

The logo features a stylized house outline in grey. Inside the house, the letters 'PM' are written in a bold, yellow, sans-serif font. To the right of the house, the words 'Business Development' are written in a dark grey, sans-serif font.

PM Business Development

McLeod Partners | Ray White Indooroopilly

Role Description

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 and current investors who may not have been communicated with by the sales team.

Personal Attributes

- Is highly organised
- Is well presented and articulate
- Establishes rapport with people
- Is comfortable with negotiation
- Displays an exceptional work ethic
- Has a deep desire to grow professionally
- Empathetic to the needs of clients
- Demonstrates respect and integrity
- Has an understanding of the importance of the team and the individual's place in the team

Purpose of the 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 agency's point of difference and have the confidence to present the agency 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.

Qualifications & Experience

- Queensland Registration Certificate
- Customer service or sales background



Responsibilities

Leasing the property

- Follow office procedures with regards to leasing
- Communicate with prospective tenant clients through email and phone calls
- Provide calculated Return on Investment figures to owners as requested
- Provide market feedback to owners

Nurturing Relationships

- Farm leads from the sales team
- Develop and communicate a marketing plan for all database leads
- Communicate with prospective landlord clients through email and phone calls
- Create a public profile for the team

Working Across the Agency

- Track internally generated leads
- Demonstrate the agency's core vision and values

Structuring Service Offerings

- Create direct marketing plans for different landlord types
- Create unique service packages for each client

The Competitive Landscape

- Calculate market share of agency leads
- Identify and document the varying lead sources

Marketing the Agency

- Create and maintain a lead database
- Identify marketing opportunities for the agency

Negotiating Skills

- Document a landlord's service priority list that can be used in negotiating fees
- Understand the value of our service
- Negotiate management services with clients

Community Involvement

- Create a community profile and measure the success of leads
- Prepare editorials for local schools and newspapers
- Attend agency events organised in the community

Property Management Basics

- Manage and document client conflict and report to the Principal
- Understand legislation and advise clients on industry obligations

Basics of Real Estate Investment

- Have a sound understanding of capital growth and return on investment
- Provide income reports for prospective landlord clients
- Promote the agency's high service offering to prospective landlord clients