

Specification of Competency Standards
for the Property Management Industry
Unit of Competency

Functional Area - Property Management Services for Owners, Tenants & the Community

Title	Represent owners or tenants in external liaison and formulate management strategies
Code	110477L6
Range	Services for owners and management policy, applicable to the external liaison and formulation of the management strategies on behalf of the owners/clients
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Integrate owners management strategies and public relations techniques</p> <ul style="list-style-type: none"> • Integrate strategies for building management and owner management • Be able to evaluate and integrate techniques for building public relationship and liaison with other external organisations <p>2. Represent owners/tenants' organisation in external communications</p> <ul style="list-style-type: none"> • Be able to effectively integrate the requirements, opinions and expectations of the owners/customers or the owners/tenants' organisations for the property and the community, be able to integrate the opinions and reflect to the relevant government departments • Be able to effectively communicate with relevant government agencies, district councils, political parties, associations, media, etc., and carry out liaison and public relations works • Be able to review and improve property management and policies in response to the environmental and community development, resolve property-related management issues, and make effective recommendations to owners/tenants' organisations <p>3. Formulate owners management strategies</p> <ul style="list-style-type: none"> • Be able to critically analyse and integrate the nature of the property, the direction of the government's building management policy, the opinions of the District Council, etc., and effectively and accurately formulate appropriate and sustainable development strategies for the management of the property • Be able to critically analyse and revise the direction of management services in response to various factors such as changes in society and the environment, amendments or additions to legislation, the needs or expectations of owners/customers, and the quality of existing management, etc.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Be able to integrate building management and owner management strategies, as well as evaluate and integrate techniques for building public relationship and liaison with other external organisations; • Be able to effectively represent owners in liaison with various government departments, agencies and organisations, maintain good relationships, and be able to make rational judgments under different circumstances to resolve more complex property management matters; and • Be able to respond to social changes, be able to integrate and formulate appropriate and sustainable management strategies based on the nature of the property, scale, government policies, laws, intention of owners' organisation and management company policies, etc., and be able to critically analyse and plan the direction of management services according to various factors.

Specification of Competency Standards
for the Property Management Industry
Unit of Competency

Functional Area - Property Management Services for Owners, Tenants & the Community

Remark	
--------	--