

Property Management - Business Development Manager

Job Overview	
Department	Property Management
Location	Wanaka
Reports to	Anneke Kawau
General Job Description	
To grow the property management rent roll by prospecting for new business, and to build and nurture ongoing relationships with potential clients, sales agents, and other new landlord prospects.	
Duties and Responsibilities	
● Prospecting ○ Calling existing Ray White database property owners ○ DLE flyer dropping (Make the Move, Ray White Choice, Brand awareness) ○ Follow up listing presentations ○ Contacting private landlords and offering PM services including Ray White Choice as a tool to work with more private landlords ○ Presentation to other industries e.g lawyers, building companies etc ○ Many more tasks available to help with prospecting supplied by Ray White Corporate. Lean into the support and proactively seek new ideas to drive business. ● Sales team integration and support ○ Creating a bond between the sales team and property management team ○ Attending caravan with sales team ○ Conduct rental appraisals for sales team ○ Attending open homes, auctions, sales meetings ○ Help maintain an effective referral program for sales agents. ● Business Networking ○ BNI (Business Networking) ○ Property Investors Association ○ Establishing relationships with Sales Agents in your Ray White Franchise and also other agents from other companies that do not have a PM office ○ Attending events where potential clients and referrers might be present. ● Design and run investor events ○ Develop online or in-person 'informative' style events ○ Manage the customer invites and communication flow ○ Create collateral for event, manage guest speakers and content, consider promotions to help convert new managements ○ Manage Social Media marketing ○ Much more information available - contact your Corporate PM support team for any specific ideas for your office ● Marketing ○ Social Media ○ Marketing plan	

- Writing of blogs
- Regular videos (make yourself the local expert)
- Communication plan creation for all marketing and promotions.
- **Rental Appraisals**
 - Attending properties to assess and establish rent prices
 - Provide appraisals for salespeople and their listings
 - Private landlords and sellers who request appraisals
 - Typing of appraisals and sending to relevant clients
 - Ensuring correct appraisal templates are used (site visit or no visit conducted, etc).
- **Listing Presentations**
 - Attending properties to assess and establish rent prices
 - Taking appropriate tools and paperwork to help win business
 - Create and utilise appropriate listing kit material to help educate customers and sell the value of your services
 - Signing up of new managements using the TPS management authority available within your office Total Tenancy account.
- **Onboarding of new managements**
 - Loading of new managements into the property management software system.
 - Follow up calls with new clients to ensure they are receiving the service you have sold them on, and reporting back any feedback if required.
- **Training**
 - Attend relevant sales training events put on by Ray White that may assist in the property management BDM role
 - Attend property management training put on by Ray White.
- **Mystery shopping**
 - Conduct quarterly or six-monthly reviews of all local competitors to ensure your office services and charges are appropriate and competitive.
- **Client Surveys / Google Reviews**
- **Ongoing education and training through internal and external sources**
 - For specific learning details contact zsnelling@raywhite.com
- **Advertising of properties**
 - Use Ray White advert template for advertising property
 - Ensure you have up to date photos of the property for advertising
- **Viewings**
 - Schedule viewings of property in advance so that potential tenants can book in to view the property at a time that best suits them
 - Take the details of everyone that has attended the open home
 - Ensure H&S procedures are followed
- **Letting of Rental Properties**
 - Minimising days on market
 - Weekly viewings
 - Thorough tenant selection process
 - Excellent record-keeping
 - Execution of tenancy agreements
 - Regular updates to the owner on progress with tenanting property
 - Tenant screening and presenting best applicants to landlord based on merit

● Tenant Induction: ○ Follow tenant induction process ○ Ensure tenant has signed tenancy agreement and bond form	
Knowledge and Experience	
● Sales Background ● Previous PM and or Real Estate Industry Experience (preferred but not essential) ● Understanding of contract law and the The Residential Tenancies Act 1986	
Education and Training	
● Skills Property Management Training - Level 4 (preferred but not essential)	
Skills and Abilities	
● Highly organised ● Excellent communication abilities ● Well presented ● Able to establish rapport with people quickly ● Team player ● Articulate ● Excellent time management skills ● Attention to detail ● Ability to juggle multiple tasks at any one time	
Working Conditions	
Hours	30-40 p/w
Salary	Base + Commission
Benefits	Mobile phone, laptop, tablet, Ray White branded car
KPI's	● Calls made/call connects ● New managements signed up ● New managements leased (generating income for business) ● Net growth ● Google reviews collected
Benefits of working with Ray White	● Various BDM training resources ● KPI's for BDM ● Assistance to Department Manager on how to manage BDM ● Access to the latest tools in the industry ● Professional marketing collateral. ● Well known brand that people recognise