



## SINGAPORE INSTITUTE OF SURVEYORS AND VALUERS (SISV) DIPLOMA IN REAL ESTATE AGENCY

### **Course Synopsis**

Organised and conducted by the Singapore Institute of Surveyors and Valuers (SISV), the Diploma in Real Estate Agency is designed to equip participants with the required knowledge and skills set for real estate agency professionals. Participants upon meeting the 75% attendance requirement and passing the examination will be awarded with Diploma in Real Estate Agency by the Singapore Institute of Surveyors and Valuers (SISV). Participants will meet SISV's membership admission requirements as Technical Members, among other admission criteria.

### **Entry requirements**

1. Graduates of Common Exam For Housing Agents (CEHA) (Exempted from Modules 1 and 2)
2. Graduates of Real Estate Agency Course (REAC) (Exempted from Modules 1 and 2)
3. Graduates of Certificate in Real Estate Marketing (CREM) by Ngee Ann Polytechnic (Exempted from Modules 1 and 2)
4. Graduates of Common Exam for Salesperson (CES)
5. Graduates of Global Real Estate Specialist (GRES)
6. Accredited SAEA member agent
7. Estate agents from accredited estate/property agencies

### **Course Outline**

#### **Six (6) Modules – 300 hours**

Module 1 – Personal Selling and Negotiation (40 hours)

Module 2 – Project Marketing (40 hours)

Module 3 – Real Estate Investment, Finance and Risk Management (60 hours)

Module 4 – Law relating to Estate Agency (50 hours)

Module 5 – Professional Practice, Ethics and Dispute Management (60 hours)

Module 6 – Enterprise Management in Agency (50 hours)

### **Mode of Assessment**

Written examination (Each candidate to answer 5 essay questions out of 8 essay questions given for each paper):

Paper 1 (Real Estate Marketing) – Modules 1 & 2

Paper 2 (Law of Real Estate & Investment) – Modules 3 & 4

Paper 3 (Professional Practice & Dispute Management) – Modules 5 & 6

### **Course Duration**

25-month or 100-week programme with 3-hour lecture per week.

### **Course commencement date**

11 August 2010



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DIPLOMA IN REAL ESTATE AGENCY**

**Course Fee**

Members or affiliates of SISV and SAEA: S\$1,300.00 per module; S\$7,800.00 for 6 modules  
Others: S\$1,500.00 per module; S\$8,300.00 for 6 modules

GST is payable for the prescribed fees.

**Detailed description of Modules**

**Module 1**

**Personal Selling and Negotiation**

The module will describe the nature and characteristics of real estate, factors affecting values, methods of selling and the sale process. Factors affecting successful negotiation, description of the negotiation process and the different stages including the preparation, bargaining and post-negotiation stage will also be outlined. Other factors affecting negotiation including parties' relationship, power and culture will also be covered. Illustration of case studies including the handling of objections and resistance and closing techniques in sales negotiation and negotiation through an agency will also be given.

**Module 2**

**Project Marketing**

Fundamentals in marketing including market segmentation, positioning, and the marketing mix will be detailed under the module. The marketing process involved including considerations in selling private residential, office, retails, industrial and other specialised properties will be discussed. New project marketing will be elaborately explained with specific reference to the Housing Developers (Control and Licensing) Act and the Sale of Commercial Properties Act.

**Module 3**

**Real Estate Investment, Finance and Risk Management**

The module will cover a detailed scope of the definition of investment, qualities and form of investment, risks and returns, the sources of financing and valuation and investment analysis. The advantages and disadvantages of real estate investment in comparison with other forms of investment will also be discussed. Measurement of yield from other types of investment will be explained in details. Concepts of risk management concept will also be outlined.

**Module 4**

**Law relating to real estate agency**

The module entails law of real property, law of contract and tort, law of agency, law of landlord and tenant, law of property taxation, law of planning and conservation and law of property rights. The various forms of company structure, comparison of company structure and legal requirements are also covered under the module.

**Module 5**  
**Professional Practice, Ethics and Dispute Management**

Physical and economic characteristics of land, definition of market, characteristic of real estate markets, supply and demand factors, real estate cycles, government intervention and Singapore Real Estate stock will be comprehensively covered. The module will also cover the characteristics of a Profession, Code of Conduct as Professionals, ethics, best practices, misrepresentation and disclaimers. To top it all, this module will elaborate on the dispute management process encapsulating the mediation procedures, mediation agreement, settlement agreement, arbitration procedures, parties, arbitration agreement, advantages and disadvantages of mediation and arbitration, confidentiality, party autonomy and the panel of neutrals comprising mediators and arbitrators.

**Module 6**  
**Enterprise Management in Agency**

The module will discuss the meaning of enterprise and entrepreneurship, characteristics of entrepreneurs, business development structure, office organisation, business models, technical know-how, entrepreneurship process and factors contributing to the success of an enterprise will be discussed and illustrated in detail with case studies.