

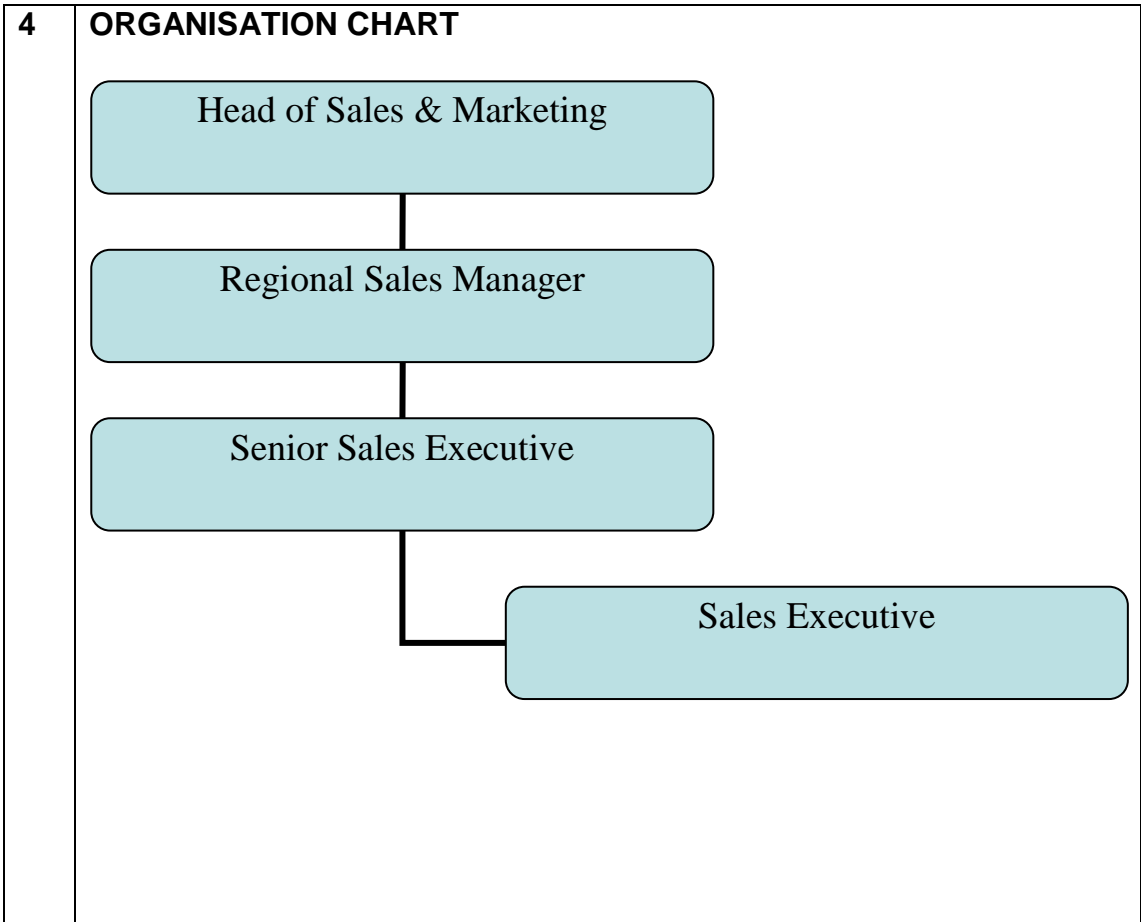
HOME GROUP
JOB DESCRIPTION

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| 1 | JOB DETAILS | |
| | Job Title: Sales Executive | Date: January 2018 |
| | Reports to: Regional Sales Manager | Ref: HOMEJD609 |

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| 2 | <p>JOB PURPOSE</p> <p>Manage the sales activity on site of available properties from legal set up through to sales completion. The sales executive will ensure that HG solicitors have all legal documentation required to produce legal packs and progress sales. Sales Executives will manage all leads for their schemes and carry out viewings, secure reservations and progress sales through to completion for all the outright and affordable new build house sales.</p> <p>The Sales Executive will provide a first class customer orientated service to internal colleagues and most importantly our customers. They will understand the corporate sales targets and will be instrumental to the achievement of sales numbers, receipts and surplus.</p> |
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| 3 | <ul style="list-style-type: none"> • Responsibility for negotiation of approx. 50 - 100 sales per annum, outright and shared ownership initiatives. • Fully responsible for the full sales cycle from legal set up, leads management, and sales progression. • Management of the incentives and price negotiation, if applicable • Responsible for weekly activity reporting, • Produce customer and competitor analysis to internal management. • Qualify shared ownership and outright sales applicant's ability to purchase a home and progress with mortgage application. • Be responsible for the day to day management and maintenance of the working environment i.e. marketing suite/show home if applicable. • Responsibility of being the designated company representative on site, as an ambassador for HG • Follow the organisations lone worker policy. • Presence at site meetings • Responsible for snag's and de snag's and scheme handovers. • Develop an expert understanding of sales customers' requirements. • To ensure all administration is completed i.e. void inspections, progression reports, audit compliance checks. • Fully understand and follow the departmental processes and procedures. |
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- 5 KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED**
- Experience in a commercial property sales environment. In depth knowledge required of all affordable tenure products as well as outright sale.
 - For roles based on our Retirement developments, experience of managing extra care, retirement or senior living sales is essential.
 - Sales focused mentality with a drive to achieve sales targets
 - Understanding of the development/construction process and ability to interpret floor layout and plans.
 - Regularly maintain local knowledge of the specific area and its housing market
 - Ability to manage and influence the legal conveyancing process from start to finish.
 - Understanding of the financial requirements to buy; including mortgage processes and financial assessments of applicants.
 - Knowledge of handling lender and IFA queries and on site valuations.
 - Experience of sales marketing campaigns and events
 - Ability to prioritise with excellent organisational skills
 - Ability to lone work and be self-motivated and energised team player

