

New Homes & House-and-Land Sales

Sell land estates, house-and-land packages and display homes with confidence through an 18-month build.

VERTICAL	LEVEL	DURATION	MODULES
Project Marketing	Intermediate	15 hours · 6 modules · 30 lessons	6

Programme overview

Built for sales consultants and agents working land estates, display villages and house-and-land packages for builders and developers. Covers reading a staged land release and stage-management pricing, structuring builder relationships and referral arrangements, assembling a compliant house-and-land package, walking a buyer through a building contract and progress payment schedule, selling standard inclusions versus upgrades without over-promising, running a display home like a retail showroom, first-home buyer grants, stamp duty concessions and construction finance, packaging for investors with basic depreciation literacy, and managing titling delays, price rise clauses and buyer anxiety across a 12-18 month build.

What you'll master

- 01 Read a staged land release schedule and price a stage to protect margin and momentum for later stages.
- 02 Structure a referral or preferred-supplier arrangement with a builder that is transparent and compliant.
- 03 Assemble a house-and-land package that matches a buyer's budget, block and finance capacity.
- 04 Walk a buyer through a fixed-price building contract, including PC and provisional sum items.
- 05 Explain a progress payment schedule so a buyer understands what they're paying for and when.
- 06 Sell standard inclusions and paid upgrades without creating an expectation the build won't meet.
- 07 Run a display home as a structured sales experience, not an open inspection.
- 08 Advise buyers accurately on first-home owner grants, stamp duty concessions and construction loan drawdowns without giving financial advice.
- 09 Package a house-and-land deal for an investor with basic depreciation and rental-return literacy.
- 10 Manage a buyer proactively through titling delays, price rise clauses and the emotional strain of a long build.

Skill focus

- Land Estates & Release Strategy
- Builder Relationships & Packaging
- Contracts & Progress Payments
- Inclusions, Upgrades & Display Homes
- Grants, Finance & Investor Packages
- Build-Journey Buyer Management

The syllabus

6 modules · one standard

I. 01 · Land Estates & Staged Releases

5 LESSONS

01	Reading a master-planned community and stage plan	masterclass · 13 min
02	Pricing and releasing a stage without cannibalising the next	masterclass · 14 min
03	Estate covenants, design guidelines and buyer expectations	masterclass · 12 min
04	Civil works, titling and the land settlement sequence	reading · 13 min
05	Knowledge check: Land Estates & Staged Releases	quiz · 6 min

II. 02 · Builder Relationships & House-and-Land Packaging

5 LESSONS

01	Understanding builder panels and referral arrangements	masterclass · 13 min
02	Qualifying a house-and-land buyer's budget and needs	masterclass · 14 min
03	Assembling a compliant, accurate house-and-land package	masterclass · 13 min
04	A buyer is quoted a site cost allowance that turns out to be well short	scenario · 11 min
05	Knowledge check: Builder Relationships & Packaging	quiz · 4 min

III. 03 · Build Contracts & Progress Payments

5 LESSONS

01	The anatomy of a fixed-price building contract	masterclass · 14 min
02	Explaining the progress payment schedule stage by stage	masterclass · 13 min
03	Variations, price rise clauses and cost-of-building risk	masterclass · 13 min
04	What buyers need to know about defects, warranties and disputes	reading · 12 min
05	Knowledge check: Build Contracts & Progress Payments	quiz · 4 min

IV. 04 · Inclusions, Upgrades & Display Home Selling

5 LESSONS

01	Selling standard inclusions honestly against display home finishes	masterclass · 13 min
02	Upselling upgrades without creating false expectations	masterclass · 13 min

03	Running a display home like a structured retail experience	masterclass · 13 min
04	A buyer assumes the display home price is the advertised price	scenario · 11 min
05	Knowledge check: Inclusions, Upgrades & Display Homes	quiz · 4 min

V. 05 · Grants, Finance & Investor Packages

5 LESSONS

01	First home owner grants and stamp duty concessions	masterclass · 14 min
02	How construction loans and drawdowns work	masterclass · 13 min
03	Packaging for investors: yield, depreciation and tenant appeal	masterclass · 13 min
04	Comparing buyer scenarios: owner-occupier vs investor finance paths	reading · 12 min
05	Knowledge check: Grants, Finance & Investor Packages	quiz · 4 min

VI. 06 · Managing the Buyer Through a 12-18 Month Build

5 LESSONS

01	Understanding the emotional arc of a long build	masterclass · 13 min
02	Setting a proactive communication cadence across the build	masterclass · 12 min
03	Managing delay and price rise conversations without losing the buyer	masterclass · 13 min
04	A buyer threatens to walk away after a second consecutive delay	scenario · 11 min
05	Knowledge check: Managing the Buyer Through the Build	quiz · 4 min

Important — non-accredited training

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