

# Vice President of Real Estate & Development

## Reporting Relationship:

- This position will report directly to the SVP of Real Estate with a dotted line to SVP of Franchising for day to day management

## Job Responsibilities:

- Accountable for selection and evaluation of both corporate and franchise locations
- Assist franchisees in their site selection and approval process of smashburger sites
- Analyze market areas and develop strategy plans for new sites.
- Evaluate and investigate store site locations (availability, property value, access and zoning development platforms).
- Interpret data of population trends, property values, competition, site visibility, demographics and other pertinent information using the smashburger model.
- Through relationships with key industry contacts, develop penetration strategies and identify potential trade areas for development.
- Assist in market planning process to maximize company and franchise growth.
- Travel as necessary to evaluate markets, trade areas and locations.
- Ensure continuity and planning from LOI signing through store opening.
- Participate in scheduled meetings to ensure that the operations team is up to speed on future developments.
- Weekly preparation of new site books and appropriate marketing materials for presentation at Real Estate Committee meetings.
- Closely monitor and communicate with franchise partners to gain clear visibility to the franchise opening pipeline

## Qualifications:

- A minimum of 10 years experience in franchise, corporate real estate development, or brokerage representing retail or restaurant concepts.
- Strong understanding of current real estate methodology, real estate criteria, zoning information, current strategy, store performance, target market, expectations and demographic criteria.
- Superior internal client service, partnering ability and overall communication skills.
- Demonstrated ability to lead effectively in a complex, multi-functional business environment supporting a variety of initiatives.
- Ability to negotiate.
- Ability to travel as required, up to 75% of the work week.
- An undergraduate degree in real estate, business, marketing, management or related discipline is required and an advanced degree is preferred.