



THE WELL HOME.

WE ARE HIRING

Director of Channel Partnerships

Luxury Home Builders, Architects, and Interior Designers

Show me your home, and I can predict your health.

That's not a metaphor. Where you live shapes how you sleep, how you age, and how long you live. For a century this industry sold beauty and ignored biology. We're here to fix that. The most powerful medicine was never a pill. It's the way we live in our spaces.

The Well Home builds homes engineered to make people healthier and longer-lived, and we intend to make health the way the world builds. This is hard, and it's not for everyone. But if you'd rather change how the world lives than fill another role, keep reading.

ROLE	Director of Channel Partnerships, Luxury Home Builders, Architects & Interior Designers
LOCATION	Washington, DC area. A local, in-person, relationship-driven role.
COMMITMENT	Fractional to start, designed to scale into full time
REPORTS TO	Founder & CEO

COMPENSATION

Base retainer plus performance commission, with a path to full time and equity

About The Well Home

We are disrupting a dinosaur industry. For decades, home building obsessed over how a space looks and ignored what it does to the people inside it. We are rewriting that.

We are the first firm of its kind, founded by a doctor and designer to prove one idea: your home should be your greatest partner in health and longevity. We design living environments that optimize healthspan, aligning air, water, light, and circadian rhythm with rigorous medical science. We call it Restorative Luxury.

The timing is rare. Wellness has become the single greatest driver of value in luxury real estate: among the most requested features in high-end homes, a proven premium on value, and a market projected to reach 1.1 trillion dollars by 2029. We are early, and we intend to own the category.

The Role

We are looking for an entrepreneurial leader to own and scale our Luxury Home Builder channel from the front lines. It is a hunter operator hybrid: equal parts dealmaker and builder. One day you are winning relationships with luxury builders, developers, and design firms. The next you are building the playbook, packages, and systems that turn them into revenue at scale.

You will not start from scratch. We are already building here, and you should arrive with your own relationships among luxury builders, developers, and architects in the DC region. What you will own:

- **The channel, end to end.** Run the luxury home builder channel as your own business within the business.

- **The relationships.** Open doors and deepen trust with builder principals, developers, and design leaders. You are the face of this channel, with our founder working alongside you.
- **The playbook.** Build how we pitch, onboard, and grow builder partners, turning early wins into a repeatable system.
- **The use cases.** Learn where our solutions fit into builders' projects and clients, and bring that back to shape what we build.
- **The offers.** Package and launch what builders will want to bring their clients, from BioHarmony specifications to signature wellness features.
- **The revenue.** Build the referral and revenue-share mechanics, hit the numbers, and grow a channel that funds itself.

What We Are Asking

In your first 90 days: get in front of our existing and target builders, learn where our solutions fit, standardize a package they can easily offer clients, and open the first revenue. In the months after, turn those wins into a repeatable, self-sustaining channel. We are asking you to hunt and build, and to bring real relationships from day one.

Who We Are Looking For

This role rests on one rare combination: someone who can win relationships and build the system behind them. If you have only ridden an existing machine, or only charmed clients without building anything, this is not the fit.

- **A hunter and a builder.** You can open a door and close a partnership, and design the systems that make it repeatable.
- **Someone who brings relationships.** You already have a real network among luxury builders, developers, and architects, ideally in the DC region.
- **Fluent in the luxury build world.** You know how builders work and how a new offering earns its way into a high-end build.

- **Entrepreneurial and scrappy.** Self-motivated, comfortable doing more with less, happy wearing many hats, and full of ideas rather than waiting for a checklist.
- **Polished with high net worth clientele.** You understand the discretion and standards this world expects.

A quick gut check. If you need a big team, a guaranteed paycheck with no risk, a finished playbook handed to you, or permission before you act, this will not be your place. But if a blank page and a phone full of relationships you can turn into revenue sounds like a great Monday, read on.

Skills & Experience

- **Business development.** A track record of structuring and closing partnerships: referral and revenue-share deals, negotiation, and revenue you can point to.
- **Systems and pipeline.** CRM discipline, repeatable onboarding playbooks, offer packaging, and the simple channel economics to know a deal is worth it.
- **Specification and design.** Comfort with the design-build cycle and how products get specified, plus the taste to earn credibility with architects and interior designers.
- **AI fluency.** You treat AI as a force multiplier: Claude and Copilot, Google AI Studio and Gemini, and real prompt-engineering skill to research accounts, personalize outreach, and produce proposals and playbooks fast.
- **Data and judgment.** You track conversion and KPIs, and let the numbers guide where you spend your time.

What We Value

- **Good humans only.** Integrity, trust, and discretion are the price of admission, not a differentiator. If you cut corners, this is not the place.
- **Proof over pedigree.** We care about what you have built and closed, not where you went to school.

- **Own it.** We are small. There is no one to hide behind and no one to wait for. You will have real ownership from week one.
- **Say the real thing.** We give each other direct feedback to reach the best answer. Egos stay at the door.
- **Enjoy the build.** This is demanding work, and it should be the most fun you have had in a career.

Compensation

This role starts fractional, with a base retainer plus performance commission tied to the revenue you generate. As the channel proves itself, it is built to scale into a full-time leadership role, with equity potential over time. We will walk through the specifics together.

How We Will Work Together

Our process is simple and built on proof, not promises.

- 1 Submit your written answers, background, and references.
- 2 We meet, including time with our founder, to get to know each other.
- 3 Strong candidates move into a short, paid fractional engagement, so both sides can test the fit for real.
- 4 As the channel proves out, the role grows into a full-time leadership seat.

Questions We Would Love You To Answer

Please answer in writing. Be specific. We care far more about real examples and numbers than polished generalities.

- 1 Tell us about a partnership or channel you built from almost nothing. Take us from the first conversation to repeatable revenue. We want to hear both how you landed the relationships and what you built so the channel did not depend on you being in every conversation.

YOUR RESPONSE

- 2 What relationships would you bring on day one? Name the builders, developers, architects, or design firms you already know, ideally in the DC region, and point to specific outcomes you personally drove.

YOUR RESPONSE

- 3 Imagine you start with a few warm builder relationships and little else. No playbook, no packages, no CRM. Walk us through your first 90 days. Where does the first revenue come from, and what do you build along the way?

YOUR RESPONSE

- 4 Luxury builders are busy and protective of their clients. What wellness or home-performance offerings would they genuinely want to bring to those clients, and how would you make it easy to say yes?

YOUR RESPONSE

- 5 Finally, tell us something a resume would never show. A moment you are proud of, or an obstacle you had to overcome to become who you are. We hire humans, not resumes.

YOUR RESPONSE

References

Please share two to three references, ideally including a partner or client who can speak about your experience in working together. We will reach out only with your permission.

NAME	TITLE & COMPANY	RELATIONSHIP	EMAIL & PHONE

How To Apply

Email your written answers, references, and resume or LinkedIn to

joinus@thewellho.me

We review on a rolling basis and will be in touch if there is a strong fit. Every application is treated in confidence.

This is your chance to build a category from the ground up and change how the world lives inside its homes. You will work directly with our founder and a small, ambitious team. Your ideas go live in days, not quarters. You will be trusted, stretched, and given room to run.

A home well designed gives you a life well lived.



Restorative Luxury · Architectural Wellness | The Well Home is an equal opportunity organization.