



Model Curriculum

QP Name: Real Estate Advisor

QP Code: ICE/CON/Q0101

Version: 1.0

NSQF Level: 5

Model Curriculum Version: 1.0

The Institution of Civil Engineers Society (ICES)

301-303, Suncity Trade Tower, Sector-21, Gurugram, Haryana || Email: ceo@iceskills.in

Table of Contents

Training Parameters	3
Program Overview	4
Training Outcomes	4
Compulsory Modules	4
Module Details	6
Module 1: Introduction to the role of a Real Estate Advisor	6
Module 2: Client Needs Assessment and Consultation	7
Module 3: Property Marketing and Promotion Strategies	10
Module 4: Market Analysis and Property Valuation	12
Module 5: Real Estate Negotiation and Deal Closure	14
Module 6: Real Estate Documentation and Legal Compliance	16
Module 7: Client Relationship Management in Real Estate	18
Module 8: Employability Skills	20
On the Job Training	22
Annexure	23
Assessor Requirements	24
Assessment Strategy	25
References	28
Glossary	28
Acronyms and Abbreviations	29

Training Parameters

Sector	Construction		
Sub-Sector	Real Estate and Infrastructure Construction		
Occupation	Real Estate		
Country	India		
NSQF Level	5		
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3334.9900		
Minimum Educational Qualification and Experience	S. No.	Academic/Skill Qualification Specialization (with if applicable)	Required Experience (with Specialization - if applicable)
	1	Completed 2 nd year of diploma after 12 th (in Civil Engineering)	1 year of Relevant Industry Experience
	OR		
		Completed 3-year Diploma after 10 th (in Civil Engineering)	1.5 years of Relevant Industry Experience
	OR		
	2	12 th Grade pass	3 years of Relevant Industry Experience
	OR		
	4	Previous relevant Qualification of NSQF Level 4	3 years of Relevant Industry Experience
	OR		
	5	Previous relevant Qualification of NSQF Level 4.5	1.5 years of Relevant Industry Experience
Pre-Requisite License or Training	Not Applicable		
Minimum Job Entry Age	As per Govt. Norms		
Last Reviewed On	18-02-2025		
Next Review Date	18-02-2028		
NSQF Approval Date	18-02-2025		
QP Version	1.0		
Model Curriculum Creation Date	18-02-2025		
Model Curriculum Valid Up to Date	18-02-2028		
Model Curriculum Version	1.0		
Minimum Duration of the Course	510 Hours		
Maximum Duration of the Course	510 Hours		

Program Overview

This section summarises the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills to:

- Describe how to assess client needs and provide tailored consultation to help clients find properties that match their preferences.
- Explain the importance of effective property marketing and promotion strategies, including online and offline methods.
- Elucidate techniques for conducting market analysis and property valuation to support accurate pricing and decision-making.
- Demonstrate the process of facilitating negotiations and closing real estate deals with positive outcomes for all parties.
- Explain the importance of proper documentation and legal compliance in real estate transactions.
- Describe strategies for managing client relationships, focusing on trust, communication, and personalized service.
- Discuss Employability Skills.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration (in Hours)	Practical Duration (in Hours)	On-the-Job Training Duration (Mandatory) (in Hours)	On-the-Job Training Duration (Recommended) (in Hours)	Total Duration (in Hours)
ICE/CON/N0101: Assess the client's needs and provide consultation NOS Version- 1.0 NSQF Level- 5.0	20:00	40:00	00:00	00:00	60:00
Module 1: Introduction to the role of a Real Estate Advisor	05:00	00:00	00:00	00:00	05:00
Module 2: Client Needs Assessment and Consultation	15:00	40:00	00:00	00:00	55:00
2. ICE/CON/N0102: Undertake property marketing and promotion NOS Version- 1.0 NSQF Level- 5.0	20:00	40:00	30:00	00:00	90:00
Module 3: Property Marketing and Promotion Strategies	20:00	40:00	30:00	00:00	90:00

