

Qualification Pack



Real Estate Advisor

QP Code: ICE/CON/Q0101

Version: 1.0

NSQF Level: 5

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Qualification Pack

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ICE/CON/Q0101: Real Estate Advisor

Brief Job Description

A Real Estate Advisor assists clients in buying, selling, or renting properties. The role involves understanding market trends, evaluating property values, negotiating deals, and providing guidance to clients throughout the transaction process. The Real Estate Advisor must possess strong knowledge of real estate laws, marketing, and customer service.

Personal Attributes

The individual should possess excellent interpersonal, negotiation, presentation, and marketing skills. Additionally, the individual should be adept at multitasking and demonstrate strong verbal and written communication abilities.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [ICE/CON/N0101: Assess the client's needs and provide consultation](#)
2. [ICE/CON/N0102: Undertake property marketing and promotion](#)
3. [ICE/CON/N0103: Conduct market analysis and property valuation](#)
4. [ICE/CON/N0104: Facilitate negotiations and close real estate deals](#)
5. [ICE/CON/N0105: Carry out documentation and ensure legal compliance](#)
6. [ICE/CON/N0106: Perform client relationship management](#)
7. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Construction
Sub-Sector	Construction
Occupation	REAL ESTATE
Country	India
NSQF Level	5

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Credits	17
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3334.9900
Minimum Educational Qualification & Experience	<p>Completed 2nd year diploma after 12th OR Completed 3 year diploma after 10th with 1.5 years of experience OR 12th grade Pass with 3 Years of experience OR Previous relevant Qualification of NSQF Level (4.0) with 3 Years of experience OR Previous relevant Qualification of NSQF Level (4.5) with 1.5 years of experience</p>
Minimum Level of Education for Training in School	Not Applicable
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	18/02/2028
NSQC Approval Date	18/02/2025
Version	1.0
Reference code on NQR	QG-05-CO-03707-2025-V1-TICE
NQR Version	1

Remarks:

NA

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ICE/CON/N0101: Assess the client's needs and provide consultation

Description

This unit is about assessing client needs in real estate and providing tailored consultation to ensure clients find properties that align with their unique preferences and requirements.

Scope

The scope covers the following :

- Assess the needs of clients
- Consult the clients

Elements and Performance Criteria

Assess the needs of clients

To be competent, the user/individual on the job must be able to:

- PC1.** Identify potential real estate clients through targeted research.
- PC2.** Conduct initial consultations to understand client requirements, preferences, and financial capabilities.
- PC3.** Collect detailed information on client expectations regarding location, property type, budget, and timeline.
- PC4.** Maintain the record of client interactions, including their specifications, budget and preferences.

Consult the clients

To be competent, the user/individual on the job must be able to:

- PC5.** Carry out site visits and engage with property owners to verify property details
- PC6.** Assemble relevant documents, such as market reports, property listings, and informational brochures.
- PC7.** Identify suitable real estate offers that align with the requirements of clients, financial capabilities, and preferences.
- PC8.** Advise clients on potential properties that match their needs.
- PC9.** Provide clients with accurate and reliable market data, including property prices, loans and legal requirements to guide their decisions.
- PC10.** Consult clients about buying/ selling/ renting the appropriate property options.
- PC11.** Provide a comprehensive overview of the current market conditions, including pricing trends.
- PC12.** Track and inform the client about any significant market changes that could impact their decisions.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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- KU1.** The regulations governing the real estate industry, including the Real Estate (Regulation and Development) Act 2016.
- KU2.** The Professional Tax Registration (PTR) process and renewal requirements.
- KU3.** The regulatory framework and industry practices.
- KU4.** The application of RERA law from the perspective of a real estate professional.
- KU5.** The registration and licensing requirements for real estate advisors, including consequences of non-compliance.
- KU6.** The documentation needed for RERA registration of real estate advisors.
- KU7.** The RERA certification process for real estate advisors.
- KU8.** The appropriate questioning techniques to ascertain clients' real estate requirements.
- KU9.** The importance and process of conducting real estate market research.
- KU10.** How to perform a comparative property analysis to estimate values.
- KU11.** The need for regularly maintaining and updating property listings

