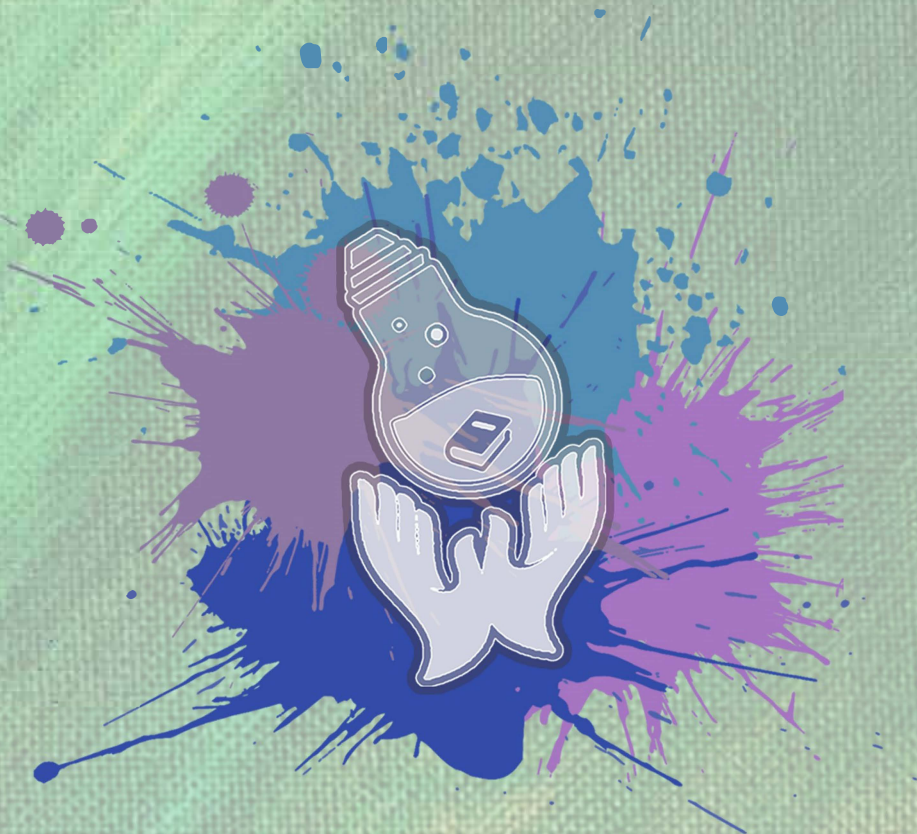




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SERI ISKANDAR CAMPUS

NON-COMPETENCY OF REGISTERED ESTATE AGENT

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Abstract:

Registered estate agent provides services as the agent acts as a go-between for the owner and the buyer, assisting with their negotiations to reach an agreed sale price for the property and will continue to follow up with the owner until the property is legally transferred to the new owner. Understanding the core competencies as an estate agent is the most important thing to deliver more value to their client. The core competencies include visionary, passionate, communicative, strategic, focused, persuasive, understanding and compassionate. The aim of the research is to identify the main problems faced by estate agent in conducting their professionalism. Therefore, interviews are carried out among the registered estate agent in Kajang, Selangor. The data were analyzed after the interview session. After data analysis, the main problems in practicing their profession that lead them to not competent in their professionalism are communication skills and lack of knowledge of the registered estate agent. As a conclusion, competency is one of the value that encourage client to appoint registered estate agent and use their service in order to complete their transaction of property.

Keywords:

Agent; Competency; Property

1.0 INTRODUCTION

Registered estate agent could be describe as a person whose name have been registered (Wilson, 2008) under Part III of the Register and to whom an authority to practice has been issued by the Board under Section 16 in the Act 242 (Valuers, Appraisers and Estate Agents Act 1981 (Act 242) & Rules). Test of Professional Competence is a test governed by Board of Valuers, Appraisers, Estate Agents and Property Managers (Board) to ensure that only competent person can carry out the work professionally qualified estate agent or other professional under Board are registered. The difference between registered estate agent and the brokers is registered estate agent is legal while brokers are illegal in Malaysia. The Malaysian Estate Agency Standards is developed to set the required high standards for the practice of estate agency in Malaysia. In this connection, the Standards will aid and elaborate upon the provisions of the Valuers, Appraisers and Estate Agents Act 1981 and the Valuers, Appraisers and Estate Agents Rules 1986 in so far as they deal with the practice of estate agency in Malaysia (Board of Valuer, Estate Agent and Appraisers (2010), Malaysian Estate Agent Standard). Less of competencies among the registered estate agent will be the problem statement for this research. This research is to identify the competencies element of estate agent and also to identify the challenges towards competencies by estate agent.

