Business Development Officer

### *The business development officer is tasked with growing the rent roll by signing new and profitable managements. The business developer does this by working with the sales team to target recent purchasers in the marketplace who are looking to rent out their investments.*

Purpose of Role

The role is very much a sales function and has its own competencies apart from the typical property management ones. A successful business development officer does not wait for new business opportunities

to be identified by others, but will create their own opportunities.

The business development officer must have a deep understanding of the company’s point of difference and have the confidence to present the company and advocate for

new business. They must also understand the economics of new business and have the knowledge and skills to negotiate profitable service and fee packages.

# Our Business

Our company is a business dedicated to exploring the limits of property management. Its sole focus is to find new ways to deliver exceptional service – both to the

company’s clients and the property management industry as a whole.

# Qualifications and Experience

* State Certification or full License
* Appropriate CPD points
* Customer service or sales background

# Personal Attributes

* Is highly organized with excellent time management skills
* Is well presented
* Is articulate
* Establishes rapport with people
* Is comfortable with negotiation
* Has a deep desire to improve
* Displays an exceptional work ethic
* Has an understanding of the importance of the team and the individual’s place in it
* Demonstrates respect and integrity when dealing with others

*Business Development Offi er*

### *Job details*

*Title:*

Business Development Officer

*Location:*

## Sydney

*Role reports to:*

## Business Owner and Business Development Manager

|  |  |  |  |
| --- | --- | --- | --- |
| *Competency Area* | *Depth Required* | *Competency Overview* | *Responsibilities* |
| *Leasing*  *the Property* |  | Leasing a vacant property is one of the most visible yet potentially difficult tasks for a property management  team. Excellence in this area is critical to the perceived value and quality of the company. | Implement office procedures with regards to leasing  Provide calculated ROI figures to owners as requested  Provide market feedback to owners |
| *Nurturing Relationships* |  | The success of any growth strategy requires developing sustained and mutually valued relationships with people that may be interested in your services at some  point in the future. | Farm leads from the sales team  Develop and communicate a marketing plan for  all database leads Create a public profile |
| *Working across the Company* |  | A company can create significant long term business value by getting the different divisions to work together and putting the client at the center. | Implement a tracking program for internally generated leads  Implement the company’s core vision and values |
| *Structuring Service Offerings* |  | There is so much to property management that it is important to match your service packages to meet the needs of potential clients.  Getting this right is the key to marketing your company and new business negotiation. | Create direct marketing plans for different investor types  Create unique service packages for each client  Identify with the company’s point of difference |
| *The Competitive Landscape* |  | We all operate in a highly competitive marketplace and it is critical to any growth plan that one has a deep understanding of the market and the players in it. Insights can be the catalyst for significant growth. | Construct the SWOT framework for the company leaders  Calculate market share of company leads  Identify and document the varying lead sources |

|  |  |  |  |
| --- | --- | --- | --- |
| *Competency Area* | *Depth Required* | *Competency Overview* | *Responsibilities* |
| *Marketing the Company* |  | Marketing involves two interconnected ideas: understanding your clients and what they want and think of you; and positioning your business to meet the market opportunity. | Create a hunting versus farming analysis for  the company leaders, with suggestions for marketing strategies  Create and maintain a lead database  Identify marketing opportunities for the company |
| *Negotiating Skills* |  | A good negotiation will combine science and art to find paths to mutually beneficial outcomes. Deep  competencies in this area will help a company find creative solutions to challenges  and opportunities. | Document an investor’s service priority list that can be used in negotiating fees  Understand the value of our service  Negotiate management services with clients |
| *Community Involvement* |  | A real estate agency has always been one of the cornerstones of the local business and broader community. Getting involved is good local citizenship  and good for the long term health of the agency. | Create a community profile and measure the lead success  Prepare editorials for local schools and newspapers  Attend company events organized in the community |
| *Property Management Basics* |  | Understanding the basic concepts of property management brings understanding to the needs of the business, the team and its stakeholders. Everyone in the team must be across these concepts. | Manage and document client conflict and report to the company’s leaders  Understand legislation and advise clients on industry obligations |
| *Basics of Real Estate Investment* |  | Success in the future will require us to broaden the scope of what we consider to be our role. The best place to start is with the investment itself and the issues that come with investing in real estate. | Have a sound understanding of capital growth and  return on investment  Prepare income reports for new clients |