

# REAL ESTATE Business Strategist

**Full-Time Position**

Location: **Abbotsford, BC**

\*\* This is not a remote position.

**Looking to join our successful team? Are you ready to dive into the fast-paced, exciting world of development Real Estate?**

**Come grow your career with Varing Marketing Group.**

## **WHO WE ARE?**

At Varing Marketing Group, our most valuable resource is our people. We believe success comes from great individuals within an organization that are knowledgeable, inspired and love what they do. Our culture is one that encourages and supports on-going learning. We invest in our team's growth so that they can live and work to their full potential every day. We like to celebrate successes and have fun, while bringing out the best in each other.

## **THE ROLE**

The Business Strategist position's overall mission is to significantly proliferate the quality and strength of VMG's relationship with current and prospective clients, through assisting the sales team.

As a Business Strategist you will provide support with the market intelligence needed to find the finest land opportunities available. You will also assist in refining and evolving the Company's overall sales/marketing strategy and procedures. In this role, you'll map potential land(s), generate leads, perform market analysis, perform property valuations, complete proforma's and last but not least be a professional liaison between the market and us; connect dots, find opportunities.

The perfect candidate is committed to learning and growing through mentoring and self-development, is driven by consistent passion for Real Estate and has a positive, CAN DO attitude.

### **SUPPORT SALES AND CLIENT MANAGEMENT**

- Develop and nurture leads by following current lead management system and collaborating with the Marketing Department.
- Ensure that the CRM is kept up-to-date with relevant information and daily updates on leads.
- Collaborate with the Marketing team to develop an efficient touch point system.
- Effectively manage, monitor, and strengthen the internal sales process and VMG's listing marketing initiatives.
- Maintain communication with key contacts including city planners, environmentalists and engineers for all prospective and active listings. Knowledge is key.
- Work with service providers and supporting the team, agents and partners with the myriad of tasks that arise in a busy office environment.

### **RESEARCH**

- Research land development opportunities in the marketplace and provide recommendations as to which may be of interest to VMG.
- Conduct market research, property valuations and provide daily updates on any pertinent news in the industry.
- Search tax reports, title searches, active listings, expired listings, comparable sales and other key factors that will affect the development of the site and provide an executive summary to the VP of Sales.
- Actively engage in prospecting initiatives such as weekly targeted calls (general calls), emails, direct mail, notecards and field days.
- Assist the marketing team in developing VMG's marketing initiatives which includes brand management, public relations and market research.

### **THE SMARTS**

- Diploma/University degree (or a 3-4<sup>th</sup> year student), preferably in Real Estate, Commerce, Economics, Finance, Urban Planning or Urban Land Economics.
- 1-year of related work experience is preferred but not necessary.
- Some experience, exposure and knowledge of real estate sales. Land development experience is a bonus.
- Proficiency with Microsoft Office (Word, Excel, Outlook). Salesforce CRM & City GIS knowledge is an asset.
- Excellent planning, time management, interpersonal skills, and presentation skills.
- Excellent research, quantitative and analytical skills.
- Strong attention to detail.
- Valid driver's license with the ability to work flexible hours and travel locally for site inspections, site visits, field days, City Hall visits.
- The perfect candidate will have the ability to identify job performance measures, set and attain quarterly goals, troubleshoot and recommend changes for betterment of the team and services offered to the clients.

The biggest thing that sets us apart from our competition is our people. **Are you the top person for this role?**

We take our core values very seriously and look to them for guidance.

You must be able to honestly answer all four positively before applying for this position.

**Am I relationship driven?**

Do I have **relentless ambition** to achieve the extreme?

Do I **pursue greatness** within my professional and personal life? Do I **exceed** my and others' **expectations**?

## WHAT'S IN IT FOR YOU?

- Competitive compensation including quarterly and annual bonuses.
- Other incentives we offer are:
  - Comprehensive Health and Dental benefits
  - Mentorship program
  - Weekly lunches
  - Team events every quarter
  - Excellent training programs
  - Supportive work environment
- Lots of opportunities for Professional development.
  - We encourage our team members to take short-term courses that will enable them to achieve their professional goals more effectively.
  - Join a local toastmasters club and bring out the natural leader in you.
  - Take the 12-week Dale Carnegie challenge.
  - Read books, reports and listen to podcasts related to our business and our industry.

\*\* Please note: All fees and expenses are paid by the employer. E.g.: desk fee, office fee, all licensing and marketing expenses, course fees etc.

**Full-time contract** (Core hours: 9am-5pm)  
**Location: Abbotsford, BC**

### **You like what you see? Are you ready to join a winning team?**

If you are excited to join our team, please submit your resume and cover letter via email to: [careers@varinggroup.com](mailto:careers@varinggroup.com)

We thank all applicants for their interest, however, only those selected for an interview will be contacted.

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**Office Hours:** Monday-Friday / 9am-5pm

**Jasneet Kaur - +1 604.565.3478**

**Ext. 6**

**[careers@varinggroup.com](mailto:careers@varinggroup.com)**

**[www.varinggroup.com](http://www.varinggroup.com)**