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Communicate clearly and courteously with colleagues and clients.
- GS2.** Collaborate effectively with team members to achieve objectives.
- GS3.** Maintain accurate and organized work-related records.
- GS4.** Read and stay updated on the latest industry trends and developments.
- GS5.** Listen carefully to understand instructions and information.
- GS6.** Plan and prioritize tasks to ensure deadlines are met.
- GS7.** Recognize potential work disruptions and implement preventive measures.
- GS8.** Make prompt decisions to handle workplace emergencies or accidents.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Assess the needs of clients</i>	10	15	-	5
PC1. Identify potential real estate clients through targeted research.	-	-	-	-
PC2. Conduct initial consultations to understand client requirements, preferences, and financial capabilities.	-	-	-	-
PC3. Collect detailed information on client expectations regarding location, property type, budget, and timeline.	-	-	-	-
PC4. Maintain the record of client interactions, including their specifications, budget and preferences.	-	-	-	-
<i>Consult the clients</i>	20	35	-	15
PC5. Carry out site visits and engage with property owners to verify property details	-	-	-	-
PC6. Assemble relevant documents, such as market reports, property listings, and informational brochures.	-	-	-	-
PC7. Identify suitable real estate offers that align with the requirements of clients, financial capabilities, and preferences.	-	-	-	-
PC8. Advise clients on potential properties that match their needs.	-	-	-	-
PC9. Provide clients with accurate and reliable market data, including property prices, loans and legal requirements to guide their decisions.	-	-	-	-
PC10. Consult clients about buying/ selling/ renting the appropriate property options.	-	-	-	-
PC11. Provide a comprehensive overview of the current market conditions, including pricing trends.	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Track and inform the client about any significant market changes that could impact their decisions.	-	-	-	-
NOS Total	30	50	-	20

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National Occupational Standards (NOS) Parameters

NOS Code	ICE/CON/N0101
NOS Name	Assess the client's needs and provide consultation
Sector	Construction
Sub-Sector	
Occupation	REAL ESTATE
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Qualification Pack

ICE/CON/N0102: Undertake property marketing and promotion

Description

This unit is about property marketing and promotion, covering online and offline strategies to reach and engage potential buyers or renters effectively.

Scope

The scope covers the following :

- Conduct property assessment and analysis
- Plan property marketing
- Market properties online
- Market properties offline

Elements and Performance Criteria

Conduct property assessment and analysis

To be competent, the user/individual on the job must be able to:

- PC1.** Determine the goals, expectations, and desired timelines of property owners.
- PC2.** Conduct a thorough assessment of the property, including its condition, unique features, and potential market value.
- PC3.** Conduct comparative market analysis to estimate property values.
- PC4.** Identify unique selling points for comparable properties.

Plan property marketing

To be competent, the user/individual on the job must be able to:

- PC5.** Create a marketing plan outlining the marketing methods and channels to be used.
- PC6.** Determine the budget for various marketing activities, including online and offline efforts.
- PC7.** Coordinate the preparation of marketing materials, such as photography, videography, brochures, etc.
- PC8.** Ensure marketing materials accurately describe property features and unique selling points.

Market properties online

To be competent, the user/individual on the job must be able to:

- PC9.** Undertake online marketing of properties through online property listings, social media, email marketing, etc.
- PC10.** Create and manage property listings on various platforms.

Market properties offline

To be competent, the user/individual on the job must be able to:

- PC11.** Undertake offline marketing of properties through print advertising, industry events, etc.
- PC12.** Conduct property viewings and open houses to market properties.
- PC13.** Prepare and deliver convincing presentations on properties and real estate services.

Knowledge and Understanding (KU)

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The individual on the job needs to know and understand:

