware of and comply with, as well as the importance of delivering outstanding customer service.

AUDIENCE
Anyone new to or who have recently started in their estate agency career.

TOPICS INCLUDE
• An overview of the home buying and selling process
• Arranging and carrying out property viewings
• Acting for your client and your duty of care

VISIT WEBSITE FOR DATES AND LOCATIONS

COMPETENT AGENT SALES
PART B – WINNING BUSINESS
7 HOURS CPD

COURSE OVERVIEW
A full-day course for those that have been in estate agency for at least 12 months and advise clients about property values and marketing and those looking to win and retain customers in a compliant manner.

During the day delegates will learn about the role of a senior sales negotiator/valuer, the tasks and functions that they need to carry out on a regular basis, how to work in a compliant way and still be able to differentiate yourself from your competitors.

AUDIENCE
Anyone who’s been in estate agency for at least 12 months.

TOPICS INCLUDE
• Agreeing and progressing sales – avoiding fall throughs
• Common property defects and how to recognise them
• Understanding the surveyors report

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

Visit naea.co.uk/training-qualifications for dates and locations
COMPETENT AGENT SALES PART C – PREPARING FOR MANAGEMENT SALES
7 HOURS CPD

COURSE OVERVIEW
An overview of the knowledge needed to take the step from negotiator to manager and assume responsibility for staff. The course starts by discussing the skills required of an excellent leader and the key differences between negotiators and managers.

Attendees will develop their understanding of how to use a range of communication methods, make the most out of meetings and learn how to employ different motivational techniques to benefit staff.

The session will also help managers perfect the ‘5 steps of efficient delegation’ and identify areas of development required to fulfil a managerial role.

AUDIENCE
Recently appointed department or branch managers or negotiators preparing for a management position.

TOPICS INCLUDE
• The role of the manager
• Using key performance indicators to monitor performance
• Preparing for an effective staff review or appraisal

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

NEGOTIATING FOR PROFIT IN A TOUGH MARKET
7 HOURS CPD

COURSE OVERVIEW
A full-day course providing practical tips, advice and role-playing based around honing your negotiation skills to help increase the bottom line.

Delegates will learn the key attributes of an Expert Negotiator, including how and when to take control. As well as using NLP (Neuro-Linguistic Programming) techniques to help win more instructions and better related to customers.

AUDIENCE
Negotiators and managers wanting to improve their negotiating skills to help win more instructions at a better fee and to agree more secure sales at a higher price.

TOPICS INCLUDE
• How to create a competitive situation to ensure you get the best price possible from any potential buyer.
• Observed role-playing to simulate the full negotiation process from receiving an initial offer through to agreeing a sale.
• How to pre-empt and, therefore, avoid renegotiations from surveys and valuations, but also how to deal with them when they do arise.

DATES
31 January
26 September

LOCATION
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

Register at naea.co.uk/training.qualifications
EFFECTIVE SELLING SKILLS FOR ESTATE AGENTS

7 HOURS CPD

COURSE OVERVIEW
This full-day course is interactive in nature and will help estate agents develop the skills needed to become more effective sales people. Attendees will learn the key principles of selling and master how to understand the customer to provide effective solutions.

A foundation course which will enable estate agents to build their confidence and self-motivation. Attendees will also learn how to establish trust with the customer and differentiate themselves from a competitor to win more business.

AUDIENCE
Estate agents who have just started to deal directly with customers, or those who are about to move into a customer facing role.

TOPICS INCLUDE
• The key principles of efficient selling
• How to use effective questioning techniques
• The power of listening and understanding

OFFICIAL LEVEL 3 QUALIFICATION SUPPORT COURSE

7 HOURS CPD

COURSE OVERVIEW
This course supports delegates who are studying for the Level 3 Qualification (commonly known within the industry as the Technical Award). Aimed at those with an existing understanding of their study material, this is a revision day to support the study towards achieving the qualification.

Attendees will benefit from a day with like-minded delegates and will go through some of the more complex areas. The session will also cover practice questions and exam techniques, so entrants are as well prepared as possible.

The course is arranged as two separate full days:
Course 1 covers Units 1 and 2
Course 2 covers Units 3 and 4

ATTENDEES
Anyone currently studying for their Level 3 Award.

NOTE: attendees should be very familiar with their study material - this course will not cover the entire syllabus.

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Visit naea.co.uk/training-qualifications for further information
IMPORTANT LAW FOR RESIDENTIAL ESTATE AGENTS

7 HOURS CPD

COURSE OVERVIEW
Estate agents must fully understand the laws which govern their business and how to apply them in practice. The consequences of non-compliance can have severe implications, damaging a business and its reputation.

With legislation changing all the time, it is even more important for agents to stay up-to-date in order to avoid any penalties. This course helps attendees to understand how they can remain compliant, explaining important areas such as the legal structures of a business, The Estate Agents Act 1979 and consumer law (including the Consumers, Estate Agents and Redress Act.)

AUDIENCE
Estate agents who are new to the industry and require an understanding of how to apply important legislation, or those requiring a refresher course.

TOPICS INCLUDE
• Cancellation of contracts regulations
• The Data Protection Act
• Anti-Money Laundering Regulations

DATES
12 March
13 June
20 November
26 November

LOCATION
Birmingham
London
Manchester
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

CONSUMER PROTECTION REGULATIONS

3.5 HOURS CPD

COURSE OVERVIEW
Consumer protection legislation is growing more complex, which means it requires a substantial amount of agency time and staff attention. It covers every element from entering into an agreement with vendor or landlord, marketing a property for sale or rental and forming a tenancy agreement.

This course looks at the law from both a sales and lettings perspective, advising on the right procedures to have in place, what is and is not permissible and the consequences of a breach.

The session will include ASA rulings and CAP guidance on advertising. It will also explain the Consumer Rights Act and demonstrate how to write correct property descriptions.

AUDIENCE
Any property professional who wishes to develop their understanding of the laws protecting consumers.

TOPICS INCLUDE
• The Consumer Rights Act
• Competition, cartels and restrictive advertising practices
• Unfair trading and permitted activity

DATES
14 March
20 November

LOCATION
London
London

MEMBERS
£89 exc VAT

NON-MEMBERS
£130 exc VAT

Register at naea.co.uk/training-qualifications
CONVEYANCING PRACTICE AND PROCEDURE
7 HOURS CPD

COURSE OVERVIEW
Understanding the conveyancing process is intrinsic to becoming a competent estate agent with a rounded appreciation of the process of buying property.

Having a sound knowledge of the systems and procedures involved in property transfer is crucial to a smooth sale and this course outlines some of the most important factors.

Attendees will gain a basic understanding of conveyancing to help with the care of their clients and enable them to deal effectively with solicitors and conveyancers. This one-day course will outline key factors such as the conveyancing framework, how to get to exchange of contracts, and potential problem areas such as mortgage conditions, finance and money laundering.

AUDIENCE
Estate agents who wish to develop their knowledge of the conveyancing process in order to effectively progress property sales.

TOPICS INCLUDE
• The conveyancing framework: what happens when and why
• Getting to an exchange of contracts
• Traps that cause delays and how to overcome them

MARKET APPRAISAL AND VALUATION OF RESIDENTIAL PROPERTY
7 HOURS CPD

COURSE OVERVIEW
Residential market appraisals are one of the fundamentals of estate agency where the ‘Agent’ is expected to interpret the local market; adding value to the process where it is not necessarily a scientific process led by databases and portals but by people.

Besides looking at various methods of valuation this course looks at the current competitive landscape in terms of excelling as an expert. You will benefit from learning key tools and techniques to help you in this tough marketplace.

AUDIENCE
Estate Agents who wish to excel in interpreting the market, price property in a correct manner and are then able to add real value to their clients and their business.

