



## About S&P Real Estate Corp.

S&P is an international real estate boutique specializing in the design, marketing and sale of luxury and super prime real estate, located in Vancouver, BC. S&P provides world-class developers with a bespoke service that includes access to its exclusive worldwide-network of national and international sales partners. For further information, please visit [www.sprec.com](http://www.sprec.com)

## Purpose of Role

The purpose of the **Real Estate Analyst** role is to create a competency within the organization focused around collection of information and communicating this in a meaningful way for management to action and ultimately optimize the performance of projects. This competency will be applied in the key areas of business development, product development of our projects and overall delivery of our sales and marketing services. Reporting directly to the President, the Real Estate Analyst works closely with the Market Development and Client Services Specialty Teams.

## Primary Duties and Responsibilities

### 1. Product Development

- Develop product mix recommendations and perform analysis that supports or defines a projects' positioning and optimizes sales performance in the market
- Develop pricing model recommendations for new developments from overall pricing strategy approach through to detailed unit level pricing
- Create and provide support to the project team by creating and maintaining pricing tree models
- Create the organization's pricing valuation methodology and tools for projects from concept to sale
- Create the organization's product development methodology and tools for projects from concept to sale
- Provide recommendations to optimize real estate performance of projects through an improved product offering
- Develop new and innovative formats to manipulate market data to improve product development and ultimately assist the organization sell more real estate faster and for more money
- Support the Client Services team as needed with special assignments to help a project's success

### 2. Business Development

- Underwrite opportunities through review of product, analysis of market comps and market data
- Ensure that all property specific data are current in BlueDot for new business opportunities
- Research and track all new development opportunities and development status in core markets and ensure BlueDot and Real Estate Intelligence library are updated
- Create reports and analysis to help identify and qualify new business opportunities
- Provide analyst support as needed to Business Development team for securing new business

### 3. Market Research & Reporting

- Market research for pricing and product positioning for S&P projects
- Research worldwide data on superprime projects, architects, and developers.
- Develop S&P's regular reporting rhythm with Client Services and Market Development
- Create and continually improve regular reports per developed reporting rhythm for stakeholders as required
- Outreach to peers in the industry to develop relationships with the goal of sharing real market intel



- Regularly visit all competitive sales offerings sales centres to obtain quantitative and qualitative research regarding marketing and sales
- Assist Market Development team with ensuring our database of partners is current
- Support Client Services and Market Development team as needed with special market and consumer research projects
- Perform other related duties and assignments as required by the organization

#### 4. Library Management

- Create framework and manage Real Estate Intelligence component of library ensuring all relevant projects information is tracked in a consistent way.
- Create process and training for other stakeholders in the organization to ensure consistent management of Real Estate Intelligence library
- Track and report competitive projects data and trends in all core markets and report to stakeholders
- Research and track international luxury and Super Prime project amenities and services offering to ensure the organization is maintaining market leading offerings
- Develop the organization's process and sources for collecting data to inform product and market development as needed

### Qualifications

#### Required

Qualifications include:

- 5+ years of relevant experience in real estate, economic or investment environment preferably working with new condo development product involving product development from conception to sale
- Under-graduate degree and strong academic record in a real estate-related field (business, planning, real estate, economics);
- Experience managing projects, meeting deadlines and budgets, and coordinating the efforts of other team members;
- Demonstrated leadership potential, excellent interpersonal skills, and a drive to succeed in his/her chosen profession;
- Passion for real estate, analysis and uncovering insights, ability to structure quantitative and qualitative problem-solving approaches, and attention to detail and accuracy;
- High levels of proficiency with Microsoft Excel, PowerPoint, and Word, and in conducting internet desktop research;
- Excellent writing skills, must be able to write detailed reports
- Excellent verbal communication skills; able to effectively organize the information and analysis in a way to easily understand, bring to attention key insights that results in diligent decision making by the organization
- Professional in demeanor and appearance, a self-starter, efficient, and a "team player."

#### Preferred

- Speaks Mandarin fluently



### Working conditions and Physical Requirements

- Able to travel within and out of country as required
- Able to work the odd weekends in research and/or assisting the organization's project launches

### Contact

To apply, please send your resume and cover letter to [legal@sprec.com](mailto:legal@sprec.com)