- KU1.** Marketing principles and strategies.
- KU2.** Different digital marketing methods, such as email marketing, social media marketing, search engine marketing.
- KU3.** The traditional methods for real estate marketing, such as print advertising, events, open houses, etc.
- KU4.** The regulations and ethical standards related to property advertising.
- KU5.** The advantages of building a network with key individuals to enhance real estate services.
- KU6.** The relevant sales techniques.
- KU7.** The importance of adapting marketing strategies to appeal to clients from diverse cultural backgrounds.
- KU8.** The techniques for generating leads through effective marketing for property transactions.
- KU9.** The significance of staying updated on real estate market trends and developments.
- KU10.** The essential information that should be included in real estate marketing materials.
- KU11.** The advantages of conducting open houses to attract potential buyers.
- KU12.** The benefits of Press Releases and Community Engagement in real estate marketing.
- KU13.** The process for creating and delivering impactful presentations.
- KU14.** How to determine a competitive market price through property comparisons.
- KU15.** How to prepare comprehensive reviews and reports based on sales and financial data.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Maintain accurate and organized work-related records.
- GS2.** Read and stay updated on the latest industry trends and developments.
- GS3.** Listen carefully to understand instructions and information.
- GS4.** Communicate clearly and courteously with colleagues and clients.
- GS5.** Collaborate effectively with team members to achieve objectives.
- GS6.** Plan and prioritize tasks to ensure deadlines are met.
- GS7.** Recognize potential work disruptions and implement preventive measures.
- GS8.** Make prompt decisions to handle workplace emergencies or accidents.
- GS9.** Assess various solutions to problems and selecting the most effective one.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Conduct property assessment and analysis</i>	10	15	-	5
PC1. Determine the goals, expectations, and desired timelines of property owners.	-	-	-	-
PC2. Conduct a thorough assessment of the property, including its condition, unique features, and potential market value.	-	-	-	-
PC3. Conduct comparative market analysis to estimate property values.	-	-	-	-
PC4. Identify unique selling points for comparable properties.	-	-	-	-
<i>Plan property marketing</i>	10	15	-	5
PC5. Create a marketing plan outlining the marketing methods and channels to be used.	-	-	-	-
PC6. Determine the budget for various marketing activities, including online and offline efforts.	-	-	-	-
PC7. Coordinate the preparation of marketing materials, such as photography, videography, brochures, etc.	-	-	-	-
PC8. Ensure marketing materials accurately describe property features and unique selling points.	-	-	-	-
<i>Market properties online</i>	5	10	-	5
PC9. Undertake online marketing of properties through online property listings, social media, email marketing, etc.	-	-	-	-
PC10. Create and manage property listings on various platforms.	-	-	-	-
<i>Market properties offline</i>	5	10	-	5
PC11. Undertake offline marketing of properties through print advertising, industry events, etc.	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Conduct property viewings and open houses to market properties.	-	-	-	-
PC13. Prepare and deliver convincing presentations on properties and real estate services.	-	-	-	-
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ICE/CON/N0102
NOS Name	Undertake property marketing and promotion
Sector	Construction
Sub-Sector	
Occupation	REAL ESTATE
NSQF Level	5
Credits	3
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Qualification Pack

ICE/CON/N0103: Conduct market analysis and property valuation

Description

This unit is about conducting market analysis and property valuation, providing a foundation for accurate pricing and informed decision-making in real estate transactions.

Scope

The scope covers the following :

- Analyse the market
- Conduct property valuation

Elements and Performance Criteria

Analyse the market

To be competent, the user/individual on the job must be able to:

- PC1.** Determine the geographic area for the analysis.
- PC2.** Determine the types of properties, e.g. residential, commercial, industrial, etc.
- PC3.** Collect the demographic data, i.e. population, age distribution, income levels, and employment rates, concerning the target area.
- PC4.** Analyse the market trends, including property price trends, rental rates, and vacancy rates.
- PC5.** Identify major competitors in the market.
- PC6.** Analyze the strengths, weaknesses, pricing strategies, and market share of the competitors.
- PC7.** Conduct supply and demand analysis.
- PC8.** Determine the applicable zoning laws, building regulations, and other legal considerations.

Conduct property valuation

To be competent, the user/individual on the job must be able to:

- PC9.** Inspect the identified properties to assess their condition, features, and any potential issues.
- PC10.** Conduct comparable sales analysis and adjust the value of properties based on size, condition, location and features.
- PC11.** Calculate the Net Operating Income (NOI) for rental properties.
- PC12.** Determine the capitalization rate of rental properties based on market data.
- PC13.** Estimate the cost to replace the property with a similar one.
- PC14.** Track the market conditions, developments, trends, and forecasts and accordingly adjust the property valuation.
- PC15.** Prepare the property valuation reports including the relevant data.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