TOPICS INCLUDE
• Basic economic supply and demand theory
• Valuation bases – market value, price, estimate of worth and market appraisal
• Valuation methods – comparable, investment and residual methods, and insurance value

DATES
19 March
22 October

LOCATION
London

MEMBERS
NON-MEMBERS
£179 exc VAT
£255 exc VAT

DATES
26 February
4 April
4 July
22 October

LOCATION
Leeds
London
Birmingham
London

MEMBERS
NON-MEMBERS
£89 exc VAT
£130 exc VAT

For further dates and locations visit naea.co.uk/training-qualifications
ANTI-MONEY LAUNDERING
3.5 HOURS CPD

COURSE OVERVIEW
This vital course provides attendees with the knowledge needed to ensure compliance with Money Laundering Regulations and the Proceeds of Crime Act. It is a legal requirement for all relevant employees to receive anti-money laundering training, so they can understand and implement the correct procedures in line with the latest legislation.

With the HMRC proactively policing this area, it is even more important for property professionals to stay up-to-date with current regulations, as well as an overview of what the legislation means for property professionals.

AUDIENCE
Those who are working in the field of estate agency and are therefore required to know about the responsibilities of property professionals in respect of financial crime.

TOPICS INCLUDE
• Warning signs to look out for
• Reporting to National Crime Agency (NRA)
• HMRC supervision

ADVANCED ANTI-MONEY LAUNDERING
3.5 HOURS CPD

COURSE OVERVIEW
This course will provide attendees with the knowledge needed to ensure that they are able to competently undertake the duties of the Money Laundering Reporting Officer within their firm. It is intended to provide delegates with the requisite skills to adopt a risk-based approach to the firm’s working practices by identifying the risks faced and applying appropriate measures to mitigate the risks to comply with the current legislation.

AUDIENCE
Those who have specific anti-money laundering duties within their firm such as the MLRO or Deputy MLRO and have attended the initial anti-money laundering course, or who have previously received some anti-money laundering training and wish to build upon their knowledge in this field.

TOPICS INCLUDE
• The role and responsibilities of the MLRO and implementation
• Identification of and dealing with politically exposed persons
• Liaison with the National Crime Agency & SAR filing

DATES
27 February
18 July
5 November

LOCATION
London
London
London

MEMBERS
NON-MEMBERS
£89 exc VAT
£130 exc VAT

Visit naea.co.uk/training-qualifications for more dates
SALES PROGRESSION: A PRACTICAL TOOLKIT
7 HOURS CPD

COURSE OVERVIEW
This course provides attendees with the ability to effectively progress a sale. It offers advice on the steps to take in order to become a more efficient sales professional, such as how to minimise fall through rates, and spend your time effectively.

It will also explore practical advice to help resolve common sales challenges, such as setting expectations with clients at the initial stages, how to pre-empt and resolve key issues during the mortgage, conveyancing and surveying processes, and tips to ensure buyers and sellers ultimately become advocates of your business.

AUDIENCE
Negotiators and managers wanting to reduce fall through rates by implementing best practice sales progression techniques.

TOPICS INCLUDE
• Understanding your key areas of influence and how to deal with difficult chains
• An agent’s ‘need to know’ view of conveyancing, mortgage and surveying
• How to pre-empt and resolve common issues (e.g. surveys, valuations and legal issues)

DATES
24 April
10 July
16 October

LOCATION
London
Leeds
Birmingham

MEMBERS
£89 exc VAT

NON-MEMBERS
£130 exc VAT

SECRETS IN GETTING TO EXCHANGE: SANITY NOT VANITY
7 HOURS CPD

COURSE OVERVIEW
Times can be tough in the property market. Almost 40% of deals agreed do not get to completion, exchange is the most important event in the deal. This one-day course will teach you what you need to know about the process and practical steps you can take to get your cases to exchange, keeping your clients happy and increasing profits.

AUDIENCE
Estate agents who want to learn how to improve profits by getting more deals to exchange.

TOPICS INCLUDE
• Straightforward explanation of conveyancing procedures
• A detailed explanation of what is currently preventing exchange
• Practical solutions in how stop ‘issues’ happening

DATES
28 February
10 October

LOCATION
London

MEMBERS
£89 exc VAT

NON-MEMBERS
£130 exc VAT

For further dates visit naea.co.uk/training-qualifications
UNDERSTANDING LEASEHOLD PROPERTIES

3.5 HOURS CPD

COURSE OVERVIEW
With leasehold properties accounting for 25% of housing stock and gaining increased political attention, this course will provide estate agents with the knowledge to successfully market and sell this type of home. Attendees will expand their understanding of how lease lengths and ground rent can alter a sale in order to advise clients and gain a competitive advantage.

The session will fully explain the legal rights of leaseholders and the various options agents can recommend to clients to help sell their properties. It will also demonstrate how using the Land Registry can help agents to stay informed on the issues affecting a property.

AUDIENCE
Estate agents who deal with leasehold properties, or plan to make it an area of expertise.

TOPICS INCLUDE
• The leasehold system in England and Wales
• Valuing a property with a short lease
• An introduction to the Land Registry

DATES
12 February
11 June
8 October

LOCATION
London
London
London

MEMBERS
£89 exc VAT

NON-MEMBERS
£130 exc VAT

Visit naea.co.uk/training-qualifications for dates and information

NEW

STARTING YOUR OWN ESTATE AGENCY

7 HOURS CPD

COURSE OVERVIEW
Delegates will learn about the different options available when setting up their business, why it is important to have a discernible difference from your competitors, structure and framework of the office, compliance and the need for a clear audit trail. As well legal and safety requirements and documentation, including tenancy agreement terms of business.

AUDIENCE
Anyone who is about to or has recently started their own estate agency business either from scratch or as a part of an existing property related business.

TOPICS INCLUDE
• Office presence: traditional or online
• Your business proposition what makes it different and marketing your business
• Booking and following-up market appraisals and the importance of sales progression

DATES
5 March
2 July
13 November

LOCATION
London
London
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT
LEGISLATION FOR RESIDENTIAL SALES – NORTHERN IRELAND
7 HOURS CPD

COURSE OVERVIEW
Although governed by the same rules as the rest of the UK, some property schemes and regulations are different in Northern Ireland. This course is designed for agents operating in Northern Ireland and covers core issues central to ensuring they remain compliant. Attendees will understand the background of law, who regulates the sector and responsibilities of the employer and employee. With legislation and the penalties for non-compliance changing all the time, this course will help agents stay within the boundaries of the law. It will also cover real-life examples of how the law has been breached and penalties issued.

AUDIENCE
All estate agents working in Northern Ireland who wish to formalise their understanding of the relevant legislation.

TOPICS INCLUDE
• Background of the law in estate agency – why is it important and why do we need it?
• Linking legislation in residential sales to every day practice
• Processes and quality assurance procedures to ensure compliance with legislation

EFFECTIVE NEGOTIATION – SCOTLAND
7 HOURS CPD

COURSE OVERVIEW
As an estate agent, understanding the principles of effective negotiation throughout the sales process is a key skill. Whilst negotiation is often assumed to only relate to the offer, it infiltrates the entire process, through negotiating the initial asking price and commission terms, negotiating price reductions, negotiating offers to achieve the best outcome and negotiating on adverse surveys/valuations.

AUDIENCE
Estate agents who have just started to deal directly with customers, or those who are about to move into a customer facing role.

TOPICS INCLUDE
• Establish a clear understanding of what the ‘art of negotiation’
• Key attributes of a highly skilled negotiator
• Practical tips and advice on what to do (and NOT to do)

DATES
12 March
14 November

LOCATION
Belfast
Belfast

MEMBERS NON-MEMBERS
£179 exc VAT £255 exc VAT

DATES
30 January
5 December

LOCATION
Edinburgh
Glasgow

MEMBERS NON-MEMBERS
£89 exc VAT £130 exc VAT

Register at naea.co.uk/training-qualifications
BUILDING DESIGN AND DEFECT IDENTIFICATION AND DIAGNOSIS FOR AGENTS IN SCOTLAND

3 HOURS CPD

COURSE OVERVIEW
Estate agents are not surveyors, nor are they expected to be, but a basic understanding of building design and defect identification and diagnosis, is essential when providing a marketing appraisal or when generally advising clients. This is especially useful when pre-empting or following a Home Report or subsequent report or valuation on a property which requires clarification. This course will explain how domestic buildings are constructed, covering the main elements of construction and service installations, and then look at defect identification and diagnosis.

