

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

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

Title	Evaluate lease management standard, plan on leasing strategies, market analysis and positioning
Code	110509L6
Range	Leasing management, applicable to analyzing the effectiveness of leasing management, evaluating service levels and overall planning on leasing strategies and development, and planning on market positioning
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Integrate leasing market and strategies</p> <ul style="list-style-type: none"> • Integrate leasing market development and leasing strategies <p>2. Plan as a whole the market analysis and positioning</p> <ul style="list-style-type: none"> • Be able to plan as a whole various analyses of market development trends, and effectively assess the positioning, value and strength of property in the market based on various types of data of the property • Be able to study the overall development of the market and make long-term plans for enhancing the value of property or expansion of leasing <p>3. Evaluate leasing management and devise policy</p> <ul style="list-style-type: none"> • Be able to evaluate average rental value and return, and plan short-to-long-term marketing and promotion strategies based on market development and property status • Be able to make a comprehensive assessment and analysis of the overall leasing returns, service levels, leasing portfolio, market conditions, etc., so as to plan the overall leasing strategy and adjust the strategy at the appropriate time • Be able to establish reciprocal relationships with landlords or developers, major tenants or customers, and actively explore market opportunities and devise lease expansion plans
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Be able to integrate leasing market development and leasing strategies; • Be able to plan various analyses of market development trends, effectively study the overall development of the market, and make long-term plans for the expansion of property value or leasing; and • Be able to integrate and assess the nature and level of leasing services, adjust the direction of development and service level according to business returns and development strategies, lead the implementation of improvement plans, and be able to develop market opportunities and devise development strategies.
Remark	