



Role: Leasing Associate

Reporting to: Community Manager

Location: Watford

OVERVIEW

At Cortland, you map the story of your success. We don't adhere to the status quo, we love outside industry perspective, and we thrive on exploring possibilities and reimagining solutions. As an innovative leader in Build to Rent (BTR) in the USA, our high performance continues to drive exponential growth – and we invite you to join us on our journey towards real estate excellence. With tools and guidance to sharpen your skills, you can forge your own career path, love what you do, and let it show.

Cortland plan to develop 10,000 BTR units in the UK over the next 5-7 years, commencing with our first 486-unit BTR residential development in Watford, Cortland Cassiobury, construction of which is well under way.

As an onsite associate of Cortland's, you'll be 100% a part of the Cortland family, and you'll be working directly for LIV, our UK operating arm. LIV is a leading BTR and residential block management company, delivering services nationwide. Currently, LIV manage tens of thousands of apartments in the UK and are involved in numerous schemes at various stages of development. Clients include major developers, global investment funds, and thousands of leaseholders nationwide.

LIV is an extension of Cortland and shares our belief that you create your own success! As entrepreneurial businesses, we recognise and promote individuals who show potential to commit and grow with the business.

ROLE OVERVIEW

As Leasing Associate you will be the face of our brand connecting with future residents, identifying their wants and needs, and securing lease agreements for a multimillion-pound build to rent development. You will take the lead on leasing and be responsible for the customer experience and placemaking at your community. This is a diverse and challenging role, but you have a passion for interaction and the drive to succeed. You will be organised and agile in your approach, so you can manage whatever is thrown your way. You will work closely with the wider onsite team to achieve customer excellence at your community. Other key roles you include:

The Tour Guide

- Discover a prospect's needs during your community tour and highlight all the benefits that will make them want to call your community home
- Highlight your development's unique features and benefits and what sets it apart from the competition
- Create added value by anticipating requirements and addressing living concerns customers haven't even thought of yet
- Host regular training workshops and feedback sessions to ensure you and your team strive for greatness

The Deal Sealer

- Go above and beyond to make prospective residents feel so at home they will never want to leave
- Optimise occupancy and increase viewings by finding new ways to boost online engagement, update promotions and advertising, and create new marketing strategies
- Shop the competition to stay one step ahead so that we always offer the best level of service
- Communicate with clarity and enthusiasm, assuring prospective residents that your development is where they want to live and a place, they will love to call home
- Process your deals efficiently and keep the residents updated consistently throughout

The Better Living Expert

- Understand that choosing a place to live is a big decision and that each customer will have their own set of concerns and non-negotiables to work through
- Enjoy listening to people's problems with empathy and share helpful advice
- Relate well with all types of personalities
- Build lasting relationships based on your ability to help residents and future residents experience what better living truly means

The Problem Solver

- Always ready to take charge and find solutions for your team no matter how challenging the issue
- Able to multitask; one minute you are showing a customer their future home and the next resolving a customer query
- Dynamic approach to problem solving, well organised and ability to work well under pressure
- Proactive listener able to provide appropriate feedback and action any reasonable requests that may arise from your team or customers

The Organisational Genius

- Keep track of a high number of requests and needs without getting overwhelmed and create a culture that enables your team to do the same
- Having everything organised at the touch of a button so that you know which apartments are vacant, which have maintenance issues, and which are due for renewal
- You are comfortable creating and monitoring daily, weekly, and monthly reports that help guide your team's performance and identify development opportunities
- The gatekeeper of information, accumulating details, and documents to create insightful development status reports
- Familiar with P&L and operational budgets and seek to find efficiencies where possible

THE IMPACT YOU CAN MAKE

- You thrive in a fast-paced environment and are driven by exceeding targets ensuring your developments occupancy is always high
- Discovering the needs and wishes of the future resident to create and show value more effectively

- Able to overcome objections and obstacles wowing our Associates, Customers and Resident's with your knowledge and skills
- The Community Manager is so confident in your ability that they can relax knowing that you have everything under control

YOUR BUILDING BLOCKS OF SUCCESS

- Extensive experience in a customer facing role ideally in BTR, Property Management or Hospitality
- Excellent sales and customer relations skills, with plenty of energy and enthusiasm
- Able to motivate and lead a team to success
- Able to communicate effectively with residents, vendors, and associates
- Resourceful problem solver who is always up to the challenge
- Highly organised with the ability to prioritise effectively and multi-task
- Impeccable record-keeping and reporting skills
- Tech savvy and computer literate
- Ability to think on your feet with the resident at the forefront of any solution

THE CORTLAND DIFFERENCE

At Cortland, we create, reimagine, and manage apartment communities for residents nationwide. Headquartered in Atlanta, GA, we have communities and regional offices all over the US, as well as the UK. From product design and procurement to general contracting and property management, we do it all – to make sure our communities are the perfect setting for living life to the fullest.

Our success is fuelled by our belief in a better life – where hospitality is always a given, each detail is worth a second thought, and every open door is a new opportunity to go beyond expectations. We come to work every day to create possibilities for people – possibilities that translate into superior living spaces and experiences designed to inspire our residents, associates, and investors to live a better life focused on what matters most to them.

Cortland is an equal opportunity employer, and we are proud to support and celebrate diversity in the workplace. We are committed to equal consideration for all qualified applicants regardless of race, colour, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, protected veteran status, genetic information, or any other characteristic protected by applicable law. If you have a disability and need an accommodation or assistance with the application process and/or using our website, please email talenteurope@cortland.com

Cortland is a drug-free workplace.