

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.

Leasing Director

Job Description

Based in the Los Angeles area, the Leasing Director must be a go-getter, with effective communication skills.

The ideal candidate will be a self-starter who is passionate, dynamic and results oriented, as this role is critical to Primestor's exciting growth journey and essential to driving our mission to empower the communities we serve by providing best in class retailers and an amazing retail experience.

Key Responsibilities

The Leasing Director reports directly to the Senior Director of Leasing and will be engaged in procuring local, national, and regional tenants for the existing portfolio of shopping centers and development projects.

- Primary responsibility is to systematically procure national, regional, and local tenants, who would complement a specific Center's merchandising mix.
- Prepare, negotiate, and redline LOI's with prospective tenants and prepare deal analysis and utilize system to track deals
- Proactively market properties at the direction of the Director of Leasing.
- Prospect for leasing leads and tenant contact information by touring competing shopping centers, walking neighborhoods and cold calling at the direction of the Director of Leasing.
- Practice a customer-focused sales approach, finding ways to market properties that are relevant to the types of tenants desired and to differentiate the property and the Primestor brand.
- Responding to and log information on property sign calls and internet leads.
- Show available units to prospective tenants, provide detailed information regarding available units and leasing terms.
- Provide research for all market comps, demographics and any other leasing related projects as directed and organize all information electronically.
- Be engaged in Lease document review and analysis.
- Work with property managers to update information on existing vacancies in the Shopping Centers.
- Become a market expert, understand the competition, and take the time to learn and appreciate the communities we serve.
- Be creative in tapping into different resources to help identify emerging tenants and leasing trends.
- Provide activity updates and reports to management and external partners.
- Proactive and creative in seeking replacement tenants in advance of anticipated potential vacancies under the direction of the Leasing Director.



Other Duties

- Some travel may be required.
- Provide superior, cooperative, and excellent client interface and service.
- 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.


Qualifications

- 5-10 years of experience as a retail real estate leasing professional
- Bachelor's Degree in Business, Marketing or Communications or similar field required, or equivalent combination of education and work experience
- Excellent oral and written communication skills. Strong communication, negotiation and closing skills. Ability to communicate positively and professionally with tenants, potential tenants, teammates, and partners.
- Highly proficient in the art of deal making with strong knowledge of the Los Angeles commercial real estate market, particularly in urban areas.
- Mastery of real estate terms and concepts such as net leases, gross leases, contracts, rents, percentage rents, operating expenses, tenant improvement allowances, recovery of expenses, construction financing and waterfall structures.
- Expertise in the use of Microsoft Excel, Power Point, and other such applications.
- Highly organized with strong analytical skills and the capacity to self-motivate and work effectively within a team.
- Demonstrate skills in both budget and time management skills
- Strong written and verbal communication skills.
- Ability to exercise independent judgment and make sound business decisions based on information received.
- Demonstrates initiative, professionalism, integrity, and confidentiality.
- Knowledge of commercial real estate applications a plus (i.e., CoStar, LoopNet, Crexi, Esri, Placer.ai, Retail Lease Trac, SitesUSA; Yardi)
- Candidate should be detail and solutions-oriented with a positive and professional attitude and presentation.
- Engagement in industry professional organizations such as ICSC, ACRE, ULI, etc.
- Bilingual fluency in Spanish strongly preferred.

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 comprehensive and competitive benefits package, including healthcare, dental, and vision coverage. Additional benefits include mileage reimbursement at the federal rate, paid travel expenses (hotel, airfare, and meals), and vacation time. Joining our team means contributing to impactful urban redevelopment projects while enjoying a supportive and rewarding work environment.

Salary

- Salary (\$145k to \$175k +) depending on qualifications and experience.
- The salary listed is an estimate and not guaranteed. A salary offer will vary based on applicant education, experience, skills, abilities, and alignment to market data.