AUDIENCE
Anyone working in the estate agency business who provides market appraisals.

TOPICS INCLUDE
• Domestic property styles design and construction
• The big 3 issues - Damp, Timber defects and Structural Movement
• Planning, building and fire regulations

DATES
30 May
16 October

LOCATION
Edinburgh
Glasgow

MEMBERS
£89 exc VAT

NON-MEMBERS
£130 exc VAT

MARKET APPRAISAL AND VALUATION OF RESIDENTIAL PROPERTY IN SCOTLAND

7 HOURS CPD

COURSE OVERVIEW
As an estate agent, property valuations and appraisals are part and parcel of the working day. Proficiency in valuation techniques is, therefore, essential to be able to function as a first-class agent. The course will look initially at basic valuation theory and the various methods of valuation, followed by the application of relevant valuation methods and how these are applied to the different property types you are likely to encounter as an estate agent.

AUDIENCE
Anyone working in the estate agency business who provides market appraisals.

TOPICS INCLUDE
• Basic economic supply and demand theory
• Valuation bases – market value, price, estimate of worth and market appraisal
• Valuation methods, including – comparable, investment and residual methods, insurance value

DATES
30 May
16 October

LOCATION
Edinburgh
Glasgow

MEMBERS
£89 exc VAT

NON-MEMBERS
£130 exc VAT

For further dates visit naea.co.uk/training-qualifications

propertymark.co.uk/training
LETTINGS

VISIT arla.co.uk/training-qualifications
FOR DATES AND LOCATIONS
COMPETENT AGENT – PART A
7 HOURS CPD

COURSE OVERVIEW
This course is aimed at those with little or no experience of letting residential property. It aims to give a basic understanding of the legal concepts which underlie the letting of property and focuses on attendees developing their knowledge in order to avoid committing criminal offences, tenant safety and rights.

The session will cover fundamental subjects such as the basic concepts of a lettings agency, dealing with land and understanding and forming tenancy agreements. Attendees will also learn more about their obligations to tenants, such as making repairs and ensuring their safety.

AUDIENCE
This is a vital course for anyone new to the letting or management of property.

TOPICS INCLUDE
• Basic concepts of agency
• Basic idea of land
• Tenancy agreements

COMPETENT AGENT – PART B
7 HOURS CPD

COURSE OVERVIEW
Part B of the course will revisit topics learnt in Part A, such as tenants’ rights, safety and discrimination. It will build on these subjects by introducing the main types of tenancy, as well as a landlord’s repairing and notification obligations.

Attendees will learn more about the principles of letting property, including Assured Shorthold Tenancies, Non-Housing Act Tenancies and the Consumer Rights Act. Other key topics such as tenants’ rights, repairing obligations and immigration will be explored in more detail. Housing Allowances, such as Universal Credit, will also be covered within this session.

AUDIENCE
Those who have completed Part A of the course and wish to further their understanding of the principles of letting property.

TOPICS INCLUDE
• Non-Housing Act Tenancies
• Tenants fundamental rights
• Housing Allowances

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

VISIT WEBSITE FOR DATES AND LOCATIONS

Register your place at arla.co.uk/training-qualifications
COMPETENT AGENT – PART C
7 HOURS CPD

COURSE OVERVIEW
This course revises previous topics covered in Parts A and B and introduces the remaining subjects necessary for letting agents to work on a day-to-day basis with limited supervision.

Attendees will revise and deepen their knowledge of essential topics, such as Assured Shorthold Tenancies. They will also learn more about more complex topics, such as houses in multiple occupation, special clauses and tax. Delegates will also be introduced to the Housing Health and Safety Rating System (HHSRS) and break clauses, options to renew and forfeiture, as well as the role of the Property Ombudsman.

AUDIENCE
Letting agents who have completed Parts A and B of the course and wish to operate independently within their roles.

TOPICS INCLUDE
• Tax introduction
• HMO introduction
• Special clauses introduction

OFFICIAL LEVEL 3 QUALIFICATION SUPPORT COURSE
7 HOURS CPD

COURSE OVERVIEW
This course supports delegates who are studying for the Level 3 Qualification (commonly known within the industry as the Technical Award). Aimed at those with an existing understanding of their study material, this session is a revision day to support the study towards achieving the qualification.

Attendees will benefit from a day with like-minded delegates and will go through some of the more complex areas. The session will also cover practice questions and exam techniques, so entrants are as well prepared as possible.

Arranged as two separate full-days:
Course 1 covers Units 1 and 2
Course 2 covers Units 3 and 4

ATTENDEES
Anyone currently studying for the Level 3 Award. Please note that attendees should be very familiar with their study material, this course will not cover the entire syllabus.

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

VISIT WEBSITE FOR DATES AND LOCATIONS

VISIT WEBSITE FOR DATES AND LOCATIONS

Register your place at arla.co.uk/training-qualifications
**ADVANCED LETTINGS UPDATE**
7 HOURS CPD

**COURSE OVERVIEW**
This one-day course provides letting agents with the opportunity to work through the more complex areas of letting and managing property. Attendees will benefit from an interactive session which will provide them with the knowledge to understand important new and existing legislation, case law and codes of practice. It includes case studies which allow delegates to work through applying new legislation in practice.

In a workshop format, the day allows agents to bring their own questions and learn from other property professionals in the group.

This course is ideal as a refresher session for letting agents wishing to sharpen and further expand their existing skill set.

**AUDIENCE**
Letting agents with a minimum of 2 years’ experience, or those who have already completed the Technical Award or attended the Lettings and Property Management courses (Parts A-C).

**TOPICS INCLUDE**
- A discussion on current news relating to residential letting and property management
- An update on all the new legislation and case law from the last two years
- A trainer and attendee Q&A session

**VISIT WEBSITE FOR DATES AND LOCATIONS**

Members: £179 exc VAT
Non-Members: £255 exc VAT

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**LETTINGS REFRESHER COURSE**
7 HOURS CPD

**COURSE OVERVIEW**
This one-day course provides an overview of the essential letting knowledge required of all property professionals. It takes the most-asked questions answered by the ARLA Propertymark Regulation Team and the Legal Helpline to ensure attendees feel confident in their day-to-day roles. Common topics covered include understanding the differences between statute, contract and case law, how to protect deposits, and rights around property access.

It is also flexible in nature, allowing attendees to receive the answers to their most burning questions. Whether you are new to letting property or simply need a refresher of the recent changes in legislation, this course is designed for letting agents at any level.

**AUDIENCE**
Any professional looking for an update or refresher on the fundamentals of letting property.

**TOPICS INCLUDE**
- Tenancy agreements
- Deposit protection
- Important new legislation

**VISIT WEBSITE FOR DATES AND LOCATIONS**

Members: £179 exc VAT
Non-Members: £255 exc VAT

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Book your place via arla.co.uk/training-qualifications
PREPARING FOR MANAGEMENT (LETTING AGENTS)
7 HOURS CPD

COURSE OVERVIEW
A one-day course which provides an overview of the keys skills necessary for negotiators to successfully take the step up to a management position. Delegates will learn how to use a variety of communication methods, develop the skills needed to make meetings productive and perfect the ‘5 steps of efficient delegation’. It will also enable new managers to set appropriate goals for their department, develop key performance indicators in order to motivate staff and use their time effectively.

The course will also help attendees identify areas of development so they can assume responsibility for an area of a business with confidence.

AUDIENCE
Recently appointed department or branch managers, or negotiators preparing for appointment to a management role.

