

Director of Operations - Duties & Responsibilities

Administrative

- Detailed record keeping. Catalog all files and assets related to ongoing and closed transactions, marketing collateral (digital and otherwise), listing presentations, board packages, building due diligence materials, databases, mailing lists, notes, etc.
- CRM maintenance and management
- Liaise between The Glazer Team and various departments within Corcoran: mailroom & print staff, roving assistants, payroll, IT, marketing, and PR
- Obtain all paperwork approvals and signoffs from Corcoran Senior Managing Directors
- Deal submission
- General printing and scanning of materials
- Errands - have keys made, purchase closing gifts, etc.

Tracking & Measuring

- Track buyers (and their referral sources) through the sales cycle: leads, on deck, A, B, C, D, AO/CS. Ensure that leads are being nurtured
- Track exclusives
- Track all pitches: win or loss, date pitched, address, owner, source, and progression through sales pipeline
- Track all deals, revenue, and commission distribution via Glazer Team dealbook

Marketing - General

- Monthly mailchimp newsletter to Jay's network
- Biweekly postcard campaign to geographic farm
- Weekly facebook and linkedin posts
- Weekly facebook live
- Daily instagram posts
- Update website on a regular basis
- Update closed deals in GT records, streeteasy, and corcoran.com regularly
- Update pitch deck regularly

Marketing - Exclusives

- Create all printed collateral for exclusives including, but not limited to: showsheets, fact sheets, postcards, printed floorplans, etc.
- Create mailchimp "broker blast" email for just listed, open house, price reduction, and broker open house campaigns
- Create and send out just listed, contract signed, and just sold postcards to building or appropriate farm

- Create and run targeted Facebook and Instagram ads revolving around properties and open houses
- Work with Corcoran marketing team to place advertisements in appropriate places: newspapers, magazines, movie theater previews, etc.
- Work with Corcoran PR team to submit appropriate listings for media stories and exposure.

Buy Side Services

- Coordinate properties tours for clients
- Model closing cost scenarios
- Print show sheets for property tours
- Active coordination of property tours while Jay is on tour - i.e. calling brokers and shifting appointments
- Collect and file all relevant buyer documentation: disclosures, bank pre approval letters, REBNY financial statements, proof of funds, bio letters, property love letters, etc.
- Guide our clients through the board application process.

Sell Side Services

- Prepare all pitch materials including pitch deck, Glazer Team seller report, etc.
- Prepare all paperwork associated with listing an exclusive: exclusive agreement, disclosures, extensions, etc.
- Walkthrough property with Jay to make assessment of what “needs to be done” prior to listing
- Spearhead coordination with all stagers, cleaners, contractors, & miscellaneous vendors.
- Lead due diligence gathering effort ensuring that GT has OP, financials, budgets, purchase/sublet applications, alteration agreements, etc.
- Act as liaison between GT and building management
- Coordinate and direct photoshoot, floorplanner, & videographer (if appropriate)
- Work with copywriter, or write listing description
- Load listings into Corcoran Taxi system
- Monitor listings daily to ensure that all information is syndicating properly
- Coordinate open houses with sellers, management, and team members
- Enter approved open houses into Corcoran’s Taxi system
- Upon acceptance of an offer, prepare deal sheet with all building due diligence and circulate to all relevant parties (attorneys & cooperating broker)
- Facilitate appraisal (if financing)
- Help prospective purchasers with the preparation of the board application. If without broker, work directly with purchaser to present a thorough, well documented, and easy to

comprehend board application. If through an agent, work closely with agent to ensure the same above quality.

- Arrange hand delivery of board application to management, monitor status of application, and provide any additional documents as requested by management or the board.
- Once board approval is issued, send corcoran invoice to attorneys.
- Coordinate with stager or other vendors with the removal of staged furniture or other items.
- Conduct final walkthroughs with buyer and buyer's agent. Have super on call in the event of any identified issues with home. Report all findings to sellers' attorney for closing preparation
- Attend closing and provide gift for client
- Provide sellers with bi-weekly report detailing all inquiries, showings, and feedback, as well as web traffic, marketing and social media efforts, analytics, and contextual market analysis.

Jay - Personal Assistant

- Create daily schedule for Jay consisting of follow ups (FUs) with clients, past clients, & SOI, tasks, reminders, and other action items.
- Coordinate Jay's personal and professional calendar
- Coordinate travel
- Research as directed by Jay
- Errands as directed by Jay

Team Management

- Work with Jay and coach to establish team level goals and KPIs (key performance indicators)
- Work with team members and Jay to establish individual KPIs
- Work with team members to develop strategies to achieve their and the team's goals
- Collect weekly reports from agents on team for review with Jay and coach
- Lead weekly review of all active and upcoming business, projects, etc.
- Conduct periodic reviews assessing team member's performance

Tools Used

- Adobe Acrobat DC
- Bombbomb
- Canva
- Contactually
- Dropbox
- Facebook
- Geographic Farm
- Google Suite - Gmail, Sheets, Pages, & Slides
- Instagram
- LinkedIn
- Microsoft Office - Outlook, Excel, Word, & Powerpoint
- New Taxi
- Squarespace
- Streeteasy Premier Agent
- Trello
- XpressDocs
- Youtube
- Zillow