

Listing & Lead Coordinator Job Description

Listing and Lead Coordinator will take stewardship of leads and actively work to create systems to maximize the team's effectiveness at converting them. This individual will track their own success and offