



BETENBOUGH  
HOMES®

# JOB DESCRIPTION

## New Home Associate

### Sales Team Overview:

Serve as the face of the company and first point of contact for potential homeowners, seeking to genuinely develop and preserve relationship that generate leads and convert customers into raving Bettenbough homebuyers. Be part of a team dedicated to serving Bettenbough Homes' customers and uncovering their homebuying needs.

### Essential Job Functions:

- Follow and embrace fundamental sales process that encourages repeat buyers and customer referrals while building Bettenbough Homes' brand reputation
- Assist and support New Home Specialist
- Convert prospects into raving Bettenbough homeowners using Bettenbough Homes' sales process and in turn meet individual and team sales goals
- Ask for and overcome sales objections with the final goal of creating a satisfied and informed homebuyer
- Conduct daily follow-up calls with homebuyers until prospect is converted into a customer
- Professionally answer emails and phone calls and respond to all communication in a timely manner
- Professionally demonstrate model homes, available homes, homesites and communities to prospects outside of the New Home Center
- Attend all trainings and fully participate in coaching exercises, which include sessions with your manager and/or sales coach and regular video shops/game film
- Practice empathy with you team member(s), prospects and homebuyers in ways that enhance customer service/satisfaction and support their individual missions
- Maintain a detailed calendar for your team and attend scheduled calendar events to represent your team
- Upload and maintain home buyer's files for estimates, agreements, and pre-construction agreement

### Qualifications:

- Relationship skills: ability to connect with others, influence others, inspire change in others and manage conflict well with others to build trust
- High emotional intelligence: displays social and self-awareness in order to adjust sales approach with variety of homebuyer and has the ability to self-manage.
- Energetic: action-oriented and consistently exhibits positive energy.
- Strong communication skills: ability to communicative both verbally and written in a professional and persuasive manner.
- Team player: ability to work in a team environment, open to other's ideas and willing to cooperate and collaborate.
- Ambitious: displays high achievement drive and motivation to win. A self-starter who seeks to discover and improve themselves and processes.

### Work Environment and Physical Requirements:

- Vision for near, mid-range, far and accommodation; hearing for low, medium, and high pitch
- Requires valid driver's license and clean, working vehicle to travel to locations away from the New Home Center (or model homes) in order to show and tour homes with prospective Bettenbough Homes buyers
- Requires physical ability for standing, sitting, crouching, kneeling, frequent walking, reaching above head and below waist
- Ability to lift 5-10 pounds

### Hours and Salary Range:

- Base + commission
- 40-45 hours per week with some after hours may be necessary
- Position is not exempt not from overtime

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New Home Coordinator

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
New Home Sales Manager

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date