ICE/CON/N0103: Conduct market analysis and property valuation NOS Version- 1.0 NSQF Level- 5.0	20:00	40:00	30:00	00:00	90:00
Module 4: Market Analysis and Property Valuation	20:00	40:00	30:00	00:00	90:00
ICE/CON/N0104: Facilitate negotiations and close real estate deals NOS Version- 1.0 NSQF Level- 5.0	20:00	40:00	30:00	00:00	90:00
Module 5: Real Estate Negotiation and Deal Closure	20:00	40:00	30:00	00:00	90:00
ICE/CON/N0105: Carry out documentation and ensure legal compliance NOS Version- 1.0 NSQF Level - 5.0	20:00	40:00	00:00	00:00	60:00
Module 6: Real Estate Documentation and Legal Compliance	20:00	40:00	00:00	00:00	60:00
ICE/CON/N0106: Perform client relationship management NOS Version- 1.0 NSQF Level - 5.0	20:00	40:00	00:00	00:00	60:00
Module 7: Client Relationship Management in Real Estate	20:00	40:00	00:00	00:00	60:00
DGT/VSQ/N0102: Employability Skills (60 Hours) NOS Version- 1.0 NSQF Level- 4.0	60:00	00:00	00:00	00:00	60:00
Module 8: Employability Skills	60:00	00:00	00:00	00:00	60:00
Total Duration (in Hours)	180:00	240:00	90:00	00:00	510:00

Module Details

Module 1: Introduction to the role of a Real Estate Advisor

Mapped to ICE/CON/N0101 Bridge Module

Terminal Outcomes:

- Discuss the job role of a Real Estate Advisor.

Duration (in hours): 05:00	Duration (in hours): 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Describe the size and scope of the construction and real estate industry. • Discuss the role and responsibilities of a Real Estate Advisor. • Identify various employment opportunities for a Real Estate Advisor. 	
Classroom Aids	
Training Kit - Trainer Guide, Presentations, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	
NA	

Module 2: Client Needs Assessment and Consultation

Mapped to ICE/CON/N0101, v 1.0

Terminal Outcomes:

- Describe the process of assessing client needs in real estate to understand their preferences and requirements.
- Explain how to provide tailored consultation to clients, ensuring that property recommendations align with their specific needs.
- Demonstrate effective communication techniques for understanding and addressing client concerns during consultations.

Duration (in hours): 15:00	Duration (in hours): 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes

<ul style="list-style-type: none"> • Define the regulations governing the real estate industry, including the Real Estate (Regulation and Development) Act 2016. • Explain the Professional Tax Registration (PTR) process and renewal requirements. • Describe the regulatory framework and industry practices relevant to real estate. • Identify the application of RERA law from the perspective of a real estate professional. • Explain the registration and licensing requirements for real estate advisors, including consequences of non-compliance. • Describe the documentation needed for RERA registration of real estate advisors. • Explain the RERA certification process for real estate advisors. • Describe the significance and methodology of identifying clients' real estate needs. • Identify appropriate questioning techniques to ascertain clients' real estate requirements. • Explain the importance and process of conducting real estate market research. • Describe how to perform a comparative property analysis to estimate values. • Explain the need for regularly maintaining and updating property listings. 	<ul style="list-style-type: none"> • Show how to identify potential real estate clients through targeted research. • Demonstrate conducting initial consultations to understand client requirements, preferences, and financial capabilities. • Show how to collect detailed information on client expectations regarding location, property type, budget, and timeline. • Demonstrate maintaining records of client interactions, including their specifications, budget, and preferences. • Show how to carry out site visits and engage with property owners to verify property details. • Demonstrate assembling relevant documents, such as market reports, property listings, and informational brochures. • Show how to identify suitable real estate offers that align with client requirements, financial capabilities, and preferences. • Demonstrate advising clients on potential properties that match their needs. • Show how to provide clients with accurate and reliable market data, including property prices, loans, and legal requirements. • Demonstrate consulting clients about buying, selling, or renting appropriate property options. • Show how to provide a comprehensive overview of current market conditions, including pricing trends. • Demonstrate tracking and informing clients about significant market changes that could impact their decisions.
Classroom Aids	
Training Kit - Trainer Guide, Presentations, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	

Customer Relationship Management Software (Salesforce, Zoho CRM, and HubSpot), Electronic Signature Software (DocuSign, Adobe Sign, and HelloSign), Mapping and Navigation Tools (Google Maps or Waze), Measuring Tape or Laser Distance Measure, Real Estate Contracts and Forms, Marketing Materials (brochures, flyers and signage), etc.

Module 3: Property Marketing and Promotion Strategies

Mapped to ICE/CON/N0102, v 1.0

Terminal Outcomes:

- Describe the steps involved in conducting property assessments and analyses to determine the best marketing approach.
- Explain how to plan and execute property marketing strategies that effectively reach potential buyers or renters.
- Demonstrate methods for marketing properties online, utilizing digital platforms and tools.
- Illustrate techniques for offline property marketing, including print media, open houses, and local advertising.

