

# CRESCENT

## RIDGE RESORT



### Sales Associate

#### **Role Description**

The following description outlines the role for the exclusive Sales Associate at Crescent Ridge Resort. Please note that this description may not include all responsibilities of this role but provides a snapshot for the daily work and expectations of the position.

#### Overview

Crescent Ridge Resort is a new home community in Central Washington with three distinct neighborhoods perched alongside a 500' basalt ridge that gives way to the recreation town of Crescent Bar. Each new home will feature:

- Sweeping views of the Columbia River
- Modern and setting-inspired architecture
- Generously appointed and spacious floor plans
- A variety of brand-new resort amenities

New homes are currently under construction and will be ready to sell in early 2023. The total project represents over \$150 million in projected sales. More information about Crescent Ridge Resort can be found at <http://crescentridgeresort.com>.

#### Organization

The Sales Associate will report to the Director of Sales and be an employee or independent contractor of Red Propeller, who holds the listing for all new construction homes at Crescent Ridge Resort. All sales team members must be licensed to sell real estate in the State of Washington and will hang their license with Red Propeller for the duration of their time in this position.

Red Propeller is the principal consultant responsible for the development and implementation of the sales and marketing strategy. As such, this position and anyone else on the sales team will be led by Red Propeller and actively collaborate on sales initiatives, incentives, closing strategies, revenue and transaction goals.

In addition to this Sales Associate position, Crescent Ridge Resort will have one additional full-time team member on-site actively supporting the project – the Director of Sales.

## Responsibilities

### **Actively Sell**

- Fulfill duties of Licensed Real Estate Sales Broker role including all activities involved in the following
  - Act as an ambassador of Crescent Ridge Resort during early awareness building and pre-sales phases
  - Build effective relationships with current owners and new prospects
  - Conduct outreach and maintain relationships with the brokerage community in Central Washington
  - Successfully sell and manage closings on all developer-controlled home and lot sales in support of achieving yearly sales targets
  - Participate in marketing and sales events and other activities, providing information about Crescent Ridge Resort to the public

### **Real Estate Sales Coordination**

- Process all contracts through closing, using transaction timeline to ensure proper documentation
- Obtain all necessary signatures on listing agreement, disclosures and other necessary documentation
- Assist in all aspects of buyer transactions from executed purchase agreement to closing
- Coordinate model home staging, repairs, cleaning, and access requirements
- Coordinate all public open houses and broker open houses
- Coordinate placement of marketing and event signs
- Act as the primary owner and facilitator of the sales and prospect CRM
- Provide detailed reporting on all client communication within the CRM
- Manage the accuracy and presentation of listings on the MLS and website
- Assist in preparation of all listing materials: listing agreements, disclosures, comparative market analysis, research of old multiple listing service (MLS) listings, etc.
- Schedule, coordinate & attend (when practical) the closing process
- Manage sales center office supplies and equipment, including sales tools, and copy/print/scanning equipment
- Attend weekly sales meetings and other meetings as directed, including the preparation of sales reports
- Communicate with customers, clients, other agents, and service providers in a professional and friendly manner from the first interaction through the close of escrow
- Act as a skillful advocate for the project and support sales and marketing team with their respective goals
- Greet and welcome guests to the sales center and model home during office hours, facilitating introductions to sales team members

### **Marketing**

- Assist with launch, community and ongoing special marketing events as needed
- Assist with social media, website updates, and project email campaigns

- Gather on-site content for marketing purposes
- Participate in marketing and sales events and other activities
- Collaborate with Crescent Ridge Resort on guest and database marketing activities
- Act as the on-resort marketing point person, implementing and supporting campaign initiatives
- Support other marketing duties as assigned by the Sales and Marketing team

### **Contribute & Cooperate**

- Maintain a personal manner that is professional and with the utmost integrity
- Respect Fair Housing Laws and provide equal professional service regardless of race, color, religion, sex or sexual orientation, familial status, handicap, or national origin
- Contribute to team effort
  - Work with Sales Agent(s) and other team members to ensure daily work aligns with sales objectives and drives team success
  - Work as a “team player” in a variety of other roles as requested by leadership

### Qualifications + Requirements

- Minimum of two years of experience in real estate sales or marketing
- Licensed in the State of Washington
- Familiarity with Central Washington, Crescent Bar preferred
- Excellent verbal and written communications skills with strong attention to detail
- Ability to work with minimal supervision; self-motivated
- Enthusiastic attitude, fun, and works well as a part of a small team
- Knowledge of business equipment, MS Office (Word, Excel, Outlook, PowerPoint) and proficient in industry applications, including electronic signature software
- Ability to work weekends, evenings and holidays
- Must be eligible to work in the United States
- Must have a valid driver’s license and meet company driving standards
- Must have exceptional detail in follow-up
- Must be able to work well under pressure
- Must be professional in appearance and demeanor
- Must always ensure a teamwork environment
- Must have the ability to resolve problems/conflicts in a diplomatic and tactful manner
- Must have a passion for creating an exceptional experience for all clients and guests
- This position will work on-site in the Sales Gallery
- This is a Crescent Ridge Resort only sales position, meaning interested brokers who apply must be willing to wind down their current book of business before they start

### Compensation

This position is structured to include a base salary plus commission and benefits. The compensation package will be jointly determined by the Crescent Ridge Resort executive team and Red Propeller based on the experience and skillset of the successful candidate.

## Timeline

We expect to begin marketing the project in Q1 2023 with the goal of beginning engagement with prospective buyers by March 2023. Initial homes are expected to be ready to go to contract by April 2023 and closed shortly thereafter (15-60 days), with additional inventory following based on the Developer's construction schedule.

It is our intention to retain the Sales Associate as soon as January 2023 to support early marketing efforts and to begin building the sales infrastructure.

## Applications

Licensed brokers may apply by directing a letter of interest, relevant sales background and resume to Stephen Fina, Designated Broker at Red Propeller: [office@teamredpropeller.com](mailto:office@teamredpropeller.com). Please do not contact the project site or developer, as all inquiries will be directed to and responded by Red Propeller. For more information about Crescent Ridge Resort, please visit <https://www.crescentridgeresort.com/>.