TOPICS INCLUDE
• Making meetings effective and productive
• The principles of motivating people
• Preparing for an effective staff appraisal

FUNDAMENTALS OF PROPERTY MANAGEMENT
7 HOURS CPD

COURSE OVERVIEW
This course will cover essentials of property management, including the various statutory and typical contractual obligations letting professionals need to know.

Property managers will learn how to become more proficient in their day-to-day roles and get to grips with common issues such as gaining access to a property and choosing the right contractor. Attendees will also learn the skills needed to deal with a change of tenant or complaints, as well as the important laws governing the area, including the Deregulation Act. Delegates will also understand the assessments property managers need to undertake, including Gas Safety, asbestos and legionella checks.

AUDIENCE
Letting agents or anyone involved with property management daily.

TOPICS INCLUDE
• How to gain access to a property (including emergency access)
• What is involved in property visits and inspections
• Dealing with tenant complaints

MEMBERS NON-MEMBERS
£179 exc VAT £255 exc VAT

Visit arla.co.uk/training-qualifications
LETTINGS AND PROPERTY MANAGEMENT FOR SENIOR AGENTS 7 HOURS CPD

COURSE OVERVIEW
A one-day course introducing advanced topics around the letting and management of properties relevant for senior agents. It revisits the issues introduced in the Fundamentals of Property Management to the highest level, enabling attendees to feel confident in their roles. Aimed at those supervising more junior staff and will cover areas such as consumer protection, other types of tenancy and how to deal with common issues that may arise throughout a tenancy. Attendees will also develop their understanding of some of the more complex challenges when letting or managing property, including successfully dealing with houses in multiple occupation and understanding contract law.

AUDIENCE
Senior agents with a solid knowledge of letting and property management who want to take their understanding to the next level.

TOPICS INCLUDE
• The Data Protection Act 1998 and relevant updates
• Distinctions between guarantors and indemnities
• Consumer Protection from Unfair Trading Regulations 2008

DATES
29 January
30 April
3 July
28 November

LOCATION
London
Birmingham
London
Leeds

MEMBERS NON-MEMBERS
£179 exc VAT £255 exc VAT

INTRODUCTION TO BLOCK MANAGEMENT 7 HOURS CPD

COURSE OVERVIEW
This one-day course will enable attendees to learn about the role of a block manager and develop their understanding of the day-to-day tasks involved. They will learn the basic skills required of the role, such as how to budget and what is required to collect service charges and ground rent.

Delegates will also be introduced to other core topics, such as statutory codes of conduct, statutory consultation for major works, and the RICS Service Charge Code, in order for them come away from the course with a rounded grasp of their obligations as a block manager.

AUDIENCE
Property professionals who are new to block management and need to understand what is involved within the role.

TOPICS INCLUDE
• What is the role of a block manager?
• A guide to leaseholder’s rights and good practice
• Overview of statutory consultation for major works and long-term agreements

DATES
29 January
30 April
3 July
28 November

LOCATION
London
Birmingham
London
Leeds

MEMBERS NON-MEMBERS
£179 exc VAT £255 exc VAT

Visit arla.co.uk/training-qualifications

propertymark.co.uk/training
BLOCK MANAGEMENT: LAW AND PRACTICE
7 HOURS CPD

COURSE OVERVIEW
This advanced course is aimed at agents with some block management experience looking to further develop their skills and understanding of the relevant law. The session will cover some of the essentials of best practice, such as the different forms of ownership (leasehold and commonhold), ground rent and service charge demands, and statutes affecting block management.

Attendees will leave equipped with a comprehensive knowledge of law on consultation and related areas along with an overview of Right to Manage legislation and rights of first refusal.

AUDIENCE
Agents with an existing knowledge of block management who wish to develop their understanding of the relevant law.

TOPICS INCLUDE
- Forms of ownership: leasehold and commonhold
- Leases and their interpretation
- Enforcement of leasehold covenants and remedies available

DATES
21 February
24 April
4 July
5 December

LOCATION
London
Manchester
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

ADVANCED BLOCK MANAGEMENT
7 HOURS CPD

COURSE OVERVIEW
This course is for property professionals with a basic understanding of block management, or some day-to-day experience, who are looking to broaden their knowledge of the subject. Attendees will develop their understanding of some of the most important challenges, including the different types of flat ownership, how to respond to requests for consent and dealing with solicitors during the sale of a flat.

An essential part of this course will be an opportunity to interact with the trainer and other delegates to discuss common issues, such as dealing with complaints and how to resolve them effectively.

AUDIENCE
Those with a basic understanding of block management wishing to advance their knowledge.

TOPICS INCLUDE
- Overview of the reform of Enfranchisement and Lease Extensions under the Leasehold Reform Housing and Urban Development Act 1993
- Debt collection and processes to adopt for service charges and ground rent
- An overview of company law and its interaction with block management

DATES
28 March
22 May
10 July
12 December

LOCATION
London
Manchester
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

Visit arla.co.uk/training-qualifications
### HOW BUY TO LET COMPLIANCE INCREASES REVENUE

**7 HOURS CPD**

**COURSE OVERVIEW**
This course provides a unique opportunity for forward-thinking letting agents to add additional revenue to their business. The day combines legal responsibility with actionable marketing activities that delegates can take back to their business. Attendees will learn how to legally source property on behalf of an investor/landlord in order to offer a new service to their clients and increase sales.

It delivers the need-to-know rules in a digestible format, whilst introducing the techniques available to serve landlords better. Attendees will understand their responsibilities in providing growth opportunities to clients, as well as learning the techniques needed to help expand a landlord’s portfolio and maximise returns.

**AUDIENCE**
Senior management and owners of existing letting agents who wish to expand their revenue streams.

**TOPICS INCLUDE**
- Understanding responsibilities in providing portfolio building services
- Techniques to find and secure portfolio growth opportunities for landlords
- Analysis to maximise returns for the agency and clients

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<td>6 March</td>
<td>London</td>
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### CLIENT ACCOUNTING FOR RESIDENTIAL LETTINGS

**7 HOURS CPD**

**COURSE OVERVIEW**
This course will help delegates understand how to deal with client money and assist in ensuring compliance with the accounting procedures of the professional bodies. It will also provide practical guidance on non-resident landlords and the Finance Act 1995. The session will explain the basics of client accounting, areas of potential risk and Capital Gains Tax for individuals. Attendees will also develop their understanding of dealing with rent, including demands, client accounting, arrears and cash book management.

**AUDIENCE**
Anyone involved in client accounting who needs to understand the procedures, or property professionals wishing to know more about taxation for landlords.

**TOPICS INCLUDE**
- Statements: how to avoid problems
- Floats: paying contractors and posting debits
- Where accounts and property management meet

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Visit [arla.co.uk/training-qualifications](http://arla.co.uk/training-qualifications)
DRAFTING TENANCY AGREEMENTS AND TERMS OF BUSINESS 7 HOURS CPD

COURSE OVERVIEW
This one-day course is designed to increase a letting agent’s knowledge of the definitions contained in the Tenancy Agreement and Terms of Business, including the effect of new legislation and case law. It will provide attendees with an understanding of the need-to-know topics, such as how to amend tenancy agreements, surrender a tenancy and avoid loopholes in drafting agreements.

The course encourages letting agents to participate through practical exercises, such as drafting clauses. It is recommended that delegates have some knowledge of the Housing Act 1988 and a general knowledge of contract law before undertaking the course.

AUDIENCE
Senior managers, negotiators and any property professional who drafts tenancy agreements.

TOPICS INCLUDE
• The legal position
• A checklist of rights and obligations in the tenancy agreement
• Special clauses: drafting, when, how, where?

COURSE DATES LOCATION
12 March London
20 June London
12 September London
14 November London

MEMBERS NON-MEMBERS
£179 exc VAT £255 exc VAT

ENDING RESIDENTIAL TENANCIES 7 HOURS CPD

COURSE OVERVIEW
This session is for letting agents who wish to develop their understanding of the most common kind of tenancy – Assured Shorthold Tenancies. Attendees will also learn how to recognise different types of tenancies and the different processes that apply to ending these agreements.