Duration (in hours): 20:00	Duration (in hours): 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Define marketing principles and strategies used in real estate. • Describe different digital marketing methods, such as email marketing, social media marketing, and search engine marketing. • Explain traditional methods for real estate marketing, including print advertising, events, and open houses. • Identify the regulations and ethical standards related to property advertising. • Explain the benefits of building a network with key individuals to enhance real estate services. • Describe relevant sales techniques for real estate marketing. • Explain the importance of adapting marketing strategies to appeal to clients from diverse cultural backgrounds. • Describe techniques for generating leads through effective marketing for property transactions. • Explain the significance of staying updated on real estate market trends and developments. • Identify essential information that should be included in real estate marketing materials. • Describe the advantages of conducting open houses to attract potential buyers. • Explain the benefits of press releases and community engagement in real estate 	<ul style="list-style-type: none"> • Show how to determine the goals, expectations, and desired timelines of property owners. • Demonstrate conducting a thorough assessment of a property, including its condition and unique features. • Show how to conduct a comparative market analysis to estimate property values. • Demonstrate identifying unique selling points for comparable properties. • Show how to create a marketing plan outlining methods and channels to be used. • Demonstrate determining the budget for various marketing activities, including online and offline efforts. • Show how to coordinate the preparation of marketing materials, such as photography and brochures. • Demonstrate ensuring marketing materials accurately describe property features and unique selling points. • Show how to undertake online marketing of properties through listings, social media, and email marketing. • Demonstrate creating and managing property listings on various online platforms. • Show how to undertake offline marketing of properties through print

<p>marketing.</p> <ul style="list-style-type: none"> Describe the process for creating and delivering impactful presentations. Define how to determine a competitive market price through property comparisons. <p>Explain how to prepare comprehensive reviews and reports based on sales and financial data.</p>	<p>advertising and industry events.</p> <ul style="list-style-type: none"> Demonstrate conducting property viewings and open houses to market properties. <p>Show how to prepare and deliver convincing presentations on properties and real estate services</p>
Classroom Aids	
Training Kit (Trainer Guide, Presentations). Whiteboard, Marker, Projector, Laptop	
Tools, Equipment and Other Requirements	
Customer Relationship Management Software (Salesforce, Zoho CRM, and HubSpot), Electronic Signature Software (DocuSign, Adobe Sign, and HelloSign), Mapping and Navigation Tools (Google Maps or Waze), Measuring Tape or Laser Distance Measure, Real Estate Contracts and Forms, Marketing Materials (brochures, flyers and signage) etc.	

Module 4: Market Analysis and Property Valuation

Mapped to ICE/CON/N0103, v1.0

Terminal Outcomes:

- Describe the methods used to analyse the real estate market to identify trends and opportunities.
- Explain the process of conducting accurate property valuations to support informed decision-making.
- Demonstrate the ability to use market data in setting competitive property prices.

Duration (in hours): 20:00	Duration (in hours): 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Define different market dynamics, such as economic indicators, supply and demand, trends, and cycles. • Describe data collection and analysis methods, including Comparative Market Analysis (CMA). • Explain how to use online platforms for market research, property listings, and real estate news. • Identify the appropriate data analytics and visualization tools for interpreting and presenting market data. • Describe the applicable regulatory and legal requirements, including zoning laws, building codes, and environmental regulations. • Explain different property valuation methods, such as sales comparison approach, cost approach, and income approach. • Identify the key components of property inspection, including physical condition, functional utility, and location analysis. • Explain the components of financial analysis, such as investment metrics, financing options, and market rent analysis. 	<ul style="list-style-type: none"> • Show how to determine the geographic area for market analysis. • Demonstrate identifying the types of properties, such as residential, commercial, or industrial. • Show how to collect demographic data relevant to the target area. • Demonstrate analyzing market trends, including property price trends and rental rates. • Show how to identify major competitors and analyze their strengths, weaknesses, pricing strategies, and market share. • Demonstrate conducting a supply and demand analysis. • Show how to determine applicable zoning laws, building regulations, and other legal considerations. • Demonstrate inspecting properties to assess their condition, features, and potential issues. • Show how to conduct a comparable sales analysis and adjust property values based on size, condition, location, and features. • Demonstrate calculating the Net Operating Income (NOI) for rental properties. • Show how to determine the capitalization rate of rental properties based on market data. • Demonstrate estimating the cost to replace a property with a similar one. • Show how to track market conditions, developments, trends, and forecasts to

	<p>adjust property valuations.</p> <ul style="list-style-type: none"> • Demonstrate preparing property valuation reports with relevant data.
Classroom Aids	
Training Kit (Trainer Guide, Presentations). Whiteboard, Marker, Projector, Laptop	
Tools, Equipment and Other Requirements	
Customer Relationship Management Software (Salesforce, Zoho CRM, and HubSpot), Electronic Signature Software (DocuSign, Adobe Sign, and HelloSign), Mapping and Navigation Tools (Google Maps or Waze), Measuring Tape or Laser Distance Measure, Real Estate Contracts and Forms, Marketing Materials (brochures, flyers and signage), etc.	

Module 5: Real Estate Negotiation and Deal Closure

Mapped to ICE/CON/N0104, v1.0

Terminal Outcomes:

- Explain the techniques used to facilitate real estate negotiations, ensuring that both parties reach a favourable agreement.
- Describe the steps involved in closing real estate deals, including legal and financial considerations.
- Demonstrate negotiation strategies that lead to successful deal closures while maintaining client satisfaction.

Duration (in hours): 20:00	Duration (in hours): 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Define the methods for determining clients' interests and motivations. • Describe the importance of clear and persuasive communication, including active listening and conflict resolution. • Explain relevant negotiation and closing techniques. • Identify the applicable regulations, including contract law and real estate law. • Describe the process of assessing and negotiating property prices based on market value. • Explain the relevant loan products and their terms. • Identify how to analyse financial statements and understand the financial implications of a deal. • Describe transaction costs and investment analysis. • Explain the importance of staying updated with current market trends, property values, and economic factors affecting the real estate market. • Describe the process of identifying and comparing similar properties to inform negotiations. • Explain transaction management, including deal structuring and documentation. <p>Describe the process of closing real estate deals.</p>	<ul style="list-style-type: none"> • Show how to present appropriate offers to clients based on their budget and interests. • Demonstrate providing detailed information about the property and offer, including location, amenities, pricing, terms, and conditions. • Show how to facilitate property inspections, appraisals, and final walkthroughs. • Demonstrate negotiating offers between buyers and sellers or landlords and tenants. • Show how to assist clients in securing the best possible price and favourable conditions. • Demonstrate ensuring all parties reach a mutually beneficial agreement. • Show performing relevant legal checks, including title verification and property documentation. • Demonstrate coordinating property inspections and addressing any issues that arise. • Show providing support to clients in securing financing by connecting them with lenders and assisting with loan applications. • Demonstrate guiding clients with financial planning related to property purchases. • Show ensuring all necessary documents are prepared appropriately and reviewed. • Demonstrate ensuring transactions

	<p>comply with local real estate laws and regulations.</p> <ul style="list-style-type: none"> • Show conducting a final walkthrough of the property with the client. • Demonstrate coordinating the closing meeting with the buyer, seller, and legal representatives. <p>Show facilitating the transfer of ownership and ensuring all payments are made.</p>
Classroom Aids	
Training Kit - Trainer Guide, Presentations, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	
Customer Relationship Management Software (Salesforce, Zoho CRM, and HubSpot), Electronic Signature Software (DocuSign, Adobe Sign, and HelloSign), Mapping and Navigation Tools (Google Maps or Waze), Measuring Tape or Laser Distance Measure, Real Estate Contracts and Forms, Marketing Materials (brochures, flyers and signage), etc.	

Module 6: Real Estate Documentation and Legal Compliance

Mapped to ICE/CON/N0105, v1.0

Terminal Outcomes:

- Describe the procedures for carrying out real estate documentation, ensuring accuracy and completeness.
- Explain the importance of legal compliance in real estate transactions, covering applicable laws and regulations.
- Demonstrate the ability to review and prepare necessary documents for real estate deals, ensuring adherence to legal standards.

