

## Prospect Manager

[Glencrest](#) is a multifamily investment company founded in 2019 whose mission is to improve the lives of our residents, investors, team and society. We create communities that our residents are proud to call home and currently own twelve properties across four states.

Glencrest was formed in 2019 by apartment industry veteran [John Adair](#) (former head of capital transactions at Prime Residential, one of the largest apartment investors in the Western US) and serial tech entrepreneur [Mike Bergelson](#).

We would like to add 2 – 3 critical team members in 2023 to help us keep growing and working to achieve our mission.

### **Role summary**

The Prospect Manager plays a pivotal role in ensuring the success of our properties. The role will serve as the “virtual voice” of the business and is the first point of contact for people considering moving to one of our communities.

The primary responsibility of the Prospect Manager is to cultivate relationships with all leads (prospective renters), answer preliminary questions they might have and schedule on-site tours. Additional responsibilities include managing the prospect CRM system, including collecting prospect data (contact information, preferences, move-in dates, etc) and coaching our site-teams based on audits of their calls and written communications.

The Prospect Manager partners closely with the site team and Glencrest marketing team to develop and execute strategies that drive leasing success - including training the site teams, overseeing the prospect pipeline, ensuring pricing is in-line with the market and that lead flow is sufficient to meet our occupancy goals.

The role entails answering calls, texts, and emails for several different properties in a timely manner, so an ability to balance multiple tasks in a fast paced environment is a must. The work can be done remotely by nature, but the ability to visit the properties occasionally to provide live coaching is a plus.

This role can be part-time (20 - 30 hours) or full time. If part-time work is preferred initially, the role could grow to full-time (still remote, if desired) if the candidate is so inclined.

### **Detailed description of responsibilities**

The Prospect Manager will own communication for prospective residents from the initial point of contact through to lease execution. While prospects will be assigned to site teams at the appropriate point in their journey (in most cases when they have scheduled a tour), we envision the Prospect Manager continuing to monitor prospect interactions to ensure appropriate engagement throughout the process.

This role will help assess site staff performance and identify training needs, identify issues and bottlenecks in the leasing process and ensure we provide the best possible leasing experience in each of our markets.

Additional responsibilities may be added as we continue to grow.

The position will have the following primary responsibilities:

- Own the resident prospect journey from first interaction through lease signing by:
  - Building and maintaining relationships with prospects
  - Acting as their advocate to ensure they get the attention they need from site teams after tours are scheduled
- Develop and implement strategies to engage with prospective renters
- Track all interactions with prospective renters, and continue to nurture / follow up with the goal of converting leads to tours
- Assign tours to site staff and work closely with site team to convert tours to leases
- Oversee the prospect pipeline from initial inquiry to move-in to ensure timely and meaningful / quality follow-up, review calls and written communication between site staff and prospects and provide specific feedback and training as needed
- Conduct market research to stay up-to-date with industry trends and rental rates in our target markets, including identifying and shopping competitors, and sharing recommendations with site staff and ownership
- Monitor and analyze metrics to identify areas for improvement and adjust strategies accordingly, including working with marketing team to ensure lead quality and lead velocity is meeting business needs
- Review resident or lost-prospect survey data to identify and implement process improvements or skill-building opportunities
- Experiment with new technologies and process to improve responsiveness and the overall prospect experience

### **Key attributes**

- Possesses unquestionable integrity
- Excited to be in an earlier-stage business where building processes is part of the day-to-day
- Very responsive
- Extremely detail oriented
- Able to prioritize, stay organized and meet critical deadlines
- Hard working; can be counted on to exceed goals successfully
- Action oriented and averse to making excuses
- Able to work independently and as part of a team
- Cool under pressure and channels frustrations productively (and / or humorously)
- Able to think critically and solve problems logically
- Willing to dig into the weeds and pick up slack, when necessary
- Deeply empathic and respectful of those we interact with on a daily basis
- Handles direct feedback well and uses it to learn and evolve

## **Job experience and education requirements**

We recognize that the paths taken by amazing, ambitious candidates will not all look the same. Having said that, there are a few requirements for this role:

- 3+ years of work experience in a fast-paced, customer service-oriented environment
- 2+ years of experience in apartment rental, real estate, sales, or business development
- Proficiency in Microsoft Office, Google Workspace, and CRM
- Yardi or other property management software experience is a plus
- Familiarity with leasing procedures and Fair Housing laws is a plus
- Bachelor's degree preferred but not required
- Excellent written and verbal communication skills

## **Compensation**

We offer competitive pay and a number of benefits to all team members (some are dependent on the number of hours worked if part-time).

## **Our commitment to opportunity and diversity**

We don't just accept difference — we cultivate it for the benefit of our team, residents and neighbors. Glencrest is proud to be an equal opportunity workplace and does not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status or disability status.