Qualification Pack

- KU1.** Different market dynamics, such as economic indicators, supply and demand, trends and cycles.
- KU2.** Data collection and analysis, including Comparative Market Analysis (CMA).
- KU3.** Different online platforms for market research, property listings, and real estate news.
- KU4.** Use of appropriate data analytics and visualization tools to interpret and present market data.
- KU5.** The applicable regulatory and legal requirements, including zoning laws, building codes, and environmental regulations.
- KU6.** Different property valuation methods, such as sales comparison approach, cost approach and income approach.
- KU7.** Property inspection requirements, such as physical condition, functional utility and location analysis.
- KU8.** The components of financial analysis, such as investment metrics, financing options, and market rent analysis.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Communicate clearly and courteously with colleagues and clients.
- GS2.** Collaborate effectively with team members to achieve objectives.
- GS3.** Maintain accurate and organized work-related records.
- GS4.** Read and stay updated on the latest industry trends and developments.
- GS5.** Listen carefully to understand instructions and information.
- GS6.** Plan and prioritize tasks to ensure deadlines are met.
- GS7.** Recognize potential work disruptions and implement preventive measures.
- GS8.** Make prompt decisions to handle workplace emergencies or accidents.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Analyse the market</i>	15	25	-	10
PC1. Determine the geographic area for the analysis.	-	-	-	-
PC2. Determine the types of properties, e.g. residential, commercial, industrial, etc.	-	-	-	-
PC3. Collect the demographic data, i.e. population, age distribution, income levels, and employment rates, concerning the target area.	-	-	-	-
PC4. Analyse the market trends, including property price trends, rental rates, and vacancy rates.	-	-	-	-
PC5. Identify major competitors in the market.	-	-	-	-
PC6. Analyze the strengths, weaknesses, pricing strategies, and market share of the competitors.	-	-	-	-
PC7. Conduct supply and demand analysis.	-	-	-	-
PC8. Determine the applicable zoning laws, building regulations, and other legal considerations.	-	-	-	-
<i>Conduct property valuation</i>	15	25	-	10
PC9. Inspect the identified properties to assess their condition, features, and any potential issues.	-	-	-	-
PC10. Conduct comparable sales analysis and adjust the value of properties based on size, condition, location and features.	-	-	-	-
PC11. Calculate the Net Operating Income (NOI) for rental properties.	-	-	-	-
PC12. Determine the capitalization rate of rental properties based on market data.	-	-	-	-
PC13. Estimate the cost to replace the property with a similar one.	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. Track the market conditions, developments, trends, and forecasts and accordingly adjust the property valuation.	-	-	-	-
PC15. Prepare the property valuation reports including the relevant data.	-	-	-	-
NOS Total	30	50	-	20

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National Occupational Standards (NOS) Parameters

NOS Code	ICE/CON/N0103
NOS Name	Conduct market analysis and property valuation
Sector	Construction
Sub-Sector	
Occupation	REAL ESTATE
NSQF Level	5
Credits	3
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Qualification Pack

ICE/CON/N0104: Facilitate negotiations and close real estate deals

Description

This unit is about facilitating negotiations and closing real estate deals, ensuring favorable outcomes for all parties involved.

Scope

The scope covers the following :

- Facilitate real estate negotiations
- Close real estate deals

Elements and Performance Criteria

Facilitate real estate negotiations

To be competent, the user/individual on the job must be able to:

- PC1.** Present appropriate offers to clients based on their budget and interests.
- PC2.** Provide detailed information about the property and offer, including location, amenities, pricing, terms and conditions, contingencies, and closing dates.
- PC3.** Facilitate property inspections, appraisals, and final walkthroughs.
- PC4.** Negotiate offers between buyers and sellers or landlords and tenants.
- PC5.** Assist clients in securing the best possible price and favorable conditions, such as closing date and contingencies.
- PC6.** Ensure all parties reach a mutually beneficial agreement.
- PC7.** Perform the relevant legal checks, including title verification and property documentation.
- PC8.** Coordinate property inspections and address any issues that arise.
- PC9.** Provide support to clients in securing financing by connecting them with lenders and assisting with loan applications.
- PC10.** Guide clients with financial planning concerning property purchase.