Duration (in hours): 20:00	Duration (in hours): 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Define the fundamental principles of contract law, including offer, acceptance, consideration, and mutual consent. • Describe the importance of drafting clear, concise, and legally binding real estate contracts. • Identify key real estate documents such as purchase agreements, lease agreements, and deeds. • Explain how to add and amend clauses in contracts to address specific situations. • Describe the supporting documents required for real estate transactions, including title reports, disclosure forms, inspection reports, and appraisal reports. • Explain the use of appropriate document management systems. • Identify applicable real estate laws and regulations. • Describe the applicable code of ethics in real estate transactions. • Explain Anti-Money Laundering (AML) requirements and how to ensure proper identification and verification of clients. • Describe applicable data protection and privacy laws. • Explain the importance of due diligence in real estate transactions, including property research and verification of information. • Describe the importance of effective coordination with different stakeholders. 	<ul style="list-style-type: none"> • Show how to prepare and review real estate documents, including sale agreements, purchase agreements, lease agreements, and addendums. • Demonstrate ensuring all documents are accurate, complete, and free from errors. • Show assisting clients in drafting, reviewing, and finalizing contracts, ensuring compliance with legal standards. • Demonstrate ensuring contracts reflect the agreed terms and conditions between the parties. • Show providing mandatory disclosure statements to clients, detailing important information about properties. • Demonstrate compiling due diligence reports, including property inspections, environmental assessments, and legal checks. • Show coordinating the preparation of closing documents such as the deed, closing statement, and transfer forms. • Demonstrate maintaining accurate records of all transactions and communications. • Show following the latest real estate laws to stay updated with applicable regulations and policies. • Demonstrate ensuring the property title is clear and free from disputes or legal encumbrances.

<p>such as real estate attorneys, lenders, and inspectors.</p>	<ul style="list-style-type: none"> • Show ensuring real estate transactions comply with applicable local, state, and national laws, including zoning laws and property taxes. • Demonstrate adhering to Anti-Money Laundering (AML) regulations by verifying the source of funds for property transactions. • Show complying with consumer protection laws to safeguard the interests of clients.
<p>Classroom Aids:</p>	
<p>Computer, Projection Equipment, PowerPoint Presentation and Software, Facilitator's Guide, Participant's Handbook.</p>	
<p>Tools, Equipment and Other Requirements</p>	
<p>Customer Relationship Management Software (Salesforce, Zoho CRM, and HubSpot), Electronic Signature Software (DocuSign, Adobe Sign, and HelloSign), Mapping and Navigation Tools (Google Maps or Waze), Measuring Tape or Laser Distance Measure, Real Estate Contracts and Forms, Marketing Materials (brochures, flyers and signage), etc.</p>	

Module 7: Client Relationship Management in Real Estate

Mapped to ICE/CON/N0106, v1.0

Terminal Outcomes:

- Describe the strategies for managing client relationships in the real estate sector, focusing on trust-building and effective communication.
- Explain the role of personalized service in enhancing client satisfaction and loyalty.
- Demonstrate techniques for providing support during the sales process, ensuring a positive client experience from start to finish

Duration (in hours): 20:00	Duration (in hours): 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Define the importance of listening carefully to clients to understand their requirements, preferences, and concerns. • Describe the importance of being available to clients and responding promptly. • Explain the importance of anticipating potential issues and addressing them before they become problems. • Describe the importance of providing comprehensive client support throughout the buying or selling process, including assistance with paperwork, inspections, and closing. • Explain the importance of accurately interpreting and acting on client feedback. • Describe how to effectively convey information in person, over the phone, and in written form (emails, reports, contracts). • Explain how to present property information and market analysis clearly and persuasively. • Describe the process of negotiating on behalf of clients to secure the best terms and conditions. • Explain how to resolve any disputes or concerns that arise during transactions. • Describe the process of client profiling, including determining their financial capabilities, lifestyle needs, and long-term goals. • Explain the importance and process of 	<ul style="list-style-type: none"> • Show how to maintain a database of clients, leads, and potential clients with contact information, preferences, etc. • Demonstrate determining the specific real estate requirements of clients and adapting property recommendations and services accordingly. • Show providing good customer service by responding to inquiries and solving issues. • Demonstrate providing ongoing support and follow-up with clients after transactions are completed. • Show ensuring customer satisfaction to encourage repeat business and referrals. • Demonstrate personalizing client communications based on customer data and behavior. • Show maintaining contact with clients after the sale to address any issues and ensure satisfaction. • Demonstrate using appropriate CRM tools to manage marketing campaigns, segment the audience, and automate follow-ups. • Show building and maintaining long-term relationships with clients. • Demonstrate monitoring stages of the sales process and implementing strategies to move leads through the sales pipeline. • Show assisting clients through the

<p>adapting services and communication to individual client preferences and requirements.</p> <ul style="list-style-type: none"> • Describe techniques to build trust and rapport with clients. • Explain the importance of following up with clients post-transaction to address any ongoing needs and retain clients. • Describe the use of relevant CRM software to manage client information, track interactions, and automate follow-ups. • Explain the use of digital communication tools, including email marketing and social media. • Describe the importance of being transparent in all dealings, providing clients with all necessary information to make informed decisions. • Explain the importance of maintaining client confidentiality and handling personal information appropriately. 	<p>sales process, including property viewings, negotiation, and closing.</p>
Classroom Aids:	
Black/White board, marker, Projector/LED Monitor, Computer, Trade specific charts, Safety tags, Safety Notice board, registers and other teaching aids	
Tools, Equipment and Other Requirements	
Customer Relationship Management Software (Salesforce, Zoho CRM, and HubSpot), Electronic Signature Software (DocuSign, Adobe Sign, and HelloSign), Mapping and Navigation Tools (Google Maps or Waze), Measuring Tape or Laser Distance Measure, Real Estate Contracts and Forms, Marketing Materials (brochures, flyers and signage), etc.	

