Leasing Agent

### *The leasing agent is responsible for ensuring properties are leased to good quality tenants in the least amount of time, and that those new tenants are inducted into the company in a way that maximizes the chances of the tenancy going well.*

Purpose of Role

The leasing agent uses this opportunity to develop their sales skills. Although the leasing agent works primarily with prospective tenants, the skills being developed and perfected will translate well in the business development roles.

# Our Business

Our company is a property management 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 holds a 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
* Is able to establish rapport with people
* Is comfortable with negotiation
* Has a deep desire to improve
* Has 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

*Leasing Agent*

### *Job details*

*Title:*

Leasing Agent

*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. | Process tenant applications and complete tenancy database checks  Complete tenant inductions for new tenants  Complete ingoing inspections for first generation properties |
| *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. | Communicate leasing feedback to the client and BDO  Maintain a tenant database to cross-sell product  Effectively network within the market area |
| *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. | Manage tenant inquiry and conduct leasing inspections  Attend sales meetings and assist in managing company leads |
| *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. | Assist in providing market appraisals to potential clients  Implement the company’s point of difference  as per guidelines  Have a sound understanding of the company’s  service offerings |
| *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. | Track and report on inquiry sources and managements not leased  Assist in calculating market share reports for the leadership team  Mystery shop competitors |

|  |  |  |  |
| --- | --- | --- | --- |
| *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. | Utilize the tenancy database to source new tenant leads  Suggest marketing concepts to the leadership team  Conduct tenant feedback surveys |
| *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. | Negotiate rental terms with prospective new tenants  Develop scripts and dialogues for use by the team  Assist by providing market data for client negotiations |
| *Community Involvement* |  | A real estate company 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 company. | Create a community profile  Assist in the presentation of investor evenings |
| *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. | Market properties for rent in compliance with company policy  Advise owners on leasing obligations within industry legislation |
| *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 basic understanding of tax depreciation  Have a basic understanding of wealth creation concepts |