Close real estate deals

To be competent, the user/individual on the job must be able to:

- PC11.** Ensure all necessary documents, e.g. sale agreement and title deed, are prepared appropriately and reviewed, etc.
- PC12.** Ensure the real estate transactions comply with the local real estate laws and regulations.
- PC13.** Conduct a final walkthrough of the property with the client.
- PC14.** Coordinate the closing meeting with the buyer, seller, and legal representatives.
- PC15.** Facilitate the transfer of ownership and ensure all payments are made.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

Qualification Pack

- KU1.** The importance and methods of determining the interests and motivations of clients.
- KU2.** The importance of clear and persuasive communication, including active listening and conflict resolution.
- KU3.** The relevant negotiation and closing techniques.
- KU4.** The applicable regulations, including contract law and real estate law.
- KU5.** The process of assessing and negotiating property prices based on market value.
- KU6.** The relevant loan products and their terms.
- KU7.** How to analyze financial statements and understand the financial implications of a deal.
- KU8.** Transaction costs and investment analysis.
- KU9.** The importance of staying updated with current market trends, property values, and economic factors affecting the real estate market.
- KU10.** The process of identifying and comparing similar properties to inform negotiations.
- KU11.** The transaction management, including deal structuring and documentation.
- KU12.** The process of closing real estate deals.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Communicate clearly and courteously with colleagues and clients.
- GS2.** Collaborate effectively with team members to achieve objectives.
- GS3.** Maintain accurate and organized work-related records.
- GS4.** Read and stay updated on the latest industry trends and developments.
- GS5.** Listen carefully to understand instructions and information.
- GS6.** Plan and prioritize tasks to ensure deadlines are met.
- GS7.** Recognize potential work disruptions and implement preventive measures.
- GS8.** Make prompt decisions to handle workplace emergencies or accidents.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Facilitate real estate negotiations</i>	20	30	-	12
PC1. Present appropriate offers to clients based on their budget and interests.	-	-	-	-
PC2. Provide detailed information about the property and offer, including location, amenities, pricing, terms and conditions, contingencies, and closing dates.	-	-	-	-
PC3. Facilitate property inspections, appraisals, and final walkthroughs.	-	-	-	-
PC4. Negotiate offers between buyers and sellers or landlords and tenants.	-	-	-	-
PC5. Assist clients in securing the best possible price and favorable conditions, such as closing date and contingencies.	-	-	-	-
PC6. Ensure all parties reach a mutually beneficial agreement.	-	-	-	-
PC7. Perform the relevant legal checks, including title verification and property documentation.	-	-	-	-
PC8. Coordinate property inspections and address any issues that arise.	-	-	-	-
PC9. Provide support to clients in securing financing by connecting them with lenders and assisting with loan applications.	-	-	-	-
PC10. Guide clients with financial planning concerning property purchase.	-	-	-	-
<i>Close real estate deals</i>	10	20	-	8
PC11. Ensure all necessary documents, e.g. sale agreement and title deed, are prepared appropriately and reviewed, etc.	-	-	-	-
PC12. Ensure the real estate transactions comply with the local real estate laws and regulations.	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. Conduct a final walkthrough of the property with the client.	-	-	-	-
PC14. Coordinate the closing meeting with the buyer, seller, and legal representatives.	-	-	-	-
PC15. Facilitate the transfer of ownership and ensure all payments are made.	-	-	-	-
NOS Total	30	50	-	20

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National Occupational Standards (NOS) Parameters

NOS Code	ICE/CON/N0104
NOS Name	Facilitate negotiations and close real estate deals
Sector	Construction
Sub-Sector	
Occupation	REAL ESTATE
NSQF Level	5
Credits	3
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Qualification Pack

ICE/CON/N0105: Carry out documentation and ensure legal compliance

Description

This unit is about carrying out documentation concerning real estate transactions and ensuring compliance with the applicable laws and regulations.

Scope

The scope covers the following :

- Carry out real estate documentation
- Ensure legal compliance

Elements and Performance Criteria

Carry out real estate documentation

To be competent, the user/individual on the job must be able to:

- PC1.** Prepare and review real estate documents, including sale agreements, purchase agreements, lease agreements, and addendums.
- PC2.** Ensure all documents are accurate, complete, and free from errors.
- PC3.** Assist clients in drafting, reviewing, and finalizing contracts, ensuring compliance with legal standards.
- PC4.** Ensure contracts reflect the agreed terms and conditions between the parties.
- PC5.** Provide mandatory disclosure statements to clients, detailing important information about properties.
- PC6.** Compile due diligence reports, including property inspections, environmental assessments, and legal checks.
- PC7.** Coordinate the preparation of closing documents, such as the deed, closing statement, and transfer forms.
- PC8.** Maintain accurate records of all transactions and communications.

