



Broker Outreach Representative

Midwest Real Estate Data LLC

Lisle, IL, United States Full Time

General Summary

The real estate industry has rapidly progressed with new real estate Multiple Listing Service (MLS) information and tools for Realtors®, retail buyers, and other industry stakeholders. While new entrants to the marketplace continually drive change, at MRED we believe that MLS providers are a vital part in making the market work. As guardians of MLS data, it is imperative that we have great relationships with and have personal contacts with our customers. We seek a world class Broker Outreach Representative to help us create and maintain these relationships and communicate our value proposition to our brokerages and their associates.

Midwest Real Estate Data (MRED), located in Lisle, Illinois, is the innovative Midwest multiple listing and information service that provides real estate professionals with the most comprehensive database, technology and support with which to enable their success. MRED is one of the largest MLSs in the country, a recipient of numerous awards, and is highly recognized as a leader in the industry. MRED delivers dozens of products and services to its customers, including the top-rated MLS system, connectMLS.

The Broker Outreach Representative reports directly to the Chief Operating Officer. This is an outside field position connecting with and communicating with over 7,000 offices comprising MRED's customer base. This outgoing and charismatic individual will engage with customers, managing brokers, and others in the MLS industry. This role provides support to MRED strategic initiatives, playing a key role in outreach/growth and providing added value to MRED customers. This person will be critical in supporting multiple facets of the company, including broker outreach, communications, and marketing as we spread the value proposition of MRED.

Duties and Responsibilities

- Participates in field visits, office visits, and represents MRED in broker meetings
- Connects with managing brokers in the over 7,000 MRED firms
- Works closely with Broker Outreach Coordinator to manage appointments, follow up, and communication with other staff members
- Presentation skills
- High level of professionalism
- Familiar with a variety of the B2B sales concepts, practices, and procedures.
- Ability to learn new technology quickly and interpret applications.
- A wide degree of creativity and latitude is expected.
- Understands the customer's wants, needs and pain points
- Gains a thorough understanding of MRED products and services
- Relays MRED value proposition at every opportunity
- Assists in providing feedback to the MRED team from customers visits
- Works closely with internal teams, including training, compliance and Help Desk
- Represents MRED at Industry Events
- Assist in customer targeting and segmentation
- Supports identifying and building MRED brand advocates
- Other duties as assigned

Our top behavioral traits of our ideal Broker Outreach Representative candidate:

- Wicked smart (unusually intelligent)
- Discerner with high EQ (perceptive)
- High accountability
- Self-directed
- High integrity
- Great communicator
- Achievement oriented; results driven
- Collaborator
- Sufficiently humble to work with our team
- Easy to work with; plays well with others
- Fun to work with

Skills and Qualifications

- Bachelor's degree required; Master's degree preferred

At least five years progressively increasing management experience with the following skills:

- Marketing
- Branding
- People Management
- Understanding the Customer

- Planning
- Competitive Analysis
- Sales Planning and Strategy
- Negotiations
- Conflict resolution

Compensation and Benefits: competitive and negotiable.