The content of this course will be legally based, as supposed to overly technical, setting out the relevant framework and processes. It will focus on the practical elements agents need to know, such as the fundamentals of ending a tenancy, the necessary timelines and how to avoid common mistakes. The course also covers the impact of the Deregulation Act 2015.

AUDIENCE
Letting agents who already have some experience managing tenancies and wish to develop their understanding of how to end a tenancy.

TOPICS INCLUDE
• Recognising different types of tenancies
• Tenant notice requirements
• The legal process

DATES LOCATION
23 January Leeds
21 May London
22 October London
4 December Birmingham

MEMBERS NON-MEMBERS
£179 exc VAT £255 exc VAT

Register at arla.co.uk/training-qualifications
DISPUTES AND DAMAGES: THE TDS WAY
7 HOURS CPD

COURSE OVERVIEW
Understanding tenancy deposit legislation is crucial to the successful running of a letting agency. This course provides attendees with vital knowledge about the legislation itself, how to ensure a business remains compliant and the entire deposit protection process.

Delivered by the Tenancy Deposit Scheme (TDS), it will cover common tenancy deposit challenges experienced by agents and provide the vital knowledge needed to overcome them. The course will include training on how to build an effective inventory and assess fair wear and tear. It will also provide an in-depth understanding of the adjudication process.

AUDIENCE
All property professionals who deal with tenancy deposit protection.

TOPICS INCLUDE
• Understanding the deposit legislation
• Deposit deductions and the tenancy agreement
• Inventories, check-outs and evidence

UNDERSTANDING HMOS AND THE CURRENT LICENSING SYSTEM
7 HOURS CPD

COURSE OVERVIEW
This course provides an understanding for letting agents and property managers on the definition of an HMO, in terms of both Planning the Housing Act 2004, along with all the different licensing models. This includes the new mandatory licensing reforms that came into force on the 1 October 2018.

Delegates will also gain an understanding of how to try and avoid the new penalty fines that are now in place where lettings agents can be liable up to a potential of £30,000.

The course has a practical application giving an insight into the potential in this developing sector.

AUDIENCE
Property managers and agents who wish to develop their understanding of HMOs and the HHSRS.

TOPICS INCLUDE
• Enforcement notices
• Additional and selective licensing
• Understanding the HHSRS

VISIT WEBSITE FOR DATES AND LOCATIONS

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Dates
12 February London
21 March Exeter
19 September Leeds
27 November London

Book your place at arla.co.uk/training-qualifications
UNDERSTANDING THE COMPLEXITIES OF HMO MANAGEMENT, LICENSING AND HHSRS 7 HOURS CPD

COURSE OVERVIEW
This course deals with the complex area of both HMOs and the HHSRS at an advanced level. Besides outlining the basic definitions, the course will cover the yield returns expected from HMOs, the Licensing reforms and the HMO Management Regulations with risk assessing required around the practical management of HMOs, Fire safety and security.

Those attending will also understand how HHSRS under the 2004 act impacts on both practical property management and the due diligence required. The new Licensing reforms in 2018 refer the HHSRS and how Local Housing and Environmental officers may use the penalty fine system that is available to them.

AUDIENCE
Property managers and agents wanting to advance their understanding of HMOs and the HHSRS.

TOPICS INCLUDE
• Practical handling of HHSRS matters
• The HMO Management regulations
• The HHSRS and Section 21

MEMBERS NON-MEMBERS
£179 exc VAT £255 exc VAT

EFFECTIVE SELLING SKILLS FOR LETTING AGENTS 7 HOURS CPD

COURSE OVERVIEW
This course will help letting agents understand the concept of consultative selling and form a clear strategy to put their skills into practice. Exploring tactics such as using effective questioning techniques, building trust, and effectively selling against the competition, this course is for those who have mastered the basics of selling in a letting environment and want to take their skills to the next level.

Attendees will learn how to develop their confidence and self-motivation, and best practice examples – such as ‘the seven key principles of selling’ – in order to become an outstanding sales person.

AUDIENCE
Anyone who has a basic understanding of selling within a letting agency (or has worked in a letting environment for 6-12 months).

TOPICS INCLUDE
• What is selling?
• Characteristics of an outstanding sales person
• Creating and delivering an effective presentation

MEMBERS NON-MEMBERS
£179 exc VAT £255 exc VAT

DATEs LOCATION
9 May London
12 September London

Visit arla.co.uk/training-qualifications
STARTING YOUR OWN LETTINGS AGENCY
7 HOURS CPD

COURSE OVERVIEW
This one-day training course is aimed at anyone who is about to or has recently started their own Lettings Agency business either from scratch or as a part of an existing property related business.

Delegates will learn about the different options available when setting up their business, why it is important to have a discernible difference from your competitors, structure and framework of the office, compliance and the need for a clear audit trail. As well legal and safety requirements and documentation, including tenancy agreement terms of business.

AUDIENCE
Anyone who is about to or has recently started their own estate agency business either from scratch or as a part of an existing property related business.

TOPICS INCLUDE
• Office presence: traditional or online
• Your business proposition what makes it different and marketing your business
• Additional Services and Professional Accreditation

MEMBERS NON-MEMBERS
£179 exc VAT £255 exc VAT

DATES LOCATION
7 February London
12 June London
29 October London

THE OMBUDSMAN - COMPLIANCE AND BEST PRACTICE
3 HOURS CPD

COURSE OVERVIEW
The Property Ombudsman’s role is to outline best practice and professional diligence for agencies. This course will look closely at the requirements of the ombudsman and alternative dispute resolution schemes to provide delegates with a clear understanding of how to remain compliant. It will provide an overview of how to run an agency well and treat customers fairly, using case studies and examples to enable agents to provide a high level of service. Attendees will learn how to advertise for new business, conduct a market appraisal and avoid complaints or legal action.

AUDIENCE
Agents wishing to understand the importance of the Ombudsman rules to avoid any customer complaints.

TOPICS INCLUDE
• Explanation of redress and alternative dispute resolution
• The Codes of Practice and the relevant legislation
• Implications of non-compliance

MEMBERS NON-MEMBERS
£179 exc VAT £255 exc VAT

DATES LOCATION
12 March London
27 June London
5 December London

Register at arla.co.uk/training-qualifications
LETTINGS LAW IN PRACTICE – NORTHERN IRELAND
7 HOURS CPD

COURSE OVERVIEW
With the government increasingly focused on the regulation of letting agents in Northern Ireland, this course will provide agents with an understanding of the relevant legislation. Attendees will learn about new and core issues that are central to ensuring lawful and successful business practice for property professionals.

The course will include a background of the relevant law in Northern Ireland and explain who regulates letting agents. It will also link legislation to everyday practice examples in order for attendees to develop an understanding of crucial laws and how to apply them.

AUDIENCE
This is an essential course for any residential letting agent operating in Northern Ireland.

TOPICS INCLUDE
• All you needed to know about different types of tenancies, rent control, HMOs, fire safety and the fitness standard
• What you need to know to ensure a successful and legal letting;
• Best practice property management

DATES
12 June
12 December

LOCATION
Belfast
Belfast

MEMBERS NON-MEMBERS
£179 exc VAT £255 exc VAT

Visit arla.co.uk/training-qualifications for further information
SCOTTISH LETTING AND PROPERTY MANAGEMENT – PART A
7 HOURS CPD

COURSE OVERVIEW
This course will give a basic understanding of the legal concepts which underlie the letting of property. It will focus on the most important legal requirements that an agency needs to comply with to help their landlord and the agency avoid breaching their legal duties and possibly committing criminal offences.

The course will consider the fundamental rights and obligations of both landlords and tenants and introduce some of the new and proposed legislation which will influence landlords and letting agents.

AUDIENCE
Anyone with little or no experience of the letting industry as well as those who have been in practice for some time.