Ensure legal compliance

To be competent, the user/individual on the job must be able to:

- PC9.** Follow the latest real estate laws to stay updated with the applicable regulations and policies in the relevant jurisdictions.
- PC10.** Ensure the property title is clear and free from any disputes or legal encumbrances
- PC11.** Ensure real estate transactions comply with the applicable local, state, and national laws, regulations and ethical standards, including zoning laws and property taxes.
- PC12.** Adhere to Anti-Money Laundering (AML) regulations by verifying the source of funds for property transactions.
- PC13.** Comply with consumer protection laws to safeguard the interests of clients.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

Qualification Pack

- KU1.** The fundamental principles of contract law, including offer, acceptance, consideration, and mutual consent.
- KU2.** The importance of drafting clear, concise, and legally binding real estate contracts.
- KU3.** The key real estate documents, purchase agreements, lease agreements, and deeds.
- KU4.** How to add and amend clauses in contracts as needed to address specific situations.
- KU5.** The supporting documents for real estate transactions, such as title reports, disclosure forms, inspection reports, and appraisal reports.
- KU6.** The use of appropriate document management systems.
- KU7.** The applicable real estate laws and regulations.
- KU8.** The applicable code of ethics.
- KU9.** The AML requirements and how to ensure proper identification and verification of clients.
- KU10.** The applicable data protection and privacy laws.
- KU11.** The importance of due diligence in real estate transactions, including property research and verification of information.
- KU12.** The importance of effective coordination with different stakeholders, including real estate attorneys, lenders and financial institutions, and inspectors and appraisers.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Communicate clearly and courteously with colleagues and clients.
- GS2.** Collaborate effectively with team members to achieve objectives.
- GS3.** Maintain accurate and organized work-related records.
- GS4.** Read and stay updated on the latest industry trends and developments.
- GS5.** Listen carefully to understand instructions and information.
- GS6.** Plan and prioritize tasks to ensure deadlines are met.
- GS7.** Recognize potential work disruptions and implement preventive measures.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Carry out real estate documentation</i>	20	30	-	12
PC1. Prepare and review real estate documents, including sale agreements, purchase agreements, lease agreements, and addendums.	-	-	-	-
PC2. Ensure all documents are accurate, complete, and free from errors.	-	-	-	-
PC3. Assist clients in drafting, reviewing, and finalizing contracts, ensuring compliance with legal standards.	-	-	-	-
PC4. Ensure contracts reflect the agreed terms and conditions between the parties.	-	-	-	-
PC5. Provide mandatory disclosure statements to clients, detailing important information about properties.	-	-	-	-
PC6. Compile due diligence reports, including property inspections, environmental assessments, and legal checks.	-	-	-	-
PC7. Coordinate the preparation of closing documents, such as the deed, closing statement, and transfer forms.	-	-	-	-
PC8. Maintain accurate records of all transactions and communications.	-	-	-	-
<i>Ensure legal compliance</i>	10	20	-	8
PC9. Follow the latest real estate laws to stay updated with the applicable regulations and policies in the relevant jurisdictions.	-	-	-	-
PC10. Ensure the property title is clear and free from any disputes or legal encumbrances	-	-	-	-
PC11. Ensure real estate transactions comply with the applicable local, state, and national laws, regulations and ethical standards, including zoning laws and property taxes.	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Adhere to Anti-Money Laundering (AML) regulations by verifying the source of funds for property transactions.	-	-	-	-
PC13. Comply with consumer protection laws to safeguard the interests of clients.	-	-	-	-
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ICE/CON/N0105
NOS Name	Carry out documentation and ensure legal compliance
Sector	Construction
Sub-Sector	
Occupation	REAL ESTATE
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Qualification Pack

ICE/CON/N0106: Perform client relationship management

Description

This unit is about performing client relationship management in the real estate sector. It includes maintaining strong, trust-based relationships with clients through effective communication, personalized service and practicing professionalism to ensure client satisfaction and loyalty.

