

# Let's Talk Business

## For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School of Management students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni, and the University Business Librarian.

Published June 2023

### A Day in the Life of an Associate Vice President, Customer Care

We recently had a conversation with Hazel Zulueta, a Ted Rogers School of Management alumna who graduated from the Business Management program in 2017, double majoring in Marketing and Real Estate Management.

Hazel currently works as an *Associate Vice President of Customer Care* at Centrecourt.

Centrecourt is a real estate company that targets fast-growing residential communities, transit networks, and high employment areas across the Greater Toronto Area. They work in all aspects of development, including buying land, zoning, designing, selling, building, and providing customer service.

In this report, we dive into her experience as an *Associate Vice President* as she guides us through her experience at Centrecourt.



 [Hazel Zulueta](#)

 **CENTRECOURT**

**Q:** What do you do on a "day-to-day" basis in your current role?

**A:** I oversee the full customer care operations of all our projects in different stages of development from post-sales to suite closings and warranty.

This includes visiting sites and liaising with project construction teams to ensure suite production is on track and the quality of the build is 'hotel ready', creating project budgets and department procedures and protocols including communication strategies for our purchasers and homeowners, as well as collaborating with other departments. I am also responsible for hiring, training, and coaching customer care staff.

**Q:** What technology platforms do you use in your role?

**A:** In my role, I use applications such as Salesforce, Procore, Bluebeam, and Microsoft Office on a daily basis.



**PROCORE**<sup>®</sup>



**Q:** How does your industry impact the world?

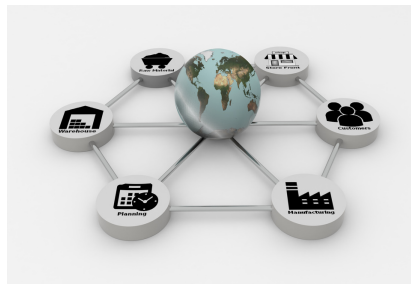
**A:** The condominium industry allows first-time home buyers to enter the housing market at an affordable price than single-family homes. High-rise buildings encourage urban intensification and create a housing supply resulting in vibrant communities.

Our towers, specifically, are located in nearby rapid transit networks, major amenities, and employment areas which promote a healthier lifestyle, and economic growth, and protect the natural environment (i.e. building up).

**Q:** Which industry trends should TRSM students be aware of?

**A:** The real estate market is always changing. Aspirational students should watch out for interest rates and inflation, housing demands, supply chain models, and shifting demographics.

Expand your knowledge and learn certain topics such as government policies, urban plans, and sustainability.



**Q:** What advice would you provide a Ted Rogers School student who aspires to work in your industry?

**A:** Keep learning and gain as much field experience as you can. Passion, willingness to learn, and a strong work ethic are great attributes. Go for roles that spark your interest and do not shy away from networking and reaching out to industry professionals.

## Want to Learn More for Free?



### Investopedia

Click [here](#) to access to a plethora of free resources including educational and news articles, simulators, and more!



### TMU Marketing Association

Through exposure to every element of the industry, the TRMA seeks to deepen students' understanding of marketing at Toronto Metropolitan University. Find out more about them on Instagram [@trma.met](#)



### Ted Rogers Real Estate Association

The [Ted Rogers Real Estate Association](#) (TRREA) act as a liaison between students and the real estate industry by hosting student events and offering exciting opportunities.



## Visit the Business Career Hub

### Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming events.

### Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps.](#)

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)



### Career Consultant Contributor Carey Khoo

Carey is a Ted Rogers Alum from the Retail Management program and has student recruitment experience within the public sector. Carey is passionate about providing students with career guidance that allows them to develop, implement, and sustain meaningful careers.



### Student Contributor Ajenth Suthanathan

Ajenth is a student in the Human Resources Management program aspiring to be an HR professional in the Talent Acquisition field.