

## Our Mission

To manage and develop properties that empower the communities we serve. Promoting excellence and an ethical, dynamic and rewarding work environment for our fellow employees, while creating value for our clients, partners and investors.

## Our Vision

A world where underserved communities have home-grown leadership, self-representation, safety and unprecedented opportunity and access.

## Our Brand

A proactive leader and socially conscious urban real estate brand that unites, empowers, and inspires communities to achieve their highest potential.

## Our Values

- We believe in leading by example and in delivering results with integrity, excellence, and urgency.
- We believe in working only on projects that are truly important and meaningful to us and the communities we serve.
- We believe that our greatest strength lies in our people, in their wellbeing and in their ongoing personal and professional development.
- We believe in having the honesty to admit when we are wrong and in the courage to change.
- We believe our community involvement enables us to actively live our company's values and communicate the spirit of our brand.

## Role Value Proposition

Led by a collaborative group of individuals who largely come from the communities we are proud to serve, over the past 30+ years, Primestor has led a culture that values the team over the individual. As an established pioneer in its space, Primestor's work ethic is very strong because we love what we do, and we are intimately in touch with the impact of our work. Situated in an open environment, every member of our team is part of that driving force of change and success. We have a progressive culture of inclusion and open-mindedness; open about how things are done while balancing a clear measurable goals culture and constantly adaptive approaches. We place a premium on personal autonomy, ideas, and cultural fit with a keen awareness of inclusivity, diversity, and sustainability.



## Asset Manager

Job Location: Los Angeles (Culver City, CA)

Reports to: Director of Asset Management

Position Type: Exempt

### Job Description

As Asset Manager, your primary responsibilities revolve around optimizing the performance and value of the property portfolio under your management. The role will interface daily with in-house leasing, property management and construction/tenant coordination. The Asset Manager will provide direction to the teams with a sense of urgency and a focus on both NOI and CAGR growth, ensuring property level and portfolio level returns. The Asset Manager serves as the linchpin between the operational aspects of the retail portfolio and the strategic direction set by the Director of Asset Management. Your expertise in managing and enhancing assets is critical for driving the portfolio's financial performance and ensuring its long-term growth and success.

### Key Responsibilities

Strategic Portfolio Management:

- Proactively oversee the management of existing assets. The Asset Manager should be hands-on and knowledgeable about any significant issues at the property level and be able to resolve directly or present to senior management the issues and recommendations.
- Develop and execute strategies for the retail portfolio to maximize asset value, including property development, renovation, and repurposing initiatives.
- Prepare an annual Asset Management Plan for the individual assets. Update and track results of the plan monthly.
- Perform comprehensive hold/sell analysis on assets and strategize capital improvement plans/budgets.
- Perform redevelopment analysis on assets within in the portfolio and actively participate in authoring the redevelopment strategies of same.
- Participate as assigned in acquisition due diligence and lead disposition efforts within assigned portfolio.

Financial Analysis and Budgeting:

- Overall responsibility for preparation and management of annual budgets for each property. Prepare and execute annual property business plans. Conduct thorough financial analyses, including cash flow projections, valuations, and investment returns.
- Responsible for the financial analysis, reports and recommendations associated with the leasing and operations of the assigned assets.
- In conjunction with assigned financial analyst, prepare, and evaluate valuations. Ensure market leasing assumptions and other key assumptions are up to date.
- Analyze and monitor capital improvement and renovation recommendations where needed to ensure proper property maintenance, competitive positioning or market repositioning developing strategic initiatives as appropriate.
- In conjunction with the finance department, monitor, track, and report on loan covenants.

#### Lease Management and Tenant Relations:

- Track key leasing milestones, leasing velocity, timing of leasing from deal approval to tenant opening, co-tenancy clauses, expirations, tenant and landlord termination options, and property sales performance. Effectively communicate each metric to management, leasing, and property management.
- Assist leasing and management teams with merchandising plans for the properties.

#### Market Research and Analysis:

- Stay informed about market trends, consumer behavior, and competitive landscapes to make informed decisions and identify opportunities for growth or risk mitigation.
- Conduct market research and competitive analysis for each asset to determine vital factors impacting property level performance.

#### Property Maintenance and Operations:

- Ensure that all properties are maintained to the highest standards, coordinating with property management teams for regular upkeep and addressing any issues promptly to uphold property value and tenant satisfaction.

#### Stakeholder and Investor Relations:

- Maintain open and effective communication with stakeholders and investors, providing regular updates on property performance, market conditions, and strategic initiatives.

#### Talent Management:

- Participate in regular performance reviews for Property Management Team in conjunction with Director of Asset Management, discussing achievements, areas for improvement, and setting objectives aligned with the organization's strategic goals.

#### Compliance and Risk Management:

- Ensure compliance with all relevant laws, regulations, and industry standards. Identify potential risks to the portfolio and develop strategies to mitigate these risks.

#### **Required:**

- 4-year degree in business, finance, or related field
- Seeking 10 years of experience in retail commercial real estate
- Proficiency in Excel, Word, and PowerPoint; Argus skills desirable
- Strong work ethic; self-motivated; results-oriented; capable of effective independent judgment
- Strong strategic mindset and the ability to communicate effectively both internally within the company and externally with clients, partners, and tenants.
- Fully versed in financial and business analysis and the ability to integrate redevelopment, design, marketing, leasing, and operational variables into sound business decisions.



## Other Duties:

- Provide superior, cooperative, and excellent client interface and service.
- Contribute to the growth of the Company.
- The description noted above is not designed to cover all activities, duties or responsibilities that are required. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.
- Enhance, cultivate, and add meaning in your own professional and personal skills

## Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of the job, the employee is regularly required to use hands to handle objects or equipment; reach with hands and arms. The employee frequently is required to stand, walk, talk and hear. The employee is occasionally required to; sit, climb or balance; stoop, kneel or crouch.

The employee must regularly lift and/or move up to [10] pounds, frequently lift and/or move up to [15] pounds and occasionally lift and/or move up to [25] pounds. Specific vision abilities required for this job include the ability to adjust focus, as well as the ability to maintain close vision, distance vision, peripheral vision, and depth perception.

## Benefits:

Primestor offers a competitive salary and benefits package, including health insurance, 401k plan, and opportunities for professional development. Joining our team means being part of a company that is shaping the future of urban redevelopment while making a positive impact on communities.

## Salary Range:

\$140,000 to \$165,000+ depending on qualifications and experience.

Primestor is an equal opportunity employer dedicated to diversity and inclusion in the workplace. We welcome applications from individuals of all backgrounds and experience.

Please email your resume to:  
[careers@primestor.com](mailto:careers@primestor.com)