2.0 LITERATURE REVIEW

A competency is a set of defined behaviors that provide a structured guide enabling the identification, evaluation and development of the behaviors in individual employees. To be professionally competent, a person would need to be able to interpret the situation in the context and to have a repertoire of possible actions to take and have trained in the possible actions in the repertoire, if this is relevant (Royal Malaysian Customs Department (2014), Guide On Valuers, Appraisers And Estate Agents). Understanding the core competencies as an estate agent is the most important thing. So, then an agent can deliver more value to their client. The core competencies include visionary, passionate, communicative, strategic, focused, persuasive, understanding and compassionate (Wilson, 2008). As stated in the Valuers, Appraisers, Estate Agent and Property Managers Act 1981, all registered estate agent must follow the underlying ethics. This is because to ensure and lead all registered estate agent on their track and competence with their works. To be a professional especially on estate agency field,

there are some steps need to be step on. (Hopkins, 2007). They need to polish their skills especially on communication skills. Communication skills is the biggest skills that give big impact towards the estate agent. Communication skills will make client attract to what they said. Not only that, an estate agent must be desirable person. Estate agent must prove that they can be the best in their field to the world as they must have a highly goal oriented. However, there were challenges that estate agent must face. For instance, an estate agent must know how to handle all challenges and objections. As an estate agent, to acquire a power listing, estate agent must understand about the real estate first. Then only can they study about the subject property. This help to acknowledge estate agent to really know the current situation of real estate especially within their area and also educate them on market in that particular area. Not just that, estate agent must aware and appreciate the benefits of service area as well as full understanding of legal requirements, forms and business procedures.

3.0 METHODOLOGY

The research technique that was used in this research is qualitative research technique. For qualitative technique, interview were conducted. By interviewing the registered estate agent from different private companies in Kajang, it helps to complete the research and to achieve the objective regarding the main problems in determine the level of competencies. Competency were measured by referring to Malaysian Estate Agent Standards as this is the main guideline for registered estate agent that they must follow and also the number of cases that registered estate agent closed. The sessions been conducted in person, by telephone and faced to faced interview session. The scope for the interview is on the basis of the Malaysian Estate Agent Standards, Act 242 and also the theoretical framework including estate agent's ethics, marketing skills and communication skills. The respondent chosen are the registered estate agents in private companies in Kajang, Selangor. Registered estate agent is the person who registered legally under the law governed by the Board of Valuer, Appraisers, Estate Agent and Property Manager. A good registered estate agent must follow the Malaysian Estate Agent Standards that has been prepared by Board of Valuers, Appraisers, Estate Agent and Property Managers. Furthermore, they also must follow all rules and regulations stated in Valuers, Appraisers, Estate Agents and Property Managers Act 1981. The respondent are Tan Kang Yap from Arzone Properties Realty, Ling Hou Nay from Genuine Properties, Mohammad Zuki Bin Salleh from IPC Realty, Lai Chun Fong from Jed Realty, Mohd Zaid bin Awang and Kamarulzaman Bin Awang from Nilai properties Realty, Chee Kim Sooi from Prime Properties, Lim Thien Lay and Tan Swee Kean from Primero Property, Pang Yuen Yen from Roger Realty, Chong Chee Wee from Skyland Properties and Lee Wan Chow from U Property.

4.0 ANALYSIS AND FINDINGS

Data analysis is where the data were generated from respondents that have been chosen from private companies in Kajang, Selangor using quota sampling technique. The number of respondents are 12 persons. The chosen respondents practicing as an estate agent are legally known as registered estate agent. The findings shown that from the total number of registered estate agent in Kajang, Selangor, the respondents are majority Chinese (75%) and only 25% are Malay. However, despite the backgrounds and races they still faced the same problems.

During the personal interview, eight respondents were asked regarding their experience, their knowledge on competency as estate agent and their weakness in practicing as an estate agent. While, for the other four respondents, telephone interviews were conducted and the same question were asked. From the problem statement stated, lack of communication skills and lack of knowledge have been identified as the main issue due to the lack of competency of an estate agent. The data collected from the interviews were analyzed and elaborated. All the data collected meet the objective research in identifying the main problems faced by registered estate agent. Based on the previous research, the main problems faced by estate agent is the lack of communication skills and lack of knowledge. However, during the interview there is another two problems faced by estate agent found. As a result, the results shown that 36% of respondents stated the main problem is lack of communication skills, 28% of respondent is marketing skills, 18% of respondent is personal appearance and the remaining 18% of respondent stated lack of knowledge.

5.0 CONCLUSION

The research is about the lack of competency among the registered estate agent where the case study conducted in Kajang, Selangor Darul Ehsan. Research objective is to identify the problems and other element due to competencies of a registered estate agent. Understanding the core competencies as an estate agent is the most important thing to deliver more value to their client. The core competencies include visionary, passionate, communicative, strategic, focused, persuasive, understanding and compassionate. As a conclusion, a registered estate agent need to be competence in their work. In order to remain competence, good communication skills are needed. This is because an agent need to communicate with the client to persuade, attract, and convince them regarding the property. Marketing skills also important to ensure that the property market reach the potential client. Knowledge regarding the property also helps the agent to meet the client needs and requirement. This is because the agent need to deliver the authentic information. Furthermore, personal appearance also contributed to competency as it ensures that the client is comfortable and pleased with their service.

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