



## PRIME SALES MANAGERS JOB DESCRIPTION

- Reporting to:** Director/Regional Director
- Responsible for:** Sales Market Share and income/profit for properties over the Prime threshold level
- Purpose:** To create the largest active 'on market' share of any agent in the area for properties over the Prime threshold (initially (£1m)  
Exceed budgeted income levels for residential exchanged income and all related 3<sup>rd</sup> party income lines  
Exceed personal budgets and targets defined for the role  
Hit bonus scheme targets on quarterly basis
- Key Accountabilities:** Personal MA generation of Prime properties  
Drive branch performance and contribution towards Prime income  
Performance against key activity targets including referrals  
Property Register management of Prime properties  
Personal MA to instruction conversion  
Operational Audit adherence  
Brand guidance adherence  
Potential log & Opportunity log standards  
NG notes standards  
Client Standards  
Pre-MA database development  
Sales core priorities adherence  
Third Party income generation  
Training of staff re Prime  
Marketing / PR responsibilities for Prime within the region  
Support the IT development for Prime

### KEY RESPONSIBILITIES:

#### ACHIEVING BUDGET

- Achieves all personal, financial and conversion targets and third-party targets
- Ensures that we grow market share in Prime price range in area of coverage regardless of market conditions
- Responsibility for high conversion levels of Client Visits to full service sole agency Instructions and Third-party sales with additional products and premium fee services
- Ensures that CLIENT VISIT generation activities/objectives take precedent over other activities and are delivered regardless of business challenges
- Develops specific and detailed plans for increasing CLIENT VISIT generation

- Ensures the active growth of the Pre-CLIENT VISIT database of contacts to enable future CLIENT VISIT generation.
- Ensures that all allocated staff personally contribute for prime properties CLIENT VISIT generation and escalate poor performance to Regional/Director
- Analyse market share in delegated post code areas and price bands and take appropriate action to improve in underperforming areas and price ranges
- Ensures all department expenditure is within budget or preapproved business plan variation
- Reviews the Opportunities Log daily and ensures this is used to maximise potential opportunities. Targets sales results not opportunity reduction.
- Daily upload of new tout clients to NG to achieve minimum of 80% penetration of clients on the market with other agents. Undertake door knocking to ensure this is achieved.
- Ensure Client Care is carried out for all Prime Clients each week with appropriate client care advice notes made for each client.
- Personally drive sales of marketing upgrades during client care calls
- Personally drive referrals to conveyancing and financial services to every Prime client
- Daily review of viewing feedback for Prime stock – utilising the mobile feedback app and the price slider
- Maintains and maximises historic contacts through the use of the NG chase date systems and notes records for Clients, Properties and applicants. Ensures no paper records are held offline and without a corresponding NG record
- Maximises centrally controlled Direct Mail campaigns
- Ensures post listing process is correctly followed to set client expectation. Sell third party and agree review/revisit at four weeks maximum
- Ensures a quality property register is maintained and appropriate revisits for price reviews are undertaken. Ensures full system data, via the marketing reports and portals, is used.
- Monitors and measures the quality of viewings feedback from every member of the team. Ensure viewings feedback is completed via the mobile app, using the price sliders
- Agrees Prediction with SST monthly and monitors SST progress via notes. Monitors immediate post sales opp lines to ensure conveyancers are instructed and mortgages are applied for swiftly. Escalates issues to SST and agrees actions with SST team leader to ensure a minimum of a 33% turn each month with exchanges taking less than 90 days.
- Personally control offer process. Check all offers prior to submission. Submit all offers to clients personally listed/managed. Upsell third party where missed by branch staff.
- Submit offers compliantly to SST and monitor initial progress taking action where solicitors and financial advisors have not been engaged swiftly.
- Preparation of comps packs for surveyors at point of sale agreed for distribution to branch

## MANAGEMENT & BUSINESS STRUCTURE

- To keep up to date with and adhere to and actively implement all elements of the company's systems, processes, policies, procedures and Business Priorities and Client Standards, which are updated from time to time and ensure that all staff understand and focus on implementing them. This job list should be read in conjunction with those documents
- Ensures branch focuses on delivering high levels of client standards and delivering a complete service to Prime Clients which retains clients and maximises opportunities.
- Ensure all clients receive a weekly call regardless of viewing activity to re-enforce quality feedback, undertake competing property analysis and where appropriate plan for potential price reductions agreed. Ensure re-visits take place at 4 week intervals where no price change has taken place. Ensure there is an NG note emailed to the client to reflect this
- Runs weekly Client review using the NG system. Reviews every client marketing progress and response to date. Makes each client call based on various criteria and ensures by monitoring calls and client notes that calls have been made and that each call covered objectives agreed in the meeting. Complete the client care grid and send to Regional for approval.
- Structures and organises personal diary to ensure that adequate time is given to key activities e.g. CLIENT VISIT generation, client care etc. Gives protected time where appropriate. As standard 9-12 should be set as protected outbound CLIENT VISIT generation call time.
- Upholds company standards at all times. Acts as a role model for all within the branch and ensures that personal and team behaviour and presentation is exemplary at all times. Escalates issues to Regional manager/Director
- Actively monitors activity and quality e.g. client notes, viewing feedback, opportunity log audits, applicants audits, review CLIENT VISIT forms, reviewing targets.
- Ensures that NG performance records are accurately recorded at all time. This includes but is not limited to the recording of; Diary events, Active register management, NG notes, Offer documentation, Sale agreed records, Lettings tenancy terms, abandons, withdrawals, internal and external splits on fees, records that would affect negotiator or manager commission or bonus claims.
- Ensure all fees are above minimum fee level with any exceptions being approved in writing by a company director in advance
- Ensure all other contract terms are within the target levels set.
- Proactively recruit quality staff for the company. Personally headhunt potential candidates and load their details into the NG system. Conduct interviews as required. Complete and upload all supporting recruitment forms for interview feedback Work closely with the recruitment team to ensure a healthy pipeline of candidates is constantly available.
- Is focused on performing to standards that will engender positive 5 Star customer service reviews from customers. These reviews must be actively sought from all customers and they should be encouraged to post them online through the company approved partners
- Ensure the branch focus is on qualifying applicant motivation before understanding requirements. Applicants should be matched requirement to requirement not by budget and applicants wants, needs and likes must be determined in order that staff can make recommendations and book multiple viewings. Ensure HOT applicants are discussed for every new listing and at every new reduction with local branch staff.
- Ensures that accurate information is provided to staff regarding availability and viewing arrangements of properties and that staff use the introduced tab to record enquiries
- Ensure all Prime property portal and website enquires (applicants and CLIENT VISIT requests) are called before 10am each day and throughout the day as they appear in NG.

- Ensures that all new instructions are launched to market same day as instructed using photos taken on CLIENT VISIT and absolutely no longer than company minimum standard timescales
- Ensures that every property marketed is done so in line with CPR guidelines and that a CPR review has been done prior to marketing commencing so that the correct information can be provided to customers enquiring about the property
- Ensures that the Prime branch marketing activity is fully compliant with the company brand and compliance guidelines
- Attends all training courses relevant to your role to enhance your knowledge and improve your performance.
- Weekly participation on conference calls with pre-prepared information and action list update

## **COMPLIANCE REQUIREMENTS**

- Equal opportunities – ensure that the whole team understand our equal opportunities policy and ensure that they personally follow the policy and the interview guidelines
- Adherence to all company prescribed systems and processes relevant to your role
- Ensures health, safety and security of the branch and all branch staff and escalate issues
- Ensure staff undertake suitable risk assessments when carrying out viewings to ensure their safety and the safety of customers and clients.
- Ensures appearance of branch is in accordance with documented standards and escalate if issues
- Ensures appearance and behaviour of staff is in accordance with documented standards and lead personally by example – escalate issues
- Ensure high standards of staff interaction are maintained so that staff treat each other with mutual respect at all times and the team is one which people would aspire to work within. This includes ensuring there is no bad language, banter, inappropriate comments, bullying, harassment or innuendos.
- Follows HR policy and procedures and raises matters to the HR Advisor or Line Director
- Ensures accurate data is entered into NG at all times and that all client records are held and managed in accordance with Data protection guidelines
- Follow CPR, Ombudsman and ARLA code of conduct and has passed the relevant examinations i.e. CPR, PRS, ARLA, NAEA etc.
- Read and implement the guidelines/actions contained within the Particulars
- Secure and maintain industry recognised qualifications, for example ARLA/NAEA Membership
- Complies with Brand guidelines
- Attends all training courses required
- Is fully compliant with the company Dress and Operational Standards

## **AUTHORITY REQUIRED**

Authority is required from the relevant line Director prior to any actions taking place in any way in respect of:

- Recruitment/Dismissals/Disciplinary Measure
- Change of Staff Remuneration/Staff Benefits
- Holiday requests over 2 weeks / unpaid leave requests
- Changes, temporary or permanent, in working staff patterns or hours
- Non-attendance for sickness or unapproved reasons
- Budget Departures/Branch expenditure over pre-agreed budget
- Committing the company to instructions below the documented minimum fee levels
- Verbal agreement to or Signing of any corporate instruction arrangements
- Committing the company to upfront expenditure for an instruction beyond the standard marketing product offering
- Authorising any employee (CGEAL and Life FS) sale, purchase, let or rental
- Any Capital Expenditure or Property Expenditure
- Any marketing expenditure that is outside approved company ordering systems e.g. Capsule8
- Any marketing initiatives that is not detailed within the brand guidelines
- Local sponsorship
- Any marketing initiative that has been drafted without approval from the marketing team or a Director
- Any communication with the press or any media representative
- Any communication with an industry body, the police, government or local authority

Authority is required from the Infrastructure Manager, Operations Director or Managing Director for all expenditure related to premises.

## **Estate Agency Recruiters**

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