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| | <ul style="list-style-type: none"> • Excellent customer services and interpersonal skills according to Home Group requirements. • Excellent oral and written communication to be maintained regularly between internal departments and sales team and external clients such as customers. • Excellent time management skills • Ability to build rapport and long-standing relationships with internal and external customers and contractors. • Ability to convey to lay audiences, the detail of affordable tenures and the experience of developing a trusting relationship with the customer which will lead to a deal 'close'. • Team player and ability to fulfil team's common goals. • A full driver's license required with provision of car • Awareness and understanding of the Consumer Code and Help to Buy • Excellent Word and Excel skills • Access Database skills desirable. • Reliable, Trustworthy and respectful. |
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| 6 | <p>KEY RESULT AREAS</p> <ul style="list-style-type: none"> • Achieve sales targets within agreed timescales and deal parameters. • Ensuring applicants for affordable sales properties are in housing need, and are able to maintain mortgage repayments. • Achieve customer satisfaction of 90% + • Keeping accurate, up to date records on Sales and liaising with other team members to co-ordinate – to ensure that the scheme is achieving budget and timescales • Regular property checks to ensure void properties remain presentable for sale and are secure to prevent loss to the company • Work alongside Sales Team to deliver and review marketing campaigns and events • Marketing – support the team to reduce costs required to market homes where possible; ensuring all marketing literature complies with the consumer code regulations. Literature is clear and accurate. A comprehensive database of people interested in homes throughout the region is held so that they can be contacted via targeted marketing campaigns. • Property checks – carrying out regular checks on unsold properties. Ensures properties remain well maintained and remain secure, protecting assets. |
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| 7 | COMMUNICATIONS AND WORKING RELATIONSHIPS |
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| | <ul style="list-style-type: none"> • Sales Team – in relation to sales performance, customers, marketing and site management • Legal Services – in relation to the conveyancing process • Delivery Managers – in relation to the scheme details • Finance – to inform and track income and expenditure on schemes and completion dates <p>External</p> <ul style="list-style-type: none"> • Customers – from initial enquiry through the sales process up to completion • Contractors / Site Managers on site, with regard to progress of build programme site checks, snagging of finished properties, remedial works and defects and arranging viewings in unfinished plots. • Keep abreast of market trends and competitors. Contact the competitor Sales Managers / Sales Negotiators to establish market trends • Financial advisors and mortgage lenders to advise on all types of sales schemes and leases and the financial implications • Homebuy agents/ local authorities with regard to housing need, nominations and procedures, financial assessments and PR events • External solicitors liaison on the conveyancing process and ensuring the process runs as smoothly and quickly as possible • Surveyors/Estate Agents – for location information for market research and market trends on new schemes and timely valuations |
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| 8 | <p>SCOPE FOR IMPACT</p> <ul style="list-style-type: none"> • Achieve and exceed sales targets <p>As a customer interface the Sales Executive performance will influence Home Group’s reputation.</p> |
| 9 | <p>CORPORATE RESPONSIBILITIES</p> <ul style="list-style-type: none"> • To take responsibility for the health, safety and welfare of yourself and through your acts and/or omissions do not affect your colleagues. Actively follow the Group’s Health and Safety Policy, Procedures and Safe Systems of Work. This includes following instructions and undertaking training to ensure compliance. • To undertake all reasonable training activity designed to support you in your role. |

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| | <ul style="list-style-type: none"> • To note, understand and comply with Home Group’s Equal Opportunities Policy. • To undertake any further duties as requested by your Line Manager commensurate with the level of your post. • To represent the company in a professional manner and take this responsibility seriously. • Be trustworthy, honest and loyal towards your work and the environment you work in. |
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| 10 | JOB DESCRIPTION AGREEMENT | |
| | Job Holder’s signature | Date |
| | Manager’s signature | Date |