



BETENBOUGH  
HOMES®

# JOB DESCRIPTION

## New Home Adviser

### Team Overview

To be excellent, inviting, innovative, authentic, and purposeful while protecting and promoting the Betenbough Homes brand.

### Job Summary

Manage Betenbough Homes' online sales initiatives. This position will respond to, qualify and manage the leads and customer requests for new homes in order to provide world-class service to Betenbough Homes' online customers. Individual will report directly to the communications manager.

### Essential Job Functions

- Respond to all e-mail, social media, and phone leads immediately
- Qualify the leads based on needs
- Provide consistent follow-up to online prospects with the goal of setting an appointment with the onsite New Home Specialists and New Home Counselors
- Provide information and marketing material to prospects
- Respond to the sales line and voicemail for leads
- Work with the prospect to determine the best community and floor plan
- Utilize lead-management software
- Create and deliver ongoing e-mail and campaigns
- Track and report on lead activity and sales conversion ratios
- Monitor website content
- Monitor third-party websites and online advertising
- Continually research the competition and their online activities
- Additional responsibilities as needed

### Qualifications

- Two years of sales and/or marketing experience
- Customer focused and personable
- Proven e-mail and phone communication skills
- Sales contact management database experience
- Solid organizational, planning and managing skills
- Maintain focus while working in an unstructured environment with nominal supervision
- Ability to multi-task and manage time well
- Must be able to learn and follow proven sales process

### Work Environment and Physical Requirements

- Works in temperature-controlled environment
- Vision for near, mid-range and far as well as hearing for low, medium, and high pitch
- Superior communication skills with co-workers, customers, trade partners and vendors.
- Requires physical ability for standing, sitting, crouching, kneeling, frequent walking, reaching above head and below waist
- Must have a current and valid driver's license and must be able to be insured by company fleet insurance.
- Must be able to perform all job expectations safely with or without reasonable accommodations
- Ability to lift 30-50 pounds

**Hours & Schedule**

- 40-45 hours per week (9:30 a.m. - 6:30 p.m. | Monday - Friday, alternating Saturdays)
- After hours and weekends may be necessary on occasion for trips, events, or to meet deadlines
- Lunch meetings are occasionally required.
- Travel is regularly required.
- Position is Exempt from overtime

**Benefits**

Comprehensive Employee Benefit Package  
Employer-Paid Life, AD&D, LTD Insurance  
Enrolled into ESOP (Retirement Benefits)  
Paid Time Off Policy

Company-issued cell phone  
Company Training Opportunities  
Company-Sponsored Vision Trips

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New Home Adviser

\_\_\_\_\_  
Date

\_\_\_\_\_  
Communications Manager

\_\_\_\_\_  
Date