TOPICS INCLUDE
• An introduction to agency law, including the agency contract, authority to act, power to bind the landlord, and dealing with client money.
• The different types of tenancies that exist and how they are created
• Outline of any new and proposed legislative provision affecting landlords and agents

DATES
30 April
29 October

LOCATION
Glasgow
Edinburgh

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

Register your place via arla.co.uk/training-qualifications

SCOTTISH LETTING AND PROPERTY MANAGEMENT – PART B
7 HOURS CPD

COURSE OVERVIEW
Aimed at those who have completed Part A or understand the general legal concepts which underlie the letting of property, this course will expand on some of the topics covered in Part A and in addition looking at some of the trickier aspects of dealing with tenancies.

It will also highlight some of the new or proposed legislative provisions which have yet to come into effect and consider how these will affect the role of the letting agency.

AUDIENCE
Anyone who has completed Part A or has an understanding of the general legal concepts which underlie the letting of property.

TOPICS INCLUDE
• Landlord Registration, HMO’s and the role of the Local Authority.
• How Local Authorities deal with antisocial behaviour and what it means for landlords.
• Letting Agents Registration and Code of Practice

DATES
21 May
5 November

LOCATION
Glasgow
Edinburgh

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

propertymark.co.uk/training

LETTINGS
INTRODUCTION TO INVENTORY MANAGEMENT – PART 1
7 HOURS CPD

COURSE OVERVIEW
Getting an inventory right from start to finish can often be the difference between an unsuccessful and successful tenancy. This full-day course is interactive in nature and looks at the role of the inventory provider from the initial check-in right through to the final check-out.

It provides advice and guidance on each of the important steps within the process, including the purpose of an inventory, how to create one and the correct check-out procedure. The day will also focus on how to make the most of mid-term visits and the importance of effective communication with both landlords and tenants.

AUDIENCE
Anyone starting a career as an inventory provider or those that have recently begun in this role.

TOPICS INCLUDE
• The purpose of an inventory and how to create one
• The role of the inventory provider
• The entre inventory process, from check-in to check-out

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INTRODUCTION TO INVENTORY MANAGEMENT – PART 2
3.5 HOURS CPD

COURSE OVERVIEW
This more in-depth half day session builds on the inventory management knowledge provided during part 1. This practical tutorial will guide you through the specifics that should be included within an initial inventory, including how to describe items so they can be clearly recognised and evaluated during check-out.

The course will outline the important items that need to be described and why, and explain how to use photographs and videos to best effect. Attendees will also understand how to amend or add items to an inventory.

AUDIENCE
Anyone who has completed part 1 of the course, or is currently involved in carrying out inventories and requires a deeper understanding of the entire process.

TOPICS INCLUDE
• Essential items that need to be described and why
• How to use meaningful clear language and descriptions
• Amendments and additions to an inventory

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INTRODUCTION TO COMMERCIAL PROPERTY MANAGEMENT
7 HOURS CPD

COURSE OVERVIEW
This is an introduction or refresher course for those who need to develop an intermediate understanding of how to manage commercial property.

Attendees will learn the key differences around the management of commercial property versus residential property, including typical agreements, how to deal with clients’ money and renewing a lease.

They will also understand more about the important rules and regulations that govern the management of commercial property, including the security of tenure under the Landlord and Tenant Act 1954 and laws around the licensing of property.

AUDIENCE
Agents with one or a few landlord clients with commercial property who require a greater understanding of the management techniques.

TOPICS INCLUDE
• Dealing with client’s instructions and typical agreements
• Agreeing Heads of Terms and instructing lawyers
• Meaning of rent, insurance rent and recovery of rent arrears

INTRODUCTION TO PLANNING AND DEVELOPMENT
7 HOURS CPD

COURSE OVERVIEW
Property professionals will often need to understand the value of a piece of land and the process of development in order to advise clients. This course will provide attendees with an understanding of the basic principles of planning requirements, including planning policy.

The session will also include how to submit a planning application and incidences where planning permission is not required, known as permitted development rights. Attendees will also learn more about the site appraisal process and the professional roles involved in the development of land.

AUDIENCE
Property professionals who wish to learn the basics of planning and development.

TOPICS INCLUDE
• The basic principles of planning requirements
• Submitting a planning application/development control
• The valuation principles of development projects

DATES
5 February
17 July
7 November
10 December

LOCATION
London
London
London
Leeds

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

DATES
26 March
30 May
9 October

LOCATION
London
Leeds
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT
HOW TO VALUE COMMERCIAL AND BUSINESS PROPERTY
7 HOURS CPD

COURSE OVERVIEW
This introductory course is aimed at members of NAEA Propertymark, NAEA Commercial and ARLA Propertymark who wish to gain a basic understanding of how to value commercial property. It will provide an outline of the various intricacies involved, including capital and rental valuation bases, factors affecting commercial property value and statutory controls.
The course will also cover how valuations must be approached differently when compared to residential property and common challenges experienced by agents operating in the commercial sector. This includes methods of valuation, dealing with over-rented property and zoning of rental properties.

AUDIENCE
Any property professional wishing to form a base understanding of how to value commercial and business property.

TOPICS INCLUDE
• Capital and rental valuation bases
• Factors affecting commercial property value
• Environmental issues

DATES
4 April
20 June
21 November

LOCATION
London
London
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

PRACTICAL ASPECTS OF COMMERCIAL SALES AND LETTINGS
3 HOURS CPD

COURSE OVERVIEW
This introductory course is for sales, letting and commercial agents with some existing agency knowledge who wish to gain a basic understanding of how the commercial property market works. It will focus on the essential legal background involved, such as The Estate Agents Act and Subordinate Regulations.
The course will also give practical advice on common topics such as the marketing process, preparing heads of terms and methods of disposal. It will also cover how to deal with commercial property landlords, including consent to assign, subletting, and change of use.

AUDIENCE
Those who have been working in property for some time and wish to further their understanding of the commercial property market.

TOPICS INCLUDE
• The role of a commercial agent
• Types of agency instruction
• Licensing of commercial property

DATES
7 March
9 July
8 October

LOCATION
London
London
London

MEMBERS
£89 exc VAT

NON-MEMBERS
£130 exc VAT

Book online at naea.co.uk/training-qualifications
RESIDENTIAL ASSET MANAGEMENT
7 HOURS CPD

COURSE OVERVIEW
This course will examine the strategic and practical elements of residential asset management. Attendees will understand how effective asset management can help them meet the increasing demands of investors, owner occupiers, tenants and social landlords.
The session will blend strategies with practical exercises, culminating in attendees preparing their own asset management plan to ensure the performance of their properties is maximised.
Delegates will also understand the range of financial matters that govern property ownership, as well as recognising the importance of regulation, statutory compliance and the measurement of property performance.

AUDIENCE
Estate agents of any level who wish to develop their understanding of asset management.

TOPICS INCLUDE
• The key components of an asset management plan
• Preparing the framework for an effective plan
• The different roles of people in asset management

DATE
11 December

LOCATION
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

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BUSINESS SKILLS

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or naea.co.uk/training-qualifications
HARNESSING THE LUCRATIVE INVESTOR MARKET

7 HOURS CPD

COURSE OVERVIEW
This course will provide delegates with the skills, knowledge and technical ability required to harness the lucrative property investor market. With 1.5 million property investors in the UK, there is a huge opportunity for agents to understand and capitalise on this market.

Property investors think and act differently to owner occupiers, so property professionals must approach them differently in order to attract, develop and retain them as clients. This course will arm attendees with the skills needed to pitch and win recurring volume business from the investment sector. Topics covered include understanding the motivations of investors, different types of property and potential revenue streams.

AUDIENCE
Sales and letting agents with some investor experience who wish to further their understanding of the market.

