



Title: Group Sales Manager

Location: Office is located at 3203 93rd Street NW.

At StreetSide, our people make the difference. We offer an exciting place to build your career with competitive compensation and benefit packages, company matching RRSP/DPSP program, employee home purchase program and employee discounts.

Job Overview

Reporting to the Director, Sales and Marketing as the **Group Sales Manager**, you drive the sale of multi-family developments to investors, ownership groups, developers, and institutional purchasers. You act as the primary point of contact throughout the sales lifecycle. You generate and convert sales opportunities, coordinate financing and operational partners, and ensure a seamless transition from initial inquiry through closing and project delivery. You work closely with development, construction and project management teams, and serve as the client's advocate while ensuring all stakeholders remain aligned throughout the transaction.

Your day-to-day responsibilities will include:

Business Development & Sales

- Identifying, cultivating, and securing new investors, developer, and institutional purchaser relationships.
- Developing and maintaining a pipeline of qualified investor and group sales opportunities.
- Presenting multi-family development opportunities to investors, ownership groups, family offices, and real estate investment firms.
- Leading negotiations, prepare proposals, and manage purchase agreements through execution.
- Representing the company at industry events, conferences, networking functions, and investor meetings.
- Maintaining detailed sales forecasts, pipeline reporting, and market intelligence.

CMHC MLI Select & Financing Coordination

- Assisting clients in understanding financing structures and project feasibility, including CMHC MLI Select financing opportunities.
- Coordinating introductions and relationships between purchasers, lenders, mortgage brokers, CMHC consultants, and financing partners.
- Supporting the collection and organization of information required throughout financing and due diligence processes
- Working collaboratively with financing professionals to help facilitate successful approvals and project funding.

Client Relationship Management

- Serving as the primary point of contact for purchasers from initial inquiry through closing.
- Building trusted relationships with investors and ownership groups by providing timely communication and strategic guidance.
- Coordinating regular project updates and ensure clients remain informed of development milestones, timelines, and key decisions.
- Identifying and resolving concerns to maintain a positive client experience.

Internal Project Coordination

- Liaising with the Director of Development, Construction Director, Project Managers, and other internal stakeholders to ensure alignment on project scope, schedules, budgets, and purchaser expectations.
- Coordinating internal meetings and project reviews related to active investor sales.
- Ensuring all client commitments are accurately communicated and documented internally.

Property Management & Operational Readiness

- Coordinating introductions and relationships between purchasers and property management partners.
- Assisting clients with planning for operational readiness, lease-up strategies, and transition planning where applicable.
- Supporting investor groups in understanding property management requirements and long-term operational considerations.

Closing & Transaction Management

- Guiding purchasers through all phases of the closing process.
- Ensuring all required documentation, approvals, reports, and due diligence materials are provided in a timely manner.
- Coordinating with legal, accounting, lending, and project teams to facilitate successful closings.
- Monitoring key transaction milestones and proactively address potential delays.
- Supporting post-sale transition activities to ensure a seamless ownership transfer.

As our ideal candidate, you are...

- A strong communicator; you clearly express your thoughts in conversation as well as write and present in a persuasive and influencing manner.
- An active listener; you seek to understand and listen to others in a non-judgmental way.
- A creative problem solver; you think outside the box for solutions without fear of failure.
- A leader; you attract, retain, develop or improve the skills of others through effective coaching and guidance.
- Mindful; you respect diversity and deal with sensitive situations in high standards of integrity.
- Excellent service oriented; you handle relations with customers, internal and external parties with tact and diplomacy.

Essential Requirements

- High School Diploma, or equivalent.
- Bachelor's Degree in Sales, Marketing, or related field is preferred.
- A proven track record in sales.
- Minimum 5 years of experience in real estate sales, development, commercial sales, investment sales, or multi-family housing.
- Strong understanding of multi-family development, construction processes, and real estate investment fundamentals.
- Experience working with CMHC financing programs, including MLI Select, is considered a strong asset.
- Knowledge of underwriting, project feasibility analysis, and financing structures.
- Valid driver's licence and access to a reliable vehicle.
- Satisfactory verification of criminal record check.
- Proficient in Microsoft Office Programs (Outlook, Word, Excel, PowerPoint, Teams and SharePoint), ERP system (NewStar) and remote access systems.

What We Value

- Creating trusting and successful working relationships.
- Setting clear, measurable and achievable goals.
- Cooperating with team members in an open, positive and respectful manner.
- Taking responsibility for the outcomes of decisions and actions.
- Consistently meeting customer expectations.
- Staying current on technical job skills.

Working Conditions

You primarily work in an office setting during regular business hours with travel to sites required on a frequent basis. Overtime may occasionally be required.

About Us

StreetSide is the multi-family division of Qualico and has developed apartment style, town home style, detached houses and luxury condominiums throughout Western Canada with projects ranging from innovative urban development to historic retrofits. StreetSide operates in Winnipeg, Edmonton, Calgary and Vancouver. To learn more, click [here](#).

Qualico welcomes applications from people with disabilities. Accommodations are available upon request during the assessment and selection process.

Candidates being considered will be contacted. We thank you for your interest. Join our [Talent Community](#) to stay up to date on job opportunities and to find out why we have the best reasons to come to work every day.

Closing date: July 31, 2026

[Apply Here](#)