Module 8: Employability Skills

Mapped to DGT/VSQ/N0102, v1.0

Duration (in hours): 60:00
Key Learning Outcomes
<p>Introduction to Employability Skills Duration: 1.5 Hours</p> <p>After completing this programme, participants will be able to:</p> <ol style="list-style-type: none"> 1. Discuss the Employability Skills required for jobs in various industries 2. List different learning and employability related GOI and private portals and their usage <p>Constitutional values - Citizenship Duration: 1.5 Hours</p> <ol style="list-style-type: none"> 3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen 4. Show how to practice different environmentally sustainable practices. <p>Becoming a Professional in the 21st Century Duration: 2.5 Hours</p> <ol style="list-style-type: none"> 5. Discuss the importance of relevant 21st-century skills. 6. Exhibit 21st-century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life. 7. Describe the benefits of continuous learning. <p>Basic English Skills Duration: 10 Hours</p> <ol style="list-style-type: none"> 8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone 9. Read and interpret text written in basic English 10. Write a short note/paragraph / letter/e -mail using basic English <p>Career Development & Goal Setting Duration: 2 Hours</p> <ol style="list-style-type: none"> 11. Create a career development plan with well-defined short- and long-term goals <p>Communication Skills Duration: 5 Hours</p> <ol style="list-style-type: none"> 12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette. 13. Explain the importance of active listening for effective communication 14. Discuss the significance of working collaboratively with others in a team <p>Diversity & Inclusion Duration: 2.5 Hours</p> <ol style="list-style-type: none"> 15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD 16. Discuss the significance of escalating sexual harassment issues as per POSH act. <p>Financial and Legal Literacy Duration: 5 Hours</p> <ol style="list-style-type: none"> 17. Outline the importance of selecting the right financial institution, product, and service 18. Demonstrate how to carry out offline and online financial transactions, safely and securely 19. List the common components of salary and compute income, expenditure, taxes,

investments etc.

20. Discuss the legal rights, laws, and aids

Essential Digital Skills Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features
25. utilize virtual collaboration tools to work effectively

Entrepreneurship Duration: 7 Hours

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

Customer Service Duration: 5 Hours

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

Getting Ready for apprenticeship & Jobs Duration: 8 Hours

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

On the Job Training

Mapped to Real Estate Advisor, v 1.0

Mandatory Duration (in hours): 90:00	Recommended Duration (in hours): 00:00
Location: On-Site	
Terminal Outcomes <ul style="list-style-type: none"> • Demonstrate how to assess client needs in real estate and provide tailored consultation to align with their preferences and requirements • Show how to conduct property assessments and plan marketing strategies, effectively promoting properties both online and offline. • Demonstrate the process of analyzing the real estate market and conducting accurate property valuations to support informed decision-making. • Show how to facilitate negotiations and close real estate deals, ensuring favorable outcomes for all parties involved. • Demonstrate the procedures for carrying out real estate documentation and ensuring compliance with legal standards. • Show how to manage client relationships effectively, providing personalized support during the sales process to ensure client satisfaction and loyalty. 	

Annexure

Trainer Requirements

Minimum Educational Qualification	Specialisation	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
ITI	Real Estate Sales, Marketing or related field	5	Real Estate Industry	2	Real Estate Industry	
Diploma	Civil Engineering, Business Administration, or Real Estate Management	6	Real Estate Industry	1	Real Estate Industry	
BBA/ B.Com.	Real Estate Management/ Marketing/Finance/ Property Management	3	Real Estate Industry	1	Real Estate Industry	
B.Sc.(Hons)	Real Estate/Property Management	3	Real Estate Industry	1	Real Estate Industry	
MBA/ M.Com.	Finance/Marketing	2	Real Estate Industry	1	Real Estate Industry	
M.Sc.	Valuation (Real Estate)/Marketing/Finance	2	Real Estate Industry	1	Real Estate Industry	

Trainer Certification	
Domain Certification	Platform Certification
Recommended that the Trainer is certified for the Job Role: “ <i>Real Estate Advisor</i> ”, mapped to the Qualification Pack: “ICE/CON/Q0101, v 1.0”. The minimum accepted score is 80%.	Recommended that the Trainer is certified for the Job Role: “ <i>Trainer (VET and skills)</i> ”, mapped to the Qualification Pack: “MEP/Q2601, v 3.0”. The minimum accepted score is 80%.

