



1577 TECUMSEH RD E. WINDSOR ON N8W 1C3 | 519-996-8663

ACQUISITION AND SALES COORDINATOR – Job Description

Company:	PE Real Estate Solutions
Hours:	Full-time
Location:	Windsor, Ontario
Compensation:	\$75,000 Salary + potential bonuses

Overview

Is it important for you to have a position with a clear path for growth opportunities and work for a company that puts integrity about all else? PE Real Estate solutions is a family based real estate development company located in the heart of Windsor, ON. With over 90 transactions since 2015, we have become the premier real estate investment company in area. As we are looking to grow and expand, we are looking for an individual who to help grow our acquisition and sales department to new levels in residential and commercial real estate.

Mission

As the Acquisition and Sales Coordinator, you will be responsible for all activities associated with buying, wholesaling, and pre-selling properties. This includes, but not limited to:

- Consulting with the marketing coordinator to ensure the content targets the right audience in the most effective way.
- Scouting for new opportunities in residential and commercial real estate investments.
- Communicating with all sellers, evaluating all seller leads and exit strategies.
- Obtaining all required resources to close on all transactions.
- Consulting on the design of the repairs completed on all properties to ensure the property matches the needs of the target audience.
- Finding buyers for all wholesale transactions.
- Showcasing the property throughout renovations in efforts to presell prior to hitting the open market.
- Prepare a property to be listed on the open market, oversee that property while on the open market, and prepare all documentation as needed for closing.

Key Competencies

Competencies	Definition	Minimum Acceptable Rating
		5 = <i>Excellent</i> 4 = <i>Very Good</i> 3 = <i>Good</i> 2 = <i>Only Fair</i> 1 = <i>Poor, N/A</i>
1 Intelligence	Ability to acquire understanding and absorb information rapidly. A quick study.	4
2 Analysis Skills	Identified significant problems and opportunities. Analyzes problems in depth and effectively, and reaches appropriate conclusions.	5
3 Leading edge	Constantly benchmarks best practices and expects others to do the same.	3
4 Integrity	Ironclad. Does not ethically cut corners. Earns trust of co-workers and clients. Puts organization above self-interest.	5
5 Resourcefulness/ Initiative	Passionately finds ways over, around, or through barriers to success. Achieves results despite lack of resources. Goes beyond the call of duty. Shows bias for action. A results-oriented “doer”.	5
6 Organization and Planning	Plans, organizes, schedules and budgets in efficient, organized manner. Focuses on key priorities.	4
7 Excellence	Sets high stretch standards of performance for self and others. Low tolerance for mediocrity. High sense of responsibility.	5
8 First Impression	Professional in demeanor. Creates favorable first impression – body, language, eye contact, posture, etc.	5
9 Likability	Puts people at ease. Shows emotional intelligence. Warm, sensitive, compassionate. Not arrogant. Friendly, sense of humour, genuine.	4
10 Team Player	Reaches out to peers. Overcomes we-they. Approachable. Leads peers to do what is best for company.	4
11 Communication – Oral	Communicates well one-on-one, in small groups, in public, and on the phone. Fluent, quick on feet, command of language. Keeps people informed.	5
12 Communication – Written	Writes clear, precise, well-organized documents using appropriate vocabulary, grammar, and word usage.	4
13 Goal Setting	Sets fair stretch goals for self and others. Encourages individual initiative.	4
14 Enthusiasm / Passion	Exhibits dynamism, excitement, and a positive can-do attitude.	4
15 Ambition	Desires to grow in responsibility and authority.	5



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1 Roles and Responsibilities

The roles and responsibility of the Acquisition and Sales Coordinator at PE Real Estate Solutions falls under three categories:

- Acquisition of real estate properties
- Sale of real estate properties
- Growth and commitments

1.1 Acquisition of Real Estate Properties

The goal of this role is to transform leads obtained from marketing into deals. This starts with helping the marketing team with their strategies and ends with the closing on the purchase of the property.

1.1.1 Evaluating marketing strategies

The marketing has a direct impact on the acquisitions of the properties. Quality marketing creates more leads and more quality leads. It is the responsibility of the Acquisition and Sales Coordinator to consult with the Marketing Coordinator to evaluate all marketing strategies to efficiently maximize the quantity and quality of the leads.

1.1.2 Addressing seller leads

Once the marketing has generated a seller lead, it is the responsibility of the Acquisition and Sales Coordinator to do everything possible to turn that lead into a quality transaction for the company.

Specifically, this includes:

- Addressing seller leads through phone, email, text, and/or messaging during all waking hours with reasonably minimal delays, tracking all information through a KPI system, and following up with all sellers consistently.
- View property, evaluate all exit strategy, and present all offer options to the seller on company behalf. The determination of which exit strategy to pursue will be decided as a team.

1.1.3 Obtaining necessary resources to complete every transaction.

Once the property is placed under contract, resources must be obtained to complete the transaction and keep all promises to the seller. Such resources include but are not limited to:

- Gathering all documents and information needed for the lawyers.
- Preparing all required private lender documentation and obtaining funding.
- Obtaining appropriate insurance.
- Ensuring all services promised to the seller are rendered (e.g., moving services, financial advisor, junk removal)



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1.1.4 Selling a property by wholesaling

At times, when the exit strategy is to assign the contract, it is the Acquisition and Sales Coordinator's responsibility to do what is needed to complete the transaction, including but not limited to:

- Preparing all required documentation
- Marketing property to find interested cash buyers
- Communicating with sellers and showcasing property to cash buyers
- Negotiating with cash buyers on the company's behalf.
- Completing any necessary tasks to ensure the transaction is complete.