TOPICS INCLUDE
• Why do people invest in property?
• Types of property investment
• Day to day handling of the investor

DATES
30 January
11 September

LOCATION
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT
MASTERING COMMUNICATIONS TO INCREASE PROFIT
7 HOURS CPD

COURSE OVERVIEW
This full-day workshop will help attendees master the communication barriers commonly found in estate agency and develop lasting relationships with clients. From the power of storytelling to having productive conversations, this course will provide delegates with effective interaction methods to gain a competitive edge. Attendees will learn crucial communication techniques such as how to make sure an email is opened, understood and actioned. They will also concentrate on developing effective non-verbal communication skills, including actively reading a client’s body language, and how to instil trust, interest and enthusiasm in every action. Attendees will also learn more advanced techniques such as how to build rapport in order to instil trust and confidence with clients.

AUDIENCE
Client-facing letting and estate agents who wish to become masters of communication.

TOPICS INCLUDE
- How to ‘hook’ an audience
- Voice and active listening
- Mirroring and matching techniques

DATES
28 February
17 September

LOCATION
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

THE LEADERSHIP AND MANAGEMENT STANDARD
7 HOURS CPD

COURSE OVERVIEW
Designed by industry professionals for managers who want to get the best results from their people and build a better business. Recognised by the Institute of Leadership and Management (ILM), these modules will focus on the processes, systems, and people skills needed for property professionals to become great leaders.

Attendees must attend all six modules over three days, submit a written review for each one and contribute to two short verbal presentations in order to be awarded the Leadership and Management Standard.

Following completion attendees will be entitled to a six-month studying membership with the ILM, which provides access to a wide range of resources to support their ongoing learning and development.

AUDIENCE
Property professionals in a management position who wish to become great leaders.

TOPICS INCLUDE
- Advanced personal communication
- Building your high performing team
- The fundamentals of success

DATES
5, 19 & 27 February
28 May, 11 & 25 June
2 & 17 October, 5 November

LOCATION
London

MEMBERS
£500 exc VAT

NON-MEMBERS
£725 exc VAT

Register at arla.co.uk or naea.co.uk
THE ADVANCED LEADERSHIP AND MANAGEMENT STANDARD
7 HOURS CPD

COURSE OVERVIEW
This course is aimed at branch managers, team leaders and business owners who have completed the Leadership and Management Standard Course and want to build an even stronger business through better lead generation, conversion and customer fulfilment.

Attendees can expect an interactive and inspiring day full of strategies and ideas for growing an estate agency or letting business. Leaders will learn how to embed their company’s values into a team to ensure alignment, formulate or renew a business strategy and ensure overall accountability.

Those who attend will feel positively challenged on their agency strategy and walk away with a refreshed game plan for their business.

AUDIENCE
Property professionals in a management position who wish to become great leaders.

TOPICS INCLUDE
• Embedding a company’s vision and purpose
• Having a clear business strategy (which is regularly reviewed)
• Ensuring you and your staff are accountable for your business

DATES
29 May
27 November

LOCATION
London
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT

Register your place at arla.co.uk or naea.co.uk

PREPARING YOUR BUSINESS FOR SALE
7 HOURS CPD

COURSE OVERVIEW
Some businesses sell for more than ten times profit others sell for less than one times profit. This course will show you how to increase the value of your business. It doesn’t matter whether you are planning to sell in six months’ time or ten years’ time, the actions that you take between now and then will have a huge impact on the price that you achieve.

AUDIENCE
Business owners who are planning to exit within the next ten year

TOPICS INCLUDE
• The key factors that will increase the value of your business
• Common Due Diligence pitfalls and how to avoid them
• How to minimise your tax bill

DATES
30 January
3 July
24 October

LOCATION
London
London
London

MEMBERS
£179 exc VAT

NON-MEMBERS
£255 exc VAT
TRANSFORM YOU, YOUR TEAM AND YOUR PROFIT
3.5 HOURS CPD

COURSE OVERVIEW
Attendees will learn how to implement and monetarise the habits and principles which the elite army, sports teams and businesses use in their organisations.

AUDIENCE
Agents at all levels who are working hard but not getting the results that they are expecting.

TOPICS INCLUDE
- What is holding back you and the team
- Mind-set habits for leaders
- Goal setting for everyone in an organisation

PROPERTY PHOTOGRAPHY – CREATING THE BEST FIRST IMPRESSION OF YOUR HOMES AND YOUR BRAND
7 HOURS CPD

COURSE OVERVIEW
Make your properties stand out in the internet beauty parade with great photos, attracting more interest in the homes being sold. This course will give you the skills and techniques for taking photos to give you a competitive advantage as well as tips and tricks.

AUDIENCE
Anyone who needs to photograph properties at all levels.

EQUIPMENT NEEDED
- An SLR camera, preferably from the Canon range,
- A wide-angle zoom lens (10-20) or similar
- A zoom lens (18-55) or similar and a sturdy tripod

TOPICS INCLUDE
- Advanced personal communication
- Building your high performing team
- The fundamentals of success

DATES
13 February
20 March
30 May
11 September

LOCATION
London
London
Manchester
London

MEMBERS
£89 exc VAT
£130 exc VAT
£179 exc VAT
£255 exc VAT

NON-MEMBERS

Register at arla.co.uk or naea.co.uk
ANTI-MONEY LAUNDERING (AN INTRODUCTION)
30 MINUTES CPD

COURSE OVERVIEW
Money laundering can be a hard subject to understand unless agents know what to look for. This introductory course is designed to raise awareness of money laundering activities and minimise the risk of criminal activities taking place inside an agency.

TOPICS INCLUDE
• How to recognise money laundering ‘red flags’
• The role of the National Crime Agency
• How to identify criminal property

COURSE OVERVIEW
Fraud is a very serious business and with consequences ranging from fines to imprisonment it’s more important than ever that employees understand and can comply with the law. This course will help agencies to educate members of staff about fraud and how to spot others who may be committing an offence.

TOPICS INCLUDE
• The definition of fraud
• The two primary motivators for fraud
• How to identify when fraud is being committed

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

PROTECTING DATA (GDPR)
50 MINUTES CPD

COURSE OVERVIEW
Focuses on educating employees about the new GDPR legislation, with an emphasis on accountability and ownership when it comes to processing and storing personal data.

TOPICS INCLUDE
• What the seven data protection principles are and what they mean
• How to create an accountability culture incorporating privacy by design
• What activities could lead to a data breach and consequent penalties

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

FRAUD AWARENESS
45 MINUTES CPD

COURSE OVERVIEW
Fraud is a very serious business and with consequences ranging from fines to imprisonment it’s more important than ever that employees understand and can comply with the law. This course will help agencies to educate members of staff about fraud and how to spot others who may be committing an offence.

TOPICS INCLUDE
• The definition of fraud
• The two primary motivators for fraud
• How to identify when fraud is being committed

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

PREVENTING A DATA BREACH
30 MINUTES CPD

COURSE OVERVIEW
This interactive and motivating eLearning experience is set inside a virtual organisation – Antilion Tech. The delegate is challenged to meet with members of staff to explore different scenarios and uncover potential data breaches as they occur. The more points raised with management correctly, the higher the score at the end.

TOPICS INCLUDE
• An overview of the Data Protection Act
• What constitutes a data protection breach
• The 8 principles of the Data Protection Act

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT
### TREATING CUSTOMERS FAIRLY
40 MINUTES CPD

**COURSE OVERVIEW**
Aligned with FCA guidelines this course shows financial sector employees how customers deserve to be treated and what best practice is in order to avoid mis-selling.

**TOPICS INCLUDE:**
- How to put customers’ best interests first
- How to use the six consumer outcomes to ensure customers are treated fairly
- How to use management information to ensure you are treating customers fairly

**MEMBERS** | **NON-MEMBERS**  
---|---
£30 exc VAT | £40 exc VAT

### INFORMATION SECURITY
30 MINUTES CPD

**COURSE OVERVIEW**
Individuals and organisations need to know how they should comply with security policies, but it can be difficult to know what comprises a security risk. This Information Security eLearning course provides an overview of this complex topic and is designed to help keep confidential business information safe.