Assessor Requirements

Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Diploma	Civil Engineering, Business Administration, or Real Estate Management	4	Real Estate Industry	1	Real Estate Industry	
BBA/ B.Com.	Real Estate Management/ Marketing/Finance/ Property Management	2	Real Estate Industry	1	Real Estate Industry	
B.Sc.(Hons)	Real Estate/Property Management	2	Real Estate Industry	1	Real Estate Industry	
MBA/ M.Com.	Finance/Marketing	1	Real Estate Industry	1	Real Estate Industry	
M.Sc.	Valuation (Real Estate)/Marketing/Finance	2	Real Estate Industry	1	Real Estate Industry	

Assessor Certification	
Domain Certification	Platform Certification
Recommended that the Assessor is certified for the Job Role: “ <i>Real Estate Advisor</i> ”, mapped to the Qualification Pack: “ICE/CON/Q0101, v 1.0”. The minimum accepted score is 80%.	Recommended that the Assessor is certified for the Job Role: “ <i>Assessor (VET and skills)</i> ”, mapped to the Qualification Pack: “MEP/Q2701, v 3.0”. The minimum accepted score is 80%.

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the Candidate on the required competencies of the program.

1. Assessment System Overview:

Assessment is done through ICES affiliated Assessment Agencies. Assessors are trained & certified by ICES after Training of Assessor (ToA) program. Assessments are conducted to gauge and assess the trainee's skill and knowledge competency in the specified areas.

The assessment will have both theory, practical and viva components as per ratio specified in each NOS for **Real Estate Advisor** job role.

During the practical task, trainees are assessed on their workmanship, quality of finished product and time management. They will be graded for all their assessments based on the approved assessment strategy which is signed off by ICES. The Assessor submits an assessment plan to ICES prior to assessments.

The assessment plan contains the following information:

- What will be assessed, i.e. the competency based on each NOS based on theory, practical and viva questions
- How assessment will occur i.e. methods of assessment
- When the assessment will occur
- Duration of assessment
- Where the assessment will take place i.e. context of the assessment (workplace/simulation)
- The criteria for decision making i.e. those aspects that will guide judgments
- Where appropriate, any supplementary criteria are used to make a judgment on the level of performance.

ICES will be monitoring thoroughly the complete Assessment process.

2. Testing Environment:

- Training partner shares the batch start date and end date, number of trainees and the job role.
- Assessment will be fixed for a day after the end date of training. It could be next day or later. Assessment will be conducted at the training venue/test center only.
- The knowledge/theory assessments are conducted with proper seating arrangements with enough space between the candidates to prevent mal practicing.
- Question set for Theory and Practical will be distributed to each candidate by the Assessor.
 - Theory testing will include MCQ type questions, pictorial questions etc. which will test the trainee on his theoretical knowledge of the subject.
 - Practical assessments will be conducted in the approved test centers. The training provider will ensure adequate tools and materials are available to conduct the practical test.
 - Viva Testing will be conducted during or post to the practical assessment by the assessor concerned. This Viva Assessment is applicable to understand the outcomes from OJT attended by the concerned candidate.
- One (1) Assessor is eligible to conduct assessments of a batch of maximum 30 candidates.
- The assessment must comprise of two components, namely:
 - Knowledge assessment (Theory and Viva assessment)
 - Skill assessment (Practical / Hands-on Skill assessment)

3. Mode of assessment

- Demonstration/Practical Performance /Skill Assessment

- Synoptic multiple-choice question test for Theory Assessment
- Viva for Knowledge Assessment (Applicable to note the outcomes from OJT only)

4. Performance/skill assessment:

- The performance/skill assessment will be conducted through demonstration/practical
- For the practical test trainees are assessed through a given task, which they have to complete correctly for them to be marked as passed.
- The assessment is conducted in a simulated working environment. Due to this fact, the assessors must note that the naturally occurring evidence of competence is unavailable or infrequent. Simulation must be undertaken in a Realistic Working Environment which provides an environment that replicates the key characteristics of the workplace in which the skill to be assessed is normally employed.

