

## **Job Description for Operations Manager**

### **Finnell Lee Homes**

#### **General office duties**

- We expect the Operations Manager to be licensed in DC, Maryland and Virginia as soon as possible.
- Always consider prioritizing income generating task first before beginning routine paperwork to insure income for Agents.
- Professional dress and appearance at all times.
- Keep Agents updated with all communication with clients to maintain continuity of communication between client, Operations Manager and Agents.
- Maintain a detailed folder for each property (contracts, showings, advertising, open houses, deadlines, marketing etc.)
- Be on time and ready to work every day to maintain a good solid working relationship with Agents and client.

#### **Manage Incoming Calls**

Answer the phone with a friendly and upbeat attitude and show a caring attitude to everyone who comes in contact with our team and company.

- Maintain communication logs and place into folders

Be able to prioritize incoming calls and know how to handle different types of calls.

- **Priority requests.** These calls demand Agents' immediate attention. This category might include repeat clients and buyers interested in high-priced properties. The Operations Manager will forward these requests directly to Agents and answer them as soon as possible, preferably within the hour.
- **Personal response.** This type of call also requires a direct response but is not as time critical. This might include potential customers who want to make an appointment or who have in-depth questions about the home selling process. Everyone who requests a personal response should receive one. The Agents should, however, respond to these messages as quickly as time permits, by the close of business the same day, if possible. If for some reason the Agents cannot call back, the Operations Manager can call back and cover for Agents until the Agents can make the call.
- **Informational response.** The Operations Manager can handle this type of call, which typically includes basic questions about Agents' services, general information about the team, and requests for a basic listing sheet (if licensed) and brochure about a property.

- **Administrative Duties**

- Coordinate mail flow by scheduling and tracking direct mailings to prospects and past clients.
- Update mailing/database lists by adding new prospects and making address changes as needed.
- Managing advertising production by keeping a log to ensure that advertising materials and related billing are mailed to printers on a timely basis.
- Proofread materials, such as advertising copy, personal letters to top clients and direct mail promotions, for content and clarity.
- Coordinate appointment schedules for open houses, listing presentations, showings, closing meetings and other appointments.
- Maintain a document log for each transaction as a way of ensuring that necessary materials are being received and filed properly.
- Maintain production pipeline for the team.
- Run errands, such as putting up and taking down "For Sale" signs, picking up and dropping off contracts, and adding and removing lock-boxes.
- Fulfill miscellaneous administrative tasks, such as ordering stationery and supplies, accepting deliveries, screening phone calls and making copies.
- Follow up with buyers and sellers after the transaction to solicit feedback on the transaction experience.
- Add transactions to Skyslope
- Submit applications and information for awards
- Send closing letter to buyers and sellers prior to settlement
- Create processes (electronic?) and protocols for efficient transaction management
- Reconcile monthly credit card charges and expenses and connect with Julie
- Lead weekly team meeting
- Support team with onboarding any new software programs presented by TTR
- Send ratified contract to buyer and title company, or seller
- Deliver EMD when needed
- Write memos-to-file and get proper signatures

## **Personal Marketing**

- To the extent not being performed by our outside digital media firm, schedule and organize personal marketing advertising on a monthly basis to ensure constant personal marketing.
- Track all marketing activity expenses
- Track all marketing per property
- Manage mailing lists
- Proof all material
- Locate vendors to produce and distribute marketing materials and request prices from them, assuring the best quality products for the best prices.

- Maintain routine contacts with graphic designers, printers, mailers and other vendors to ensure that deadlines are met.
- Keep track of production, billing and shipping dates for advertising materials such as flyers and brochures.
- Enter new contact names, address, and emails from information request, open house guest logs and other sources in our database. Make address corrections as they are received in databases.
- Follow up on marketing materials with phone calls to make sure that customers received the letters and see if they are a current prospect for us to contact.
- Manage clerical tasks such as stuffing envelopes, addressing mailings and applying postage

### **Listing Support**

- Enter all listings MLS.
- Review and proofread all listings for corrections and make changes as needed.
- Submit all contracts
- Create and upload disclosure packages to MLS
- Organize and send Just Sold and Just Listed cards for all listings to increase marketing exposure of property and Agents and possibly increase listings in area.
- Maintain photos in MLS and all websites. Ensure all photos are inputted and represent the property well. If photos do not represent the property well, notify Agents right away.
- Obtain feedback from all showings and forward to seller and Agents. Keep a feedback log up to date. This will ensure good communication with client and help both client and Agents suggest changes that may help client sell home faster.
- Keep all price changes up to date in MLS, online and all websites to help maintain correct information for anyone who may see it.
- Schedule weekly, monthly and quarterly ads in all advertising media for active listings to ensure clients receive all the advertising they were promised.
- Assemble pre-listing and listing packets using our standard format. Listing packets and pre-listing packets to be ready at moment's notice so that Agents can list a home as quickly as client may need.
- Create a report on all marketing efforts on a listing and send to sellers on a weekly basis so that clients know what is being done for them.
- Design brochures and deliver to each property.
- Maintain signs and lock-boxes for all listings, including pending and solds, and final pick up.
- Coordinate all listing items on listing checklist attached to ensure continuity and good communication between Agents, client and Operations Manager.
- Monitor deadlines
- Create listing agreement and disclosures in Zipforms
- Create disclosure packet
- Request broker's signature and send signed listing agreement to seller

- Make key copies
- Order floor plans, be present if needed. Make sure agent and client review floor plans and manage edits
- Order photoshoot, be present at photoshoot when needed and work w/ photographer on edits
- Create virtual tour and add to all appropriate platforms.
- Order sign from TTR admin
- Meet contractors (painters, etc) when needed

### **Closing Coordination**

- Coordinate all closings to ensure continuity and good communication between Agents, client and Operations Manager.
- Meet with Home Inspector if needed
- Meet with Appraiser, if needed, and supply comps for the property
- Keep a contact record on forms provided on all buyers and sellers getting ready for closings.
- Keep strict tabs on deadlines in contract including:
  - Appraisal ordered
  - Home Inspections
  - Termite Inspections
  - Insurance
  - Financing
  - Settlement company issues
  - Utility change over
- Give Buyers/Sellers information they need to do before closing
  - Inspections deadlines
  - Closing dates
  - Occupancy dates
- Double check that client submits all relevant paper work to loan officer, such as tax return employment verification and bankruptcy dispensations. Also to make sure both buyer and seller apply for loans and are approved for loans meeting the deadlines of their contracts.
- Review Alta 3 days prior and be sure all expenses are delivered to title company
- Assure the title company has proper address for commission check delivery

### **Website Maintenance/Digital Media**

- Work with outside website/social media firm to ensure workflow is tracking and consistent with the objectives of the agents.
- Provide content to outside digital media firm as requested and available

### **Event Planning**

If Agents or the team want to hold a charity event or organize a past client get-together, event planning requires keeping tabs on a multitude of nagging details.

The Operations Manager can coordinate the finer points of arranging the Agents' event so that the Agents will have time to talk with clients and prospects.

Events provide an excellent networking forum, boosting Agents recognition within the real estate field. The Operations Manager will keep an eye out for announcements in trade publications and on-line venues about trade events the Agents might be interested in participating in.

- Finding a caterer to provide refreshments.
- Distributing invitations and following up with invitees.
- Securing the services of a photographer, if needed, to capture the event for future promotions.
- Preparing materials for the presentation, such as arranging take-away materials or "swag bag"
- Gathering feedback after the event through attendee surveys.