

Director of Sales

About Townline

Townline is an industry-leading, Vancouver-based real estate developer known for its innovative living solutions, unparalleled attention to detail, and renowned customer care. For over 40 years, every Townline project – from single-family homes and townhomes to concrete high-rise towers, mixed-use communities, and alternative housing solutions – has been defined by purposeful design, meticulous construction, forward-thinking amenities, and an unwavering commitment to enriching the cities and communities we build in.

Townline is deeply involved at each stage of every project, with in-house development, finance, construction, marketing, sales and leasing, and customer care teams. We believe in a person-to-person approach with each of our stakeholders, partners, homeowners, and tenants to ensure we meet the unique needs of neighbourhoods and the individuals within them. That's the Townline Way.

Townline offers ample opportunities for growth and development, a competitive compensation package, a comprehensive health benefits program and an on-site gym/wellness center. As well, our office is conveniently located right on the Canada Line at Marine Gateway. This is an exciting opportunity for someone who is looking for experience in the rewarding field of social-purpose housing development and with one of BC's most respected and proven developers.

Summary

Reporting to the VP of Sales and Marketing, the Director of Sales will be responsible for developing and executing sales and lease-up strategies for multiple real estate developments. You will oversee a team of sales professionals and collaborate closely with marketing, development, and executive leadership to achieve sales targets and drive revenue growth. The ideal candidate will possess exceptional leadership skills, a proven track record in residential sales, and a deep understanding of the real estate market.

General Duties Responsibilities of the Director of Sales include but are not limited to:

- Develop and implement comprehensive sales strategies to achieve revenue and absorption targets for all market sales and lease-up programs.
- Lead, mentor, and motivate a team of sales professionals to drive performance and exceed sales goals.
- Collaborate with the marketing team to create effective sales collateral, advertising campaigns, and promotional events to drive traffic and generate leads.
- Collaborate with the development team to assist in product development including floor plan design and amenity programming by gaining relevant feedback from Realtor partners and Purchasers.
- Manage the entire sales process from lead generation to closing, ensuring a seamless and

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- positive experience for Purchasers.
- Establish and maintain strong relationships with Realtor partners, managing brokers, mortgage lenders and industry partners to maximize sales opportunities.
- Conduct market research and analysis to identify trends, opportunities, and competitive threats, informing pricing, product positioning strategies and Comparative Market Analyses.
- Develop and maintain sales forecasts, budgets, and reports, providing regular updates to the VP Sales and Marketing.
- Monitor and evaluate sales performance metrics, identifying areas for improvement and implementing corrective actions as necessary on a weekly basis.
- Remain knowledgeable about market trends, customer preferences, and regulatory changes affecting the residential real estate industry.
- Represent the company at industry events, trade shows, and networking functions to promote brand awareness and build relationships with key stakeholders.
- Simultaneously build, direct and manage residential sales and leasing teams in various markets and product types.
- Recruit, hire and train Sales and Leasing staff.
- Ensure effective and efficient flow of communications between sales and leasing staff and sales administration.
- Develop and manage sales and lease-up team budgets.
- Supervise sales and leasing operations using software tools, including CRM databases like Lasso, sales management software such as Avesdo, and lease-up CRM software like Yardi's CRM Flex by Customer Service.
- Ensure all Townline sales and leasing related processes, policies and procedures are followed and adhered to.
- Motivate and encourage sales and lease-up teams.
- Create and present company wide reports and presentations
- Recommend price or promotion strategies to the VP of Sales and Marketing throughout temp market campaigns
- Attend and participate in corporate training courses and maintain educational licensing requirements (if applicable).
- Collaborate regularly with other departments and outside consultants.
- Conduct site visits at the Sales and Leasing Centres on a regular basis
- Collaborate with the VP of Sales and Marketing and the Director of Sales Administration in the review of disclosure statements, addenda, amendments and project specific purchase and sale agreements.
- Other duties as required.

Qualifications:

- **Experience:** 10+ years of experience in pre-sale real estate sales, with at least 2 years in a leadership or management role.
- Proven track record of achieving and exceeding sales targets in a competitive market.
- Strong leadership, communication, and interpersonal skills, with the ability to inspire and motivate a team.
- Real Estate License preferred.
- Excellent negotiation and closing skills, with a customer-centric approach to sales.
- Deep understanding of the residential real estate market, including market trends, customer demographics, and competitive landscape.
- Proficiency in CRM software (Lasso), contract management software (Avesdo), Property management software (Yardi), Microsoft Office Suite, and other sales and marketing tools.
- Comfortable presenting to executives and partners.
- Ability to travel as needed to visit development sites, attend meetings, and participate in industry events in Greater Vancouver and surrounding areas, Vancouver Island and other locations from time to time.
- A valid BC driver's license and access to a reliable vehicle is required.

If you don't meet all the requirements listed, we still encourage you to apply, as we're still eager to meet individuals who are aligned with Townline's core values and can contribute in a variety of ways; not just candidates who check all the boxes. Townline is all about the Team, and we take pride in providing a work environment where people grow, evolve, and feel appreciated.

APPLY HERE: <https://townline.bamboohr.com/careers/241>

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