1.1.5 Growing your list

As it is in any business, our list is our business. It is the Acquisition and Sales Coordinator's responsibility to manage and grow the following lists:

- Sellers and/or seller agents (Realtors)
- Cash and retail buyers
- Private lenders and mortgage brokers
- Insurance brokers
- Any other service providers that may improve the services provided to the seller (e.g., moving services, financial advisors, junk removal)

1.1.6 Explore new opportunities

This role does not only rely on the marketing to create leads, but also goes out and explores new opportunities that may be available on MLS or off-market. They must be committed to dedicating time specifically towards exploring such new opportunities and reaching out to the appropriate parties whenever such opportunities are found.

1.2 Sale of Real Estate Properties

The goal of this role is to sell an ongoing project privately and support the sale of a completed project on the open market. This begins with marketing a project from its infancy and ends with ensuring all is in place for a sold property to close.

1.2.1 Marketing a project before it sells

As soon as a project begins, the intent is to sell it to the public, even before the project is completed. It is the Acquisition and Sales Coordinator's responsibility to help create and fully manage all internal marketing material to sell the company and the project at all stages of the construction. This includes but not limited to:

- Ensuring the website is always updated with the latest information and statuses.
- Creating pictures, virtual tours, and videos of before, during, and after construction and posting them on social media and to our appropriate contact list.
- Creating and sharing a coming soon sales flyer.



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If a seller is interested in purchasing a property prior to completion of the work, it is the Acquisition and Sales Coordinator's responsibility to showcase the property and negotiate on the company's behalf.

1.2.2 Preparing a property to get listed

It is the Acquisition and Sales Coordinator's responsibility to ensure a property is fully ready before it ever hits the open market. This includes setting up and ensuring the following are completed properly:

- Staging is completed (by others)
- Property is cleaned (by others)
- Keys are properly addressed
- Marketing material for a new listing, including but not limited to pictures, videos, virtual tours, neighbourhood postcards, social media postings, emails to retail buyers, and website.

Although the responsibility does not fall on the Acquisition and Sales Coordinator to complete the construction, staging, and cleaning of the property, they along with every member of the PE Real Estate Solutions team are expected to go above and beyond and complete any minor construction, staging, and cleaning that they can complete reasonably quickly so that the property is 100% ready to be listed.

1.2.3 Preparing the property for closing

Now that the property is sold, it is the Acquisition and Sales Coordinator's responsibility to bring it home. This includes:

- Getting all documentation to the lawyers and coordinate with lawyer to ensure they have everything they require to close on the property, including:
 - Sale documents
 - Tax information
 - Lender payment information, etc.
- Coordinate the removal of the staging material, ensure the grass is cut weekly until closing, and coordinate one last cleaning of the property prior to closing.
 - Unless a severe cleaning is once again needed, expect it to be your responsibility to do a quick cleaning.
- Visit the property at least once per week to ensure it remains in great condition for closing.
- Coordinate keys with the buyers or their agent.
- At all times ensure the website status is properly updated.

1.3 Growth and Commitments

The goal of this role is to commit to growth within the company through ongoing training and commit to the requirements by the company to ensure the results required by this position.

1.3.1 Work from the office

Although a realtor's job can often be considered remote, this position requires more attention to the details that only come from the office setting. The consistency in an office setting will maximize the ability to address all the responsibilities of the Acquisition and Sales Coordinator position.



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- Must be in the office for a minimum of 16 hours per week. If more time in the office is required to improve efficiency, this minimum will be increased at the discretion of the office manager.
- Office hours must be on a consistent schedule so that collaboration with other team members can be effectively scheduled.

1.3.2 Be available to sellers and buyers after hours

This is not a 9-5 job. The Acquisition and Sales Coordinator must be committed to addressing seller and buyer leads at all reasonable times of the day, evenings, and weekends. The response time during the day is expected to be immediate. Although the response time during the evenings and weekends are expected to be more relaxed, this role requires the commitment to ensure all leads are dealt with within a reasonable amount of time to maximize the chances of monetizing such leads.

1.3.3 Growing and training

There is always room to improve, and PE Real Estate Solutions encourages all employees to grow. The Acquisition and Sales Coordinator must be committed to continuous training to improve their knowledge abilities. This includes training in, but is not limited to:

- Home evaluation including values on repairs needed
- Sales and negotiation
- Marketing tactics
- Every changing market conditions
- New and/or evolving investment and exit strategies
- Identifying better markets and types of properties to target for investment purposes.

2 Compensation

The position of Acquisition and Sales Coordinator is compensated through a salary of \$75,000 per year. All health and dental benefits are paid for by PE Real Estate Solutions. The bonuses are outlined as shown below:

1. Except for Sentence 3, there are no bonuses for first 20 deals.
2. For each deal after the first 20 deals - **\$3,000**.
 - This decreases to **\$1,500** if the property is wholesaled for a net profit of equal or less than \$10,000.
3. For each deal obtained directly through new opportunities explored by this role directly - **\$2,000**
 - This compensation is regardless of whether it is within the first 20 deals and is in addition to the compensation described in Sentence 1 and 2.
4. For each property sold privately at expected market value – **1% of sale price**