

FRAMEWORK BRIEF
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Job Descriptions.

FOR Revel Realty Inc.	AUDIENCE Candidates and hiring team	BY Mark Cressman, Sidecar
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/ 01 • SALES DEVELOPMENT REPRESENTATIVE

Building Revel's next chapter.

About REVEL

REVEL Realty is one of the fastest-growing independent real estate brands in Ontario. Founded in Niagara Falls in 2013, we now operate 40+ offices and 500+ REALTORS® across the province.

Our growth comes from the Head Coach model. We partner with established REALTOR® team leaders to open and run their own REVEL-branded offices under our platform, our brand, and our REVELution community. Every Office Leader (Head Coach) is a business owner in their own right, and the reason this company keeps growing.

We are building out the team that supports REVEL's continued expansion across Ontario. You would be joining at the start.

The role

This is the front end of how REVEL finds its next Office Leader (Head Coach). Your job is to identify Ontario REALTOR® team leaders who could be a fit for our model, build a relationship with them, and book a discovery conversation with our Chief Growth Officer. This is an account-based approach. You focus on a curated list of around 200 to 250 named team leaders across Ontario, getting to know each one and building outreach that speaks to them directly.

You are not closing deals. You are opening the door for a longer conversation. The close happens later, with senior leadership, in person, in Niagara Falls.

This is a focused, relationship-driven role. You work a curated list of named team leaders rather than a long call list, which means you have the time to do each one justice. The goal is for every team leader you reach to feel like you understand their world and reached out for a reason. You are the first hire on a brand-new growth team, and the system is being built around you: a working HubSpot pipeline, defined recruiting stages, an outreach playbook, and a leadership team that is engaged and accessible.

What you'll do

- Research each team leader before you reach out. Their business, their team, their market, what they care about. The outreach starts with knowing who you are talking to.
- Shadow Chief Growth Officer in person during meetings, either at the office or off-site.
- Craft outreach that fits each person. A note that speaks to their business, a relevant article, the right gesture at the right moment. The personal touch is what sets this approach apart.
- Book sales-qualified discovery meetings for our Chief Growth Officer.
- Keep HubSpot current. Every touchpoint logged, every record clean.
- Use the full range of channels. Calls, email, LinkedIn, and in-person each have their place, and they work best built on the research you have already done.
- Travel requirements: Less than 10% of the time (conferences, occasional market sweeps).
- Show up to weekly pipeline reviews and weekly coaching.

Who we're looking for

- A confident outbound seller. This is a sales role at its core. You are comfortable reaching out to people who are not expecting your call, and you like the challenge of turning a cold contact into a real conversation. The research and personal touch are how you do it well, not a substitute for the outreach itself.
- Coachable. You want to keep getting better at this.
- Organized. You can run a structured workflow on your own.
- Curious. You are genuinely interested in the people you are reaching out to.
- One to three years of outbound sales experience preferred. Strong entry-level candidates with the right instincts welcome.
- Real estate industry experience is a plus, not a requirement.
- Based in Ontario. Comfortable working from our Niagara Falls office or on a hybrid arrangement.

What you get

- Competitive base salary plus bonus. Details shared during the interview process.
- A working system on day one. HubSpot live, playbook ready, leadership engaged.
- A growing brand with real room to move into more senior roles as the team builds out.

How to apply

Send your resume and a short note about why this role interests you to hr@sellwithsidecar.ca.

/ 02 · ACCOUNT MANAGER, HEAD COACH EXPERIENCE

Supporting our Head Coaches.

About REVEL

REVEL Realty is one of the fastest-growing independent real estate brands in Ontario. Founded in Niagara Falls in 2013, we operate 40+ offices and 500+ REALTORS® across the province.

Our Office Leader (Head Coach) model partners with established REALTOR team leaders who open and run their own REVEL-branded offices under our platform. Our Head Coaches are accomplished business owners. This role exists to make sure they have everything they need to keep building.

The role

From the moment an Office Leader (Head Coach) signs on with REVEL, the relationship moves to you. From that point, you own the experience: the first 90 days, the ongoing cadence, the Quarterly Business Reviews, and the day-to-day support that helps a Head Coach build a thriving office.

Our Head Coaches are top-producing REALTORS® who have built successful teams and are now stepping into running their own office under our brand. They bring an enormous amount of skill to that move. The part of the work that is new for many is the operational side of running an office at scale: profitability planning, hiring, systems, and back-office mechanics. Your job is to bring that operating expertise alongside them.

This is a senior seat, and we are taking our time to hire the right person.

What you'll do

- Run onboarding for every new Office Leaders (Head Coach). Office setup, brand orientation, systems introduction, and a structured first-90-day cadence.
- Run Quarterly Business Reviews for every active Office Leader (Head Coach). Real data, real conversation, real plan.
- Partner with Office Leaders (Head Coaches) on the operational side of running an office: profitability, hiring, systems, marketing alignment, and REVEL Ed engagement.
- Be the first point of contact for any post-signing question or issue.
- Track retention quarter over quarter. The goal is that every Office Leader (Head Coach) who signs becomes a Head Coach who stays.
- Work with the Chief Growth Officer on the handoff from signing to onboarding.
- Coordinate with our VP of Operations on logistics. You own the Office Leader (Head Coach) relationship. She owns the admin.

Who we're looking for

- A real estate operator. Director of operations background strongly preferred. You have run the back office or operating side of a real estate team or brokerage before.
- You think like a builder. You are as interested in process and systems as you are in people.
- You can read a P&L and have a useful conversation with a business owner about it.
- You can have a hard conversation when the situation calls for it.

- You are systems-minded. You see structure where others see chaos.
- Based in Ontario. Comfortable in our Niagara Falls office regularly and on the road for Office Leader (Head Coach) visits.

What you get

- Competitive base salary plus bonus. Details shared during the interview process.
- One reporting line. You will report to our Chief Growth Officer.
- Real ownership of the Office Leader (Head Coach) experience. This is a defined senior role with the autonomy to operate it.
- A growing platform. 40+ offices today, and a real national expansion plan behind it.

How to apply

Send your resume and a short note about your operations experience to hr@sellwithsidecar.ca