



POSITION DESCRIPTION - Managing Broker

JOB SUMMARY

This is a management position as the principal administrator of an assigned office or offices, which performs a variety of real estate functions and offers client referral to related Coldwell Banker products and services. Work includes direct responsibility for planning, overseeing, coordinating and evaluating activities and resources and for achievement of stated goals and objectives.

PRINCIPAL ACCOUNTABILITY

The Managing Broker will answer to the Vice President of Residential Services and Professional Development

PRIMARY ACCOUNTABILITIES

- Ensuring conformance to office profit and strategic plans and production goals, with minimal negative deviation.
- Developing and executing methodologies for enhancing office profitability, productivity and cost effectiveness.
- Promoting a positive company image through the provision of superior customer service to our clients and associates.
- Stimulating increased production and greater usage of Coldwell Banker Elite resources and real estate related products and services.
- Ensuring that office is staffed at optimum levels by effective and well-trained individuals who are capable of making a positive contribution to the achievement of established goals.
- Focus on recruited professional talent to enhance the profitability of the firm
- Meet routinely with all Associates for coaching and mentoring sessions that show a positive increase in agent production



REPRESENTATIVE EXAMPLES OF WORK

1. Develops and implements strategies to maximize effectiveness of sales process.
 - Establishes and attains quantifiable goals for sales/listing activities and related real estate products/services, personnel strength, and per person productivity.
 - Monitors and evaluates attainment of said goals to identify deficiencies and determine corrective action necessary to meet production objectives.
 - Collects, charts, evaluates and reports all sales activity and market share data.
 - Analyzes and provides feedback to interested parties with regard to expected vs. actual job performance and emerging real estate trends.
 - Identifies production inadequacies and prescribes corrective action.
 - Establishes target-marketing goals.
2. Plans, oversees and evaluates the work of sales associates and support staff.
 - Recruits, screens, interviews, selects and retains effective sales associates.
 - Develops written profiles describing the qualifications found to be most beneficial for successful employment in that capacity.
 - Develops recruiting schedules.
 - Identifies new sources for potential sales associates.
 - Plans and conducts recruiting campaigns.
 - Trains sales associates in the technical skills necessary to attain production goals in real estate and related product/service sales.
 - Establishes measurable standards of performance and evaluates adherence to initiates and corrective action as necessary.
3. Promotes and encourages a high level of customer satisfaction.
 - Monitors and evaluates sales associates in the provision of services to customers.
 - Identifies problems and specific trends resulting from customer dissatisfaction.
 - Implements programs designed to forestall and/or resolve problems and complaints.
4. Develops, implements and evaluates branch business plan encompassing all residential and related service sales activities.



- Monitors branch expenses to identify deviations from plan and to ensure timely corrective action is taken to facilitate attainment of targeted profitability.
 - Researches and notifies supervisor of all significant market variations.
5. Establishes, administers and evaluates operational, administrative and record keeping systems designed to provide maximum support for business development, recruitment and sales/listing activities.
- Disseminates company and franchised policies and procedures to sales associates and monitors adherence thereto.
 - Ensures levels of "traffic" conform to established goals in order to improve the quality of leads and improve office conversion ratios.
 - Maintains tracking system to document actual numbers.
 - Creates and maintains listing inventory at constant optimum levels to facilitate increased office revenues.
 - Motivates sales associates to accept and utilize sound marketing concept.
 - Tracks sales activity to identify opportunities for increasing listing inventory.
 - Establishes cancellation rates for transactions.
 - Monitors open transactions to minimize fall-through occurrences.
6. Designs and implements target marketing campaigns to stimulate increased sales and greater usage of CB resources.
- Ensures integration of company objectives with marketing/advertising campaigns conducted at local levels.
 - Encourages involvement in local boards and civic activities.
 - Gathers data and analyzes current local market factors affecting real estate industry.
 - Prepares written assessment to be used as a planning tool in devising methodologies for increasing branch revenues.
7. Performs related work as required.



NATURE OF WORK

Scope, Complexity and Judgment Required

Judgment is required in selecting the most pertinent guidelines, in interpreting precedents, in analyzing, raw data and formulating conclusions upon which important decisions are based, and in adapting standard methods and procedures to fit changing facts and conditions. Employees exercise considerable initiative and resourcefulness in developing methods for increasing office revenues, ensuring a high level of customer satisfaction and attracting, training and retaining effective sales staff. The work involves motivating associates engaged in sales activities which can be negatively influenced by conditions beyond their control, and promoting the need for administrative controls and production goals without discouraging entrepreneurial enterprise.

Decisions made by parties may be under pressure and can involve the possibility of legal and/or financial liability. Major decisions are usually resolved at a higher level, but parties play a key role in diagnosing problems and making recommendations for change. The President is informed of overall progress, potentially controversial matters and/or issues having far-reaching or precedence setting implications.

Supervision Received

Work is performed under general direction, with the President or Vice President setting overall office objectives and determining resources available. The manager and President or Vice President, in consultation, develop specific production goals and office business plan. Incumbents plan and carry out the work, resolve most of the conflicts that arise, coordinate the work of others as necessary, and interpret policy on their own initiative in terms of established objectives. Work is reviewed periodically for adherence to established production and staffing goals and objectives, effective and efficient functioning of branch operations, and adequacy of professional judgment.

Supervision Exercised

Exercises administrative supervision over sales associates and office support staff.



KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of practices and legal requirements related to the field of residential real estate and related real estate services and products.
- Knowledge of modern management practices and methods, including program evaluation techniques. Ability to recruit, plan, supervise and evaluate the work of sales associates.
Ability to coordinate the management and operation of the office as required by the work of the position. Ability to express ideas and convey information effectively in oral and written communication.
- Ability to establish and maintain effective working relationships as necessitated by the work of the position.
- Ability to identify administrative deficiencies and production problems, and to devise and execute effective corrective action.
- Must hold an active Broker license in the Commonwealth of Virginia or obtain such license within six months of being hired as a Manager.
- Must have five years of active full-time experience in Real Estate.
Should maintain some involvement with the local, state or National Association or REALTORS®.