Scope

The scope covers the following :

- Manage client relationship
- Provide support during the sales process

Elements and Performance Criteria

Manage client relationship

To be competent, the user/individual on the job must be able to:

- PC1.** Maintain a database of clients, leads, and potential clients with contact information, preferences, etc.
- PC2.** Determine the specific real estate requirements of clients and adapt the property recommendations and services accordingly.
- PC3.** Provide good customer service by responding to inquiries and solving issues.
- PC4.** Provide ongoing support and follow up with clients after transactions are completed.
- PC5.** Ensure customer satisfaction to encourage repeat business and referrals.
- PC6.** Personalize the client communications based on customer data and behavior.
- PC7.** Maintain contact with clients after the sale to address any issues and ensure satisfaction.
- PC8.** Use the appropriate CRM tools to manage marketing campaigns, segment the audience, and automate follow-ups.
- PC9.** Build and maintain long-term relationships with clients.

Provide support during the sales process

To be competent, the user/individual on the job must be able to:

- PC10.** Monitor stages of the sales process and implement strategies to move leads through the sales pipeline.
- PC11.** Assist the clients through the sales process, including property viewings, negotiation, and closing.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** The importance of listening carefully to clients to understand their requirements, preferences, and concerns.
- KU2.** How importance of being available to clients and responding promptly.

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- KU3.** The importance of anticipating potential issues and addressing them before they become problems.
- KU4.** The importance of providing comprehensive client support throughout the buying or selling process, including assistance with paperwork, inspections, and closing.
- KU5.** The importance of accurately interpreting and acting on client feedback.
- KU6.** How to effectively conveying information in person, over the phone, and in written form (emails, reports, contracts).
- KU7.** How to present property information and market analysis clearly and persuasively.
- KU8.** The process of negotiating on behalf of clients to secure the best terms and conditions.
- KU9.** How to resolve any disputes or concerns that arise during transactions.
- KU10.** The process of client profiling, including determining their financial capabilities, lifestyle needs, and long-term goals.
- KU11.** The importance and process of adapting services and communication to individual client preferences and requirements.
- KU12.** The techniques to build trust and rapport.
- KU13.** The importance of following up with clients post-transaction to address any ongoing needs and retain clients.
- KU14.** The use of relevant CRM Software to manage client information, track interactions, and automate follow-ups.
- KU15.** The use of digital communication tools, including email marketing and social media.
- KU16.** The importance of being transparent in all dealings, providing clients with all necessary information to make informed decisions.
- KU17.** The importance of maintaining client confidentiality and handling personal information appropriately.
- KU18.** Client relationship building through industry connections and community involvement.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Communicate clearly and courteously with colleagues and clients.
- GS2.** Collaborate effectively with team members to achieve objectives.
- GS3.** Maintain accurate and organized work-related records.
- GS4.** Read and stay updated on the latest industry trends and developments.
- GS5.** Listen carefully to understand instructions and information.
- GS6.** Plan and prioritize tasks to ensure deadlines are met.
- GS7.** Recognize potential work disruptions and implement preventive measures.
- GS8.** Make prompt decisions to handle workplace emergencies or accidents.

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Manage client relationship</i>	24	40	-	14
PC1. Maintain a database of clients, leads, and potential clients with contact information, preferences, etc.	-	-	-	-
PC2. Determine the specific real estate requirements of clients and adapt the property recommendations and services accordingly.	-	-	-	-
PC3. Provide good customer service by responding to inquiries and solving issues.	-	-	-	-
PC4. Provide ongoing support and follow up with clients after transactions are completed.	-	-	-	-
PC5. Ensure customer satisfaction to encourage repeat business and referrals.	-	-	-	-
PC6. Personalize the client communications based on customer data and behavior.	-	-	-	-
PC7. Maintain contact with clients after the sale to address any issues and ensure satisfaction.	-	-	-	-
PC8. Use the appropriate CRM tools to manage marketing campaigns, segment the audience, and automate follow-ups.	-	-	-	-
PC9. Build and maintain long-term relationships with clients.	-	-	-	-
<i>Provide support during the sales process</i>	6	10	-	6
PC10. Monitor stages of the sales process and implement strategies to move leads through the sales pipeline.	-	-	-	-
PC11. Assist the clients through the sales process, including property viewings, negotiation, and closing.	-	-	-	-
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ICE/CON/N0106
NOS Name	Perform client relationship management
Sector	Construction
Sub-Sector	
Occupation	REAL ESTATE
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Qualification Pack

DGT/VSQ/N0102: Employability Skills (60 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

To be competent, the user/individual on the job must be able to:

- PC1.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

Constitutional values – Citizenship

To be competent, the user/individual on the job must be able to:

