



LSR MULTIFAMILY

Property Business Development Manager (PBDM) Roles & Responsibilities

The purpose of this document is to describe the roles and responsibilities for a Property Business Development Manager (PBDM) position at LSR Multifamily (“LSR”).

About LSR Multifamily

LSR Multifamily is the premier roofer and general contractor for the multifamily and commercial industries in Texas. With more than 20 service trucks statewide, and offices in Dallas/Ft. Worth, Houston, Austin and San Antonio, no other general contractor in Texas can provide better repair and maintenance services to the multifamily and commercial industries. LSR also has over 25 years of multifamily roofing, renovation, and restoration experience making us the clear choice among property owners and property management companies for their roofing and construction needs.

The Position – Property Business Development Manager (PBDM)

The PBDM is a key component of LSR’s overall sales and operations strategy. The PBDM is responsible for identifying, qualifying, proposing and closing service work opportunities with new and existing multifamily properties to which they are assigned. He/she is also responsible for preparing takeoffs and scopes for proposed service work, creating estimates and budgets for proposed service work, and then supervising, inspecting, and punching out service work performed at their assigned properties. This is a property-level sales role with extensive construction/roofing service operational responsibilities (performance and oversight). Of paramount importance is for LSR to maintain existing property manager and property maintenance manager relationships by supporting their maintenance, rapid response, and emergency service needs.

The PBDM ensures that LSR is positioned at the property level to prepare bids for lower contract value roofing, welding, and construction maintenance, rapid response, and emergency service work. It is the PBDM’s responsibility to determine if an opportunity fits within the company’s property level sales strategy and to follow LSR’s sales process in order to propose and secure approval for service bids. The PBDM is also responsible for providing Corporate Business Development Managers (CBDM) with leads from their assigned properties for project work that is over the amount the Property Manager has authority to approve (typically, anything with a

contract value of \$5K or higher). Once awarded the service work, the PBDM works with sales support, customer service, dispatch, subcontractors, and other LSR personnel as to schedule, supervise, inspect, and punch out the service work.

Primary Responsibilities

- Build valuable relationships at the property levels for commercial and multifamily clients.
- Increase penetration within existing clients to add additional new properties for service work.
- Prospect for service work within the existing client base of property management firms.
- Prospect for potential new clients and produce new service revenue opportunities.
- Build a robust pipeline of property service opportunities to achieve specific sales goals.
- Execute the processes in the sales playbook to maintain and grow the sales pipeline.
- Understand LSR's sales strategy and translate it into a winning value proposition.
- Understand and follow the LSR sales process and win new business aligned with the strategic focus of LSR.
- Develop scope and create estimates that result in successful projects that come in at or under budget.
- Write bids.
- Manage jobsite safety, personnel, subcontractors
- Quality control/inspect work.
- Generate and elevate large project leads to CBDMs.

Additional Responsibilities

- Ensure that all client and new business opportunity information is captured in the CRM.
- Be a team player working with the leadership team, CBDMs, other PBDMs, sales support, coordinators, estimators, and schedulers.
- Sell high-quality business that fits the company's sales and go-to-market strategies and that LSR's operations/installation team can successfully produce and deliver.
- Own and participate in creating winning quotes and proposals that differentiate the company.
- Follow the LSR sales process by owning and participating in developing solutions, services, pricing and terms.
- Present an image and demeanor that positively represents LSR's culture and values and appropriately mirrors the image of the client.

Personal Qualities Expected

- Loves selling and winning.
- Loves coordinating and managing service work.

- Passionate about rapid response and emergency service work.
- Works collaboratively and independently, without close supervision.
- Likes engaging clients on business and personal levels, formally and informally.
- Understands sales/marketing/lead generation activities and their integration.
- Able to read and understand technical, financial and commercial bid requirements.
- Comfortable and willing to work with software and technology, especially CRM.
- Holds self and others accountable, able to accept responsibility.
- High attention to details and accuracy.
- Client-first, service orientation.
- Ability to follow established processes.
- Embraces LSR's culture, ethics and core values.