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COMPANY: MLA CANADA  
DEPARTMENT: ADVISORY  
DATE: DECEMBER 2022  
MLA CONTACT: PHILLSAN ADEN  
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# PRODUCT DEVELOPMENT SPECIALIST

## ABOUT MLA CANADA

MLA Canada is the most comprehensive real estate service provider in Canada. Partnering with residential developers, MLA Canada offers an unmatched level of expertise in advisory services, market intelligence, project marketing, sales, customer care and administration. From boutique projects to large masterplan communities, our diverse and deeply experienced service teams deliver exceptional results while placing our clients' objectives and brand identity first.

## WHAT YOU CAN EXPECT

We are driven to change the way the world purchases real estate. Our company is at the helm of an exciting transition of growth in technology and innovation. We are in the midst of developing a one-of-a-kind data driven real estate intelligence platform forever changing the way we design, sell and market homes. As we take on this exciting new challenge, we are seeking a Product Development Specialist to join our Advisory department. Our Product Development Specialist position is an exciting balance of creative and analytics with opportunities for growth within the role. You will focus on understanding and uncovering design and development trends in the real estate market as it relates to multi-family residential design while providing recommendations for MLA Canada's clients, like-minded industry professionals and colleagues. This role will report to the Director of Design and the Director of Advisory to collaborate on an array of projects at varying life cycle stages.

As we work with a hybrid remote policy, please note, only residents of the Lower Mainland will be considered at this time as we do require team members to collaborate in office and/or in person as needed. Full-time remote positions are not available at this time.

The core responsibilities for the role will be, but are not limited to:

- Analyze data and generate recommendations for Target Audience, Amenities, Interior Design and Unit Mix deliverables
- Lead and conduct market research and analysis to identify global real estate design trends, amenity trends, construction methods, demographic and purchaser trends
- Effectively markup architectural floorplans to create more efficient, saleable homes
- Curate content, design and review quality on outbound MLA Advisory product development documents
- Support in creation and facilitation of MLA Advisory led creative brainstorm sessions with our development partners
- Undertake regular presentation centre site visits to gather data on the active real estate market and design trends
- Regular reviews of MLA Canada's product and purchaser database to proactively input findings into client deliverables
- Work with cross-functional teams including sales and marketing to ensure successful product launches and ongoing support
- Lead and support the Advisory department company initiatives
- Provide mentorship and support for junior team members
- Develop and maintain relationships with industry participants to stay at the cutting edge of market trends and identify potential opportunities
- Be an ambassador of McNeill Lalonde & Associates (MLA Canada) inside and outside of our offices

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## WHAT YOU BRING TO THE TABLE

- 2-4 years of experience in real estate, interior design, marketing or equivalent creative realm
- Diploma or Degree in Design, Architecture, Business, Real Estate, or a related field
- A passion for design and all creative aspects of real estate (interior design, graphic design, floor plan creation, etc.)
- Time-management skills and ability to work under pressure with multiple projects and timelines
- Strong drive and curiosity to learn
- An amazing attention to detail with an ability to thrive and deliver results in a fast-paced environment
- Valid BC driver's license
- Intermediate proficiency in the following applications considered an asset - Excel, Word, Powerpoint, Photoshop, InDesign, Bluebeam and/or Morpholio

## WHY IT'S SO GREAT TO WORK FOR MLA

MLA offers individuals an unparalleled opportunity to work with a growing company with a clear vision to be Canada's undisputed leader in real estate, and to be a part of setting a new standard of excellence for experience and innovation in the world of new home sales.

Our core values are at the heart of our people and company objectives. We strive for Innovation, Empowering our People, Committing to the MLA Experience and Delivering Results.

We celebrate our wins and each other. We are committed to fostering a rich learning organization and mapping out career paths based on individual talents and goals. We are big on fostering a community based on trust, respect and creating a fun and collaborative place to be! Ask us about our yearly Rocket Awards program and annual gala events, where we put celebration into action.

In addition to a competitive compensation structure, we offer:

- An amazing opportunity for mentorship - we are committed to investing in our team
- On-going commitment to training, personal growth and development
- A defined bonus structure
- A comprehensive benefits package
- Fitness and transit subsidy programs
- An opportunity to work with the best of the business
- A collaborative, innovative and fun working environment
- Opportunities for educational and professional growth

To apply, please email [careers@mlacanada.com](mailto:careers@mlacanada.com) with your resume, noting Product Development Specialist in the subject line.