**TOPICS INCLUDE**
- How to keep information secure
- How to set a strong password and use access control measures
- The financial and legal risk involved in losing sensitive information

**MEMBERS** | **NON-MEMBERS**  
---|---
£30 exc VAT | £40 exc VAT

### LEGIONELLA AWARENESS
45 MINUTES CPD

**COURSE OVERVIEW**
This course is designed to help delegates understand the severity of the disease, outlining their legal responsibilities. It will also cover where legionella can be found, how it is measured and the requirements of the law.

On completion, participants will complete an assessment to decide whether risk assessments can be conducted by their own organisation or through a contractor.

**TOPICS INCLUDE**
- What is legionella?
- What risks does it present and who is at risk?
- What is the law regarding legionella?

**MEMBERS** | **NON-MEMBERS**  
---|---
£30 exc VAT | £40 exc VAT

### HEALTH AND SAFETY
1 HOUR CPD

**COURSE OVERVIEW**
This course provides a general health and safety induction for all employees with a short assessment at the end of each topic to track the delegate’s progress. The session provides an overview of basic health and safety principles, including personal protective equipment, stress and fire safety.

**TOPICS INCLUDE**
- Working in an office environment
- Display equipment
- First aid

**MEMBERS** | **NON-MEMBERS**  
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DEALING WITH DISCIPLINARY MATTERS
1 HOUR CPD

COURSE OVERVIEW
Managers and employees are equally responsible for workplace conduct. This course equips managers to take disciplinary action where it is required to achieve and maintain acceptable standards of behaviour.

TOPICS INCLUDE
• When and why employees may wish to raise a grievance
• Best practice for managing disciplinary matters
• What constitutes misconduct and gross misconduct
• Best practice when managing disciplinary matters

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

SICKNESS ABSENCE
1 HOUR CPD

COURSE OVERVIEW
Each year, 190 million working days are lost due to sickness absence in the UK. This course provides managers with a framework to resolve sickness absence issues quickly, fairly and consistently. Delegates will learn how to manage the informal and formal stages of the sickness absence procedure.

TOPICS INCLUDE
• Why a sickness absence management policy is important
• The key principles of a sickness absence policy
• The different stages of the sickness absence procedure

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

DEALING WITH GRIEVANCES
1 HOUR CPD

COURSE OVERVIEW
This course will equip managers with a proven process which allows grievances to be resolved quickly, fairly and consistently. Delegates will learn what a grievance is and the importance of a solid policy, as well as how to deal with disciplinary issues stage-by-stage.

TOPICS INCLUDE
• When and why employees may wish to raise a grievance
• Best practice for managing disciplinary matters
• How to manage every stage of the disciplinary process

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

HANDLING DIFFICULT CONVERSATIONS
40 MINUTES CPD

COURSE OVERVIEW
Dealing with confrontation is a tough but commonplace part of any manager’s role. This course equips managers to tackle toxic behaviours, address substandard performance and resolve conflicts within their teams.

TOPICS INCLUDE
• The importance of having difficult conversations
• The skills required to handle difficult conversations effectively
• Common scenarios and best practice for handling them

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

propertymark.co.uk/training
INTRODUCTION TO EQUALITY AND DIVERSITY
50 MINUTES CPD

COURSE OVERVIEW
Workforce diversity is not just a legislative requirement - it’s good for an agency business. This Introduction to Equality and Diversity eLearning course will show employees their responsibilities when it comes to creating a respectful and inclusive workplace.

TOPICS INCLUDE
- Preventing direct or indirect discrimination
- Dealing with harassment and victimisation
- Creating a respectful workforce

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

LONE WORKER SAFETY
30 MINUTES CPD

COURSE OVERVIEW
This course is aimed at workers who visit domestic houses, void properties and business units, or operate a usual place of work alone.

TOPICS INCLUDE
- Health and safety management law
- Principles of good practice, including mobile phone safety, contingency planning and exit strategies

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

EQUALITY AND DIVERSITY FOR MANAGERS
45 MINUTES CPD

COURSE OVERVIEW
Employers have a legal duty of care to put measures in place to prevent employees from being bullied or harassed at work. This course helps managers to understand the current UK legislation and suggests how to lead the way when it comes to nurturing a harmonious and fair place to work.

TOPICS INCLUDE
- The principles of equality and diversity
- How to foster good relationships with everyone
- The current UK legislation surrounding equality and diversity

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

CUSTOMER FOCUS
1 HOUR CPD

COURSE OVERVIEW
Successful businesses put the needs and expectations of customers at the heart of everything they do. This course shows employees how to contribute to a customer service culture through effective communication and taking responsibility for meeting customer needs.

TOPICS INCLUDE
- Communicating effectively
- Building relationships with customers
- Identifying and meeting customer needs

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT
INTERVIEWING SKILLS
45 MINUTES CPD

COURSE OVERVIEW
Selecting the right candidates is good for business and keeps recruitment costs to a minimum. This course helps managers use techniques which contribute to an efficient recruitment process, including how to conduct fair and effective interviews.

TOPICS INCLUDE
• How to prepare for and structure an interview
• Successful recruitment follow-up
• Questions and practices to avoid which could lead to tribunals

MEMBERS
£30 exc VAT

NON-MEMBERS
£40 exc VAT

MAKING APPRAISALS COUNT
45 MINUTES CPD

COURSE OVERVIEW
Successful appraisals benefit everyone. This course shows managers how to inspire employees to reach their potential while focusing on what makes the biggest impact on an agency business. Delegates will learn how to prepare for appraisals effectively and build positive relationships with employees.

TOPICS INCLUDE
• How to prepare for appraisals effectively
• How to challenge underperformance
• How to offer coaching, direction and support

MEMBERS
£30 exc VAT

NON-MEMBERS
£40 exc VAT

OBJECTIVE SETTING
45 MINUTES CPD

COURSE OVERVIEW
Effective objectives work as both motivational tools and performance indicators. This course equips managers to set their teams objectives which align with an organisation’s strategy whilst still incorporating individual targets and motivators.

TOPICS INCLUDE
• The importance of objective setting
• How to work with employees to agree and set objectives
• How to use the ‘Six Ps’ model of objective setting

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PERFORMANCE CAPABILITY
1 HOUR CPD

COURSE OVERVIEW
Organisational performance results from the ability of employees to perform in their roles. This course provides a framework for managers to support employees and resolve performance issues swiftly, fairly and consistently.

TOPICS INCLUDE
• Why businesses have a performance capability procedure
• The key principles of the performance capability policy
• The eight good practice elements of performance capability management

MEMBERS
£30 exc VAT

NON-MEMBERS
£40 exc VAT

MEMBERS
£30 exc VAT

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PERFORMANCE MANAGEMENT
45 MINUTES CPD

COURSE OVERVIEW
Organisational performance is driven by individual performance, a responsibility managers share with individual employees. This course introduces performance management and the key skills managers can use to improve employee performance.

TOPICS INCLUDE
• What is performance management and how it benefits a business
• The key stages of the performance management cycle
• How to conduct performance review meetings

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

RECORDS MANAGEMENT
25 MINUTES CPD

COURSE OVERVIEW
Managing information properly is vitally important for an organisation of any size and keeping solid records can be one of the most important assets to a company. This course will help staff with this responsibility to understand the four stages of a record’s lifecycle, as well as the regulatory requirements placed on them.

TOPICS INCLUDE
• Different types of records
• How to keep records accurate, legible and factual
• The importance of maintaining information quality

MEMBERS NON-MEMBERS
£30 exc VAT £40 exc VAT

SOFT SKILLS FOR CUSTOMER SERVICE
35 MINUTES CPD

COURSE OVERVIEW
To drive customer satisfaction, employees must understand exactly what customers expect. This course shows employees the five most important drivers of customer satisfaction and how effective communication helps deliver them.

TOPICS INCLUDE
• The five key drivers of customer satisfaction
• Identifying the different styles of communication
• Communicating more effectively (including face to face, telephone and written communication)

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