



**JOB TITLE:** Community Sales Manager

**EMPLOYER:** Newmark Homes

**DEPARTMENT:** Sales

**REPORTS TO:** Director of Sales

**EFFECTIVE DATE:** 2/13/2018

**SUMMARY:** Responsible for achievement of sales quota in direct sales of new homes; while managing all aspects of assigned community as outlined below.

**DUTIES AND RESPONSIBILITIES:**

- Required to work inside the model sales office during business hours except for assigned days off. Business hours must be adhered to unless prior approval by management is obtained.
- Business Professional attire and attitude is required.
- Responsible for meeting/exceeding a monthly community sales goal.
- Manages the contract process for new sales from start to finish. This includes ensuring that all documents are properly executed along with all required deposits and turned in to the corporate office within 48 hours.
- All required contract documents and reporting to be turned in to the developer when required.
- Manages prospects including follow up. All prospects must be entered into the CRM system and maintained on a regular basis.
- Displays knowledge about Newmark Homes, assigned community, product, competition, and the Houston home market.
- Manages the process to obtain pricing for all prospects and buyers through established company procedures.
- Manages the scheduling of all Design Center appointments within required time frame; and ensures the collection of all required deposits to the Design Center, redraw fees, custom options, etc.
- Work directly with Marketing to ensure that all collateral, websites, MLS, signage, and photography is up to date and accurate. This also includes maintaining realtor relationships alongside Marketing by participating in events. See attached Sales' Marketing Responsibilities.
- Responsible for initiating independent prospecting activities. In addition; work with community developer when possible.
- Manages the levels of inventory homes being built within the assigned community. This includes regularly walking the homes, maintaining approved levels of options being put in the homes, and accountability to ensure the sale of these homes.
- Manages all buyer and realtor concerns at the field level. Issues and concerns should only be escalated to the management level when all other options have been exhausted.

- Manages the scheduling of all construction meetings in the field with builders. This includes weekly phone calls made jointly. When possible, the sales and builder team must attend all construction meetings together.
- Manages the scheduling of all buyer closings with buyer and community closing coordinators.
- Manages backlog of their sold homes within a community. A status will be required every 2 weeks and questions should be answered about backlog issues at that time. All items requested during community calls should be resolved within the given time frame.

### **Marketing Responsibilities**

- Realtor Outreach
  - Responsibilities:
    - perform Realtor outreach be that printed collateral and office visits or electronic flyers being sent. (electronic flyers can be requested from the marketing department)
- MLS
  - Responsibilities:
    - Implementation: Stage 4/Stage 16
      - List home into MLS and upload at least 6 photos
      - Maintain listing throughout build process
        - Changing leading photo
        - Updating descriptions on listing and individual photos
        - Uploading progress construction photos
    - Additional - Photography
      - aerial photography; Matterport/Virtual Staging – is done on request
      - If sales associate wants photography done sooner than stage 16, it is the sales associate's responsibility to request from Marketing
- Collateral
  - All collateral orders are due on Wednesday's for printing that business week; Responsibilities:
    - Order/Proof Collateral
    - Notify Marketing of any changes to inventory/plan changes/pricing
  - Send all Marketing Orders to Marketing by Wednesday of that business week.
- Signage
  - Responsibilities:
    - Request sold and available signage as needed
      - Work alongside builder team for signage placement
      - Maintain appearance of signage on homesites
    - Completed Spec Signage
      - Request at stage 16 of home
        - Marketing will schedule install of signage
        - Once photography is received Marketing will create inventory flyer for flyer box attached to sign

- When home sales, sales associate is responsible for requesting sign removal from marketing. BUILDERS ARE NOT TO REMOVE SIGN.

### **SUPERVISORY RESPONSIBILITIES:**

- This job has no supervisory responsibilities.

### **QUALIFICATIONS:**

- Associate's Degree (AA) or equivalent from a two-year college or technical school.
- Computer skills required:
  - Basic knowledge of Microsoft Outlook and Word
  - Basic knowledge of Newmark systems and HAR
- Other skills required:
  - Minimum of 3 years of proven success in a New Home Sales position
  - Sales and Marketing skills
  - Outstanding interpersonal, communication, and organizational skills
  - Professional demeanor, possess strong work ethic, and exceptional listening skills
  - Required to work inside the model sales office during business hours except for assigned days off. Business hours must be adhered to unless prior approval by management is obtained.
  - Business Professional attire and attitude is required
  - Required to attend and participate in Continued Education Training as scheduled by management.

### **COMPETENCIES:**

- **Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- **Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- **Attendance/Punctuality** - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
- **Cost Consciousness** - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
- **Customer Service** - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
- **Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
- **Design** - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.
- **Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative

approaches and ideas; Presents ideas and information in a manner that gets others' attention.

- **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- **Judgement** - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- **Leadership** - Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others.
- **Motivation** - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- **Organizational Support** - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Quality** - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- **Quality Management** - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- **Quantity** - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
- **Safety and Security** - Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.
- **Strategic Thinking** - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build

morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

- **Technical Skills** - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

- Occasionally/Frequently required to stand
- Occasionally/Frequently required to walk
- Occasionally/Frequently required to sit
- Occasionally/Frequently required to utilize hand and finger dexterity
- Occasionally/Frequently required to climb, balance, bend, stoop, kneel or crawl
- Occasionally/Frequently required to talk or hear
- The employee must occasionally lift and/or move more than   5   pounds.