

Job Duties & Responsibilities

- Prospect and conduct outbound lead generation activities for new listing appointments.
- Quickly respond and convert inbound listing leads into appointments (ie.- sign calls & internet leads).
- Track all outbound & inbound lead generation activities: from leads-contacts-appointments-contracts.
- Prepare/Analyze Comparative Market Analysis (CMA) before all listing presentation appointments.
- Conduct all listing appointments and convert appointments to listing agreements.
- Conduct price reduction appointments as needed.
- Communicate and work with administrative listing manager regularly to ensure clients' needs are met.
- Present and negotiate all offers to purchase with clients and agents representing buyers until acceptance.
- Schedule and attend on-site property inspections with clients and vendors
- Negotiate all inspection repairs
- Prospect for both seller and buyer leads, convert leads to appointments & close for buyer agency agreements
- Conduct a thorough needs analysis to ensure fiduciary service to all buyer clients
- Promptly return all seller client telephone calls, texts and/or emails
- Regularly provide seller clients market research, local comparable activity, marketing activity reports & etc.
- Educate seller clients about home selling process
- Regularly assure seller clients that lead agent is involved & informed - Promote the team concept
- Keep lead agent informed on all client communications and developments (copied on all emails & update notes in CRM)
- Communicate diligently with administrative staff to ensure the highest level of service to buyer clients from initial contact transaction.
- Regularly attend team meetings

Production Expectations

- **Lead Sourcing**
Listing Agent is expected to generate an equal amount of leads & closed transactions from Listing Agent's own Sphere of Influence (SOI) and general prospecting efforts to match the number of leads & transactions generated by the team and ultimately closed by Listing Agent.
- **Team Generated Leads**
(definition) Apply the "But-For Test": But for the existence of the team & its listings, would the lead have been generated? So inbound calls from signs on listings and internet inquiries from online listings would be considered Team Generated Leads since but for the team & the listings they would not have been generated in the first place.
- **Listing Agent Generated Leads**
(definition) Leads generated from Listing Agent's own SOI and other prospecting efforts like Expired Listings, For Sale By Owners (FSBO), Just Listed/Just Sold contacts and etc. Any listings generated by Listing Agent will also count as Listing Agent Generated leads for sourcing purposes.
- **Activity Tracking**
Listing Agent is expected to input & report all prospecting and client servicing activities regularly for accountability and to keep the rest of the team informed.