

Project Marketing & Off-the-Plan

Run developer-facing project campaigns from feasibility literacy through to settlement risk management.

VERTICAL	LEVEL	DURATION	MODULES
Project Marketing	Advanced	15 hours · 6 modules · 27 lessons	6

Programme overview

Project marketing is a different discipline to resale: you're working for a developer client across a multi-year campaign, selling from plans and renders before a single wall exists, and managing pricing, channels and reporting against a feasibility that must stack up for the developer's financier. This program builds the commercial fluency to sit credibly in a developer's sales meeting — reading a pricing schedule, understanding presale thresholds, managing display suite experience, and handling sunset clause and disclosure obligations correctly. You'll also learn to manage the investor/owner-occupier mix, run a channel network of buyers and migration agents, and steer a project through to settlement without losing contracts to finance or valuation shortfalls.

What you'll master

- 01 Engage credibly with a developer client on feasibility, rate per square metre and margin logic.
- 02 Explain presale finance requirements and their effect on early sales strategy.
- 03 Build and manage a defensible pricing schedule across staged releases.
- 04 Sell effectively from plans and renders while managing indicative-finish disclosure obligations.
- 05 Explain sunset clauses, off-the-plan disclosure and deposit mechanics accurately to buyers.
- 06 Segment and pitch appropriately to investor versus owner-occupier buyers.
- 07 Manage buyers agent, migration agent and referral channel relationships and commission structures compliantly.
- 08 Produce developer-grade campaign and CRM reporting with actionable recommendations.
- 09 Run a structured pre-settlement program to identify and manage finance and valuation risk.
- 10 Convert a completed project campaign into a repeat developer appointment and buyer referral pipeline.

Skill focus

- Developer Relationship & Feasibility
- Pricing & Release Strategy
- Selling From Plans
- Contracts & Disclosure
- Buyer Segments & Channel Management
- Reporting & Settlement Risk

The syllabus

6 modules · one standard

I. 01 · The Developer Relationship & Feasibility Literacy

5 LESSONS

01	The developer client relationship and appointment	masterclass · 13 min
02	Feasibility literacy: reading rate per square metre	reading · 14 min
03	GST and the margin scheme at a general level	masterclass · 12 min
04	Presales requirements for construction finance	reading · 13 min
05	Knowledge check: Developer relationship and feasibility	quiz · 6 min

II. 02 · Pricing Schedules & Release Strategy

6 LESSONS

01	Building and managing a pricing schedule	masterclass · 14 min
02	Release strategy: staging lots to build momentum	reading · 13 min
03	Managing price increases and buyer communication	masterclass · 12 min
04	Incentives versus price cuts: which lever to pull	reading · 12 min
05	Scenario: a buyer asks for an off-the-record discount	scenario · 10 min
06	Knowledge check: Pricing and release strategy	quiz · 4 min

III. 03 · Display Suites & Selling From Plans

5 LESSONS

01	Selling from floor plans and renders	masterclass · 13 min
02	Designing the display suite buyer journey	reading · 12 min
03	Handling common off-the-plan objections	masterclass · 13 min
04	Furniture packages, styling and marketing compliance	reading · 12 min
05	Knowledge check: Selling from plans	quiz · 4 min

IV. 04 · Sunset Clauses, Disclosure & Contract Mechanics

6 LESSONS

01	Sunset clauses: what they are and why they matter	masterclass · 13 min
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02	Off-the-plan disclosure obligations	reading · 13 min
03	Deposit and contract mechanics for off-the-plan	masterclass · 12 min
04	Cooling-off and buyer protection variations	reading · 12 min
05	Scenario: developer considers a sunset clause rescission	scenario · 10 min
06	Knowledge check: Contracts and disclosure	quiz · 6 min

V. 05 · Buyer Segments & Channel Management

6 LESSONS

01	Investor versus owner-occupier buyer segments	masterclass · 13 min
02	Working with buyers agents and migration agents	reading · 13 min
03	Commission structures across channel partners	masterclass · 12 min
04	Managing your database and referral partner network	reading · 12 min
05	Scenario: a migration agent oversells the visa angle	scenario · 10 min
06	Knowledge check: Buyer segments and channel management	quiz · 6 min

VI. 06 · Reporting & Settlement Risk Management

6 LESSONS

01	Campaign and CRM reporting to a developer	masterclass · 13 min
02	Reading sales velocity and knowing when to adjust	reading · 13 min
03	Managing settlement risk as a project completes	masterclass · 14 min
04	Handling finance and valuation shortfalls at settlement	reading · 12 min
05	Post-settlement relationship and referral generation	reading · 12 min
06	Knowledge check: Reporting and settlement risk	quiz · 6 min

Important — non-accredited training

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