

CRESCENT

RIDGE RESORT



Director of Sales

Role Description

The following description outlines the role for the exclusive Director of Sales 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 Director of Sales.

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 Director of Sales and all team members under their leadership will be employees or independent contractors 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.

It is anticipated that, in addition to this Director of Sales position, Crescent Ridge Resort will have one additional full-time team member on-site actively supporting the project. This is subject to the qualifications and skill set of the Director as well as the necessary capacity to achieve the sales goals.

Responsibilities

Actively Sell

- Fulfill duties of Licensed Real Estate Sales Broker role including all activities involved in the following.
 - Act as the primary 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

Direct and Manage the Sales Team

- Be a mentor and provide leadership for other sales team members on a daily basis
- Organize and hold weekly sales meetings inclusive of Red Propeller and Crescent Ridge Resort executive team members
- Work with other sales team members to fully integrate a CRM system to manage prospects
- Work with any associate broker on a daily basis to support their sales and the movement of prospects through the funnel
- Manage the overall team schedule
- Represent the project and manage third-party broker sales
- Lead and support sales and marketing events including open houses
- Manage the sales-related tasks of other sales team members, understanding they may also have part-time responsibility to support events, open houses and marketing initiatives
- Distribute web and phone leads on a daily basis to ensure all sales team members, including the Sales Director are able to effectively satisfy the needs of all sales prospects and buyers through closing.

Product and Pricing

- Work with the Development and Red Propeller team on the pricing of homes and lots
- Provide feedback for the development and marketing team on specific allocations and release timing for future inventory

Database and Reporting

- Provide funnel and prospect insight for team reporting (via Red Propeller)
- Provide weekly sales report of lead and contract activity
- Work with Red Propeller to ensure inventory in the CRM and on publicly available marketing channels (website, listing services, etc.) is accurate and complete

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 support Sales Agent(s), Designated Broker and marketing team members to ensure 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 seven years of experience as an actively selling residential real estate broker
- Licensed in the State of Washington, or the ability to become licensed within 30 days of hiring
- Experience with new home construction sales preferred
- Experience in second home markets preferred
- 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 Director of Sales 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. 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/>.