- PC3.** recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.
- PC4.** follow environmentally sustainable practices

Becoming a Professional in the 21st Century

To be competent, the user/individual on the job must be able to:

- PC5.** recognize the significance of 21st Century Skills for employment
- PC6.** practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

Basic English Skills

To be competent, the user/individual on the job must be able to:

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- PC7.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC8.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC9.** write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

To be competent, the user/individual on the job must be able to:

- PC10.** understand the difference between job and career
- PC11.** prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

To be competent, the user/individual on the job must be able to:

- PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings
- PC13.** work collaboratively with others in a team

Diversity & Inclusion

To be competent, the user/individual on the job must be able to:

- PC14.** communicate and behave appropriately with all genders and PwD
- PC15.** escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

To be competent, the user/individual on the job must be able to:

- PC16.** select financial institutions, products and services as per requirement
- PC17.** carry out offline and online financial transactions, safely and securely
- PC18.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC19.** identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

To be competent, the user/individual on the job must be able to:

- PC20.** operate digital devices and carry out basic internet operations securely and safely
- PC21.** use e-mail and social media platforms and virtual collaboration tools to work effectively
- PC22.** use basic features of word processor, spreadsheets, and presentations

Entrepreneurship

To be competent, the user/individual on the job must be able to:

- PC23.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC24.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC25.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

To be competent, the user/individual on the job must be able to:

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.

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PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

To be competent, the user/individual on the job must be able to:

PC29. create a professional Curriculum vitae (Résumé)

PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC31. apply to identified job openings using offline /online methods as per requirement

PC32. answer questions politely, with clarity and confidence, during recruitment and selection

PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

KU16. how to identify business opportunities

KU17. types and needs of customers

KU18. how to apply for a job and prepare for an interview

KU19. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write different types of documents/instructions/correspondence

GS2. communicate effectively using appropriate language in formal and informal settings



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- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values – Citizenship</i>	1	1	-	-
PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC4. follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	2	4	-	-
PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development & Goal Setting</i>	1	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	2	2	-	-
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	2	-	-
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	2	3	-	-
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	3	4	-	-
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	2	3	-	-
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	1	2	-	-
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	20/12/2022
Next Review Date	20/12/2025
NSQC Clearance Date	20/12/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1.The Awarding Body (AB) shall establish the assessment criteria for each Qualification Pack (QP). Each Performance Criteria (PC)/Element will be assigned marks based on its significance in the National Occupational Standards (NOS). The AB will also determine the proportion of marks allocated to Theory and Practical Skills for each PC/Element.

2.The knowledge assessment will be based on a question bank created by Assessment Bodies (AAs), subject to approval by the Awarding Body (AB).

3.Each Assessment Agency shall develop unique question papers for the knowledge/theory assessment as per the defined assessment criteria.

4.For skill-based practical assessment, each Assessment Agency shall create unique evaluation tasks for candidates at every examination/training center based on the assessment criteria.

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5.The passing percentage for each QP shall be 70%. To pass a Qualification Pack, a candidate must secure at least 70% individually in each NOS.

6.During practical assessment, the Assessor will evaluate both the final outcome and the steps performed to achieve that outcome.

7.In case of improper performance, the trainee will be allowed to repeat the test, with marks deducted for each attempt.

8.If a trainee fails after a specified number of attempts, as determined by the Awarding Body, they will receive zero marks for that procedure and be marked as failed for the practical activity.

9.If a candidate successfully clears only certain NOS units, they will be allowed to take subsequent assessments for the remaining NOS within the time frame set by the Awarding Body to complete the Qualification Pack.

10.The minimum duration of assessment for each Qualification Pack (QP) shall be 4 hours per trainee.

Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ICE/CON/N0101.Assess the client's needs and provide consultation	30	50	0	20	100	20

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National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ICE/CON/N0102.Undertake property marketing and promotion	30	50	0	20	100	15
ICE/CON/N0103.Conduct market analysis and property valuation	30	50	0	20	100	15
ICE/CON/N0104.Facilitate negotiations and close real estate deals	30	50	0	20	100	15
ICE/CON/N0105.Carry out documentation and ensure legal compliance	30	50	0	20	100	15
ICE/CON/N0106.Perform client relationship management	30	50	0	20	100	15
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	5
Total	200	330	-	120	650	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
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

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

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Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.