

New Home Specialist Job Description

Job Summary:

The New Home Specialist is responsible for managing and overseeing the sales process for new home construction. This role requires a deep understanding of the home building process, excellent communication skills, and a customer-focused approach. The specialist will work closely with potential buyers, guiding them through the purchasing process and ensuring a seamless experience.

Key Responsibilities:

- Guide prospective homebuyers through the sales process from initial inquiry to closing.
- Educate buyers on available floor plans, options, and home features.
- Conduct model home tours and on-site visits with potential buyers.
- Maintain up-to-date knowledge of current inventory, pricing, and market trends.
- Develop and maintain relationships with real estate agents and brokers.
- Assist buyers with contract preparation and ensure all documentation is completed accurately.
- Work collaboratively with the permitting and construction team to provide buyers with updates on their home's progress.
- Attend industry events and networking opportunities to promote the company's brand.
- Manage and follow up with leads in the CRM system to nurture prospective buyers.
- Ensure an exceptional customer experience through every stage of the home-buying process.

Qualifications:

- Previous experience in new home sales or real estate preferred.
- Strong understanding of the home-building process and construction terminology.
- Excellent verbal and written communication skills.
- Ability to build and maintain relationships with clients and industry professionals.
- Proficiency in CRM software and sales tracking tools.
- Self-motivated and goal-oriented with a strong work ethic.
- Availability to work weekends and evenings as needed.

Benefits:

- Competitive commission opportunities.
- Health, dental, and vision insurance.
- Professional development and training opportunities.
- Opportunities for career growth within the company.