5. Knowledge Assessment:

- The knowledge assessments are conducted through Theory (written) Test and Viva Test
- Synoptic test is used for this. It is an MCQ (Multiple Choice Question) test which is prepared externally and externally marked, meaning by agency having no link with training partners.
- The Viva test will be conducted by the assessor in the oral mode considering the communication and domain understanding of skills of trainees.
- The assessment strategy, weightage and duration of assessment for **Real Estate Advisor** is summarized below

Assessment Type	Formative or Summative	Strategies	Weightage	Duration (hours)
Knowledge	Summative	MCQ	30	1 hour
Knowledge	Summative	Viva	20	1 hour
Skill	Summative	Structured practical Task	50	6 hours

6. Assessment Quality Assurance levels/Framework

- ICES has developed assessment criteria framework for each Qualification pack as per National Occupational Standards. The criteria framework includes weightages/marks for each criterion under knowledge and skill. The criteria ensure quality assurance as they ensure valid, consistent and fair assessments at all locations. Issued to the affiliated Assessment body. The Assessment Body develops questions based on ICES's approved assessment criteria.
- The training partner will intimate the time of arrival of the assessor and time of leaving the venue. Random spot checks/audit may be conducted by ICES to monitor assessment.
- Continuous Monitoring through virtual and In-person mode are conducted to ensure the assessment is conducted as per stipulated process
- Process and Technical audit of assessment batches by quality team are conducted to avoid errors in assessment process
- A well -defined comprehensive framework of NON-COMPLIANCE MATRIX is defined and implemented to identify the non-compliance made by assessor and AA and punitive actions are taken correspondingly.
- The capacity building sessions are conducted regularly for assessors and assessment agencies to update them about best practices in assessment

7. Types of evidence or evidence-gathering protocol:

- Evidence in the form of answer sheets in case of knowledge assessments (Theory only) is collected.

- For Practical and Viva assessments videos and photographs are prepared as evidence. These are submitted by the assessor to the assessment agency. ICES does random checks of the same with the participant/ trainee's ID and ascertains authenticity and validity of assessments.
- Post Assessment, the evidence are uploaded by Assessor to assessment agency and further assessment agency to ICES as per stipulated TAT
- Evidence are broadly photographic and video graphics in nature (Geo-Tagged)
- Results along with evidence to be submitted to ICES by the concerning Assessment Agency in the prescribed format and on Digital Format and Physical Format (As required)
- Results to be uploaded on SIDH and other relevant portals for collective data management.

8. Method of verification or validation:

- The process and technical audit of assessment batches are done by Awarding Body
- Attendance of each candidate is verified and it is ensured that only those candidates are assessed by assessors who are meeting the stipulated minimum percentage of attendance
- The result of each candidate is verified; it is verified that that result on SIP is matched with respect to summary sheet submitted by AAs
- Under detailed technical audit for sample batches, the knowledge and skill assessment results for each candidate are checked in technical aspect.
- All the evidence of batches are preserved on server of Awarding Body digital platform

9. On the Job:

- On job training (OJT), candidates undergo training and learning at actual workplace for a fixed period of time and a certain weightage of assessment is allocated out of total skill weightage of Qualification Pack for undergoing OJT as stipulated by ICES. This OJT score and assessors' end point score are combined to arrive at final Marking/grading of trainees' skill test. The OJT score is determined by Supervisor / Engineer / other authorized head of departments of relevant industry under which candidates undergo on job training.
- The Assessment is subject to take place only after submission of OJT data (in case of STT only) approved by concerned industry and training provider.
- The Hard copy of the OJT report (on trainings, outcomes, exposures learnt and feedback certified by Supervisor / Engineer / other authorized head of departments of relevant industry) will be submitted to the Assessor by the concerned candidate on the Assessment date only, failing which the candidate may not be allowed for attending the Assessment.
- As OJT is mandatory for this QP, the TP should ensure the correct submission of all relevant reports pertaining to OJT of each trained candidate. The Assessment agency is responsible for collecting all the relevant information and submit the same to ICES in future (if required).

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do it upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

Term	Description
ICE	The Institution of Civil Engineers
NOS	National Occupational Standard (s)
NSQF	National Skills Qualifications Framework
OJT	On-the-job Training
PwD	People with Disability
PPE	Personal Protective Equipment
QP	Qualifications Pack
CRM	Customer Relationship Management
PTR	Professional Tax Registration
RERA	Real Estate Regulatory Authority
CMA	Comparative Market Analysis
NOI	Net Operating Income
AML	Anti-Money Laundering