

Sofia Capital Ventures

Business Development Associate Job Description

Overview: The **Business Development Associate (BDA)** position performs an independent marketing function for Sofia Capital Ventures, LLC. This position carries weight and responsibility as part of a multi-member team whose overall goal is to make “rivers of income” through the process of solving problems for owners and buyers of commercial real estate. Sofia Capital Ventures has a number of private lending sources that offer various types of asset-based lending to commercial property owners.

The BDA has day-to-day responsibility for generating and pre-screening leads according to the Company’s lender guidelines. The overall responsibilities are: generating leads, following up on all leads, establishing rapport, collecting information, monitoring the loan status until closing and communicating with the Borrower on behalf of the Company.

Definitions: The private lending process is defined as all of the steps taken from the point at which a lead is generated to the acceptance of a Letter of Intent by the borrower to the completion of the loan funding process. The marketing process includes the following steps:

1. Generating leads
2. Establishing rapport
3. Representing accurately the Company’s private lending capability
4. Gathering information from the Borrower
5. Submitting a completed loan intake form to the Company
6. Monitoring the loan status
7. Gathering additional information from the Borrower, as required
8. Communicating with the Borrower about the loan

Specific Responsibilities:

- Follow up on all new prospects within 24 hours of receipt of the lead.
- Make 3 attempts to reach each new prospect within 72 hours, leaving messages.
- Establish rapport with borrower.
- Clearly identify the borrower’s loan requirements.
- Maintain a complete Intake Form on all viable leads.
- Be the point person for communication between the Borrower and the Company.
- Transmit information about the Borrower to the Company by agreed upon methods.
- Maintain the lead tracking system on software provided by the Company.
- Maintain a follow-up calendar and system
- Participate in weekly trainings. These trainings are mandatory.
- Agree to seek help when needed and accept constructive criticism for their own benefit
- Smile while talking on the phone!
- Have fun!!

It is agreed and understood that BDA has no authority to make any commitments or agree to any deals on behalf of the Company at any time. The BDA primary purpose and function is to convey communication between the Borrower and the Company to determine if the Borrower’s loan request

meets the Company's criteria and if the Borrower is ready, able and willing to do business with the Company.

Personal Characteristics Required for Business Development Associate:

- Motivated self-starter who enjoy a challenge.
- Financially savvy: comfortable with basic math; able to use a financial calculator.
- Able to think on your feet, adapt and make efficient use of your time.
- Motivated, "hungry" and able to take initiative!
- Well organized and detail oriented.
- Able to generate leads and work independently.
- Ability to interface with other team members or outside industry professionals
- Strong communication skills – speak English fluently, use proper grammar, be easily understood, be pleasant to speak with.
- Express yourself clearly and concisely, verbally and in writing.
- Willing & able to work from your own home/office.

Performance Standard:

Business Development Associate must maintain a sufficient activity assuring the Company a level of competency to secure borrowers for Company's private lenders and other capital sources.

Compensation:

Business Development Associate receives 35% of the gross commission that the Company receives on closed loans for which they are the "broker of record." Annual bonuses based on BDA production to be developed by Company.

Vacations and Holidays are flexible.