

**Joel Nelson Group**  
**HOME LISTING + STAGING MANAGER**  
**JOB DESCRIPTION OUTLINE**

**Primary Objective**

Manage the full range of property preparation, staging, and public presentation for sale, including scheduling and overseeing repairs, painting, cleaning, landscaping followed by design and decoration of staging for interior and exterior spaces. Once prepared, oversight of full photography, video, and 3D image capture for creation of marketing material, and presentation to market. Track project deadlines to ensure the listing remains on schedule and own the proper presentation of property through successful sales contract and settlement/closing.

**Essential Duties and Responsibilities**

**Listing Acquisition:**

1. Prepare best-in-class pre-listing packages for agent listing appointments (to SELL our service!)

**Hands-ON Project Management:**

1. Schedule and coordinate physical property preparation/renovation, painting, cleaning, and landscaping for public listing presentation.
2. Manage property prep deadlines and budget/spending to contractors.
3. Schedule and ENSURE thorough cleaning of every space prior to staging.
4. Design and plan furnishing and decor scheme to best highlight each property. As appropriate, use staging assistants to execute some combination of:
  - Plan and physically transport furniture and artwork from staging storage facility, decorate and arrange furniture in home
  - Consult with home owner/occupant for use of sub-set of personal furnishings, with storage of excess and supplement as necessary.
5. Schedule and oversee photo, video, 3D image capture.
6. Organize inventory, placement, and removal of all yard signs and lockboxes.
7. Assign Open House hosts for each week and each property. Follow up for detailed feedback following Open Houses.
8. Coordinate scheduling of buyer broker/agent showings.
9. Prepare CMA's for appraisals; meet appraisers at properties as necessary for presentation.
10. Keep team Listing Agent and Director of Operations updated on listing progress before contract.
11. After contract, oversee any negotiated contract repairs before buyer's final walk through.
12. Coordinate with buyers agents to transfer keys, and any other items left behind.
13. Prepare for final walk-through to address any loose ends, contents, or cleaning.

**Marketing:**

1. Develop a thorough understanding of the local sub-market and property competition.
2. Collaborate with the Marketing Specialist to create and produce all online and print listing marketing materials to most effectively market/present property to buyers and agents -these

include virtual tours, property webpage, flyers, print ads, as well as all items on the Listing Transaction Checklist\*.

3. Work with Listing Agent to activate ongoing marketing strategies and/or unique and creative tactics.
4. Gather feedback from buyers and showing agents and answer any specific agent questions about each property.

**Client Relations Responsibilities:**

1. Set expectations and coordinate all property prep steps around seller schedule.
2. Coordinate completion and signing of Property Disclosures and Inclusions/Exclusions with clients.
3. Provide clients with detailed emails and calls at launch, followed by weekly updates throughout active listing period and through successful settlement/closing
4. Communicate agent/buyer visits and feedback to sellers on a weekly basis.

**The key systems and tools for the Listing Coordinator are:**

1. Project and Calendar Management software (Outlook, Google sheets, Slack)
2. Bright MLS property entry
3. SentiLock (lockbox assignment/management)
4. ShowingTime (for property showing appointments)
5. KW Command (client and transaction database)
6. Mailchimp email marketing
7. Adobe Acrobat & Photoshop
8. Consumer facing real estate web portals (e.g. Zillow, Redfin, Realtor.com)

**Qualifications:**

1. Strong time management and organizational skills.
2. Client service and satisfaction mindset.
3. Project, account, and client service experience.
4. Proficiency with software tools for scheduling, project tasks.
5. MUST be hands-on and not afraid to be a physical part of home cleaning, lifting, and preparing each property.
6. Design, Image, and Photography talent (a good eye!) a plus.
7. Must have reliable transportation in order to visit all properties within 3-5 miles and transport supplies and staging contents.
8. Ability to perform physical tasks and lift up to 50 lbs if necessary.

## JOB POSTING:

### **OPPORTUNITY IN REAL ESTATE – HOME LISTING + STAGING MANAGER**

- o Do you LOVE city living? Dream about home renovation, organization, and decor?
- o Are you an experienced event or hospitality manager looking for a new challenge?
- o Interested in real estate sales AND want guaranteed income?
- o Are you **highly organized**, with experience in deadline-driven project management?
- o Are you a flexible, energetic, motivated problem solver?
- o Are you looking to be a leader in a small, hands-on business with strong community ties?

The Joel Nelson Group, a leading DC Real Estate Home Sales Team, seeks a **Listing + Staging Manager** to deliver OUTSTANDING service to our growing number of home seller clients. Our highly productive group, based on Capitol Hill, is looking for a talented player to play a **central** role.

#### DUTIES INCLUDE:

- ✓ Provide effective written and verbal communication with clients, customers, showing agents, and service providers before, during, and after property sale.
- ✓ Own the home preparation and presentation (the listing process) by managing property preparation, painting, cleaning, and decoration of each new property listed, and smooth maintenance through the sale.
- ✓ Manage design and arrangement of staging furnishings and wall art from company inventory.
- ✓ Coordinate best-in-class property photography, video, and 3D images
- ✓ Manage incoming inquiries from Realtors and prospective buyers

#### REQUIRED SKILLS:

- ✓ Strong time, organizational, and project management
- ✓ Excellent customer service and interpersonal skills
- ✓ Ability to learn quickly and adjust timing goals flexibly
- ✓ Proficiency using Outlook calendar, Google tools, and web-based apps
- ✓ Basic home improvement and maintenance knowledge, and willingness to be HANDS ON to make each property show its very best!
- ✓ Ability to perform physical tasks and lift up to 50 lbs when necessary

Full time weekday schedule with hours TBD. The Listing + Staging Manager will work approximately 50% from the desk/office and 50% between home sites (generally Capitol Hill and central DC) throughout the work week. Competitive compensation includes base salary and 30% monthly bonus for team sales, as well as paid time off (PTO).

Please submit your cover letter and resume by 5pm Friday, July 8, 2022.

Joel Nelson Group  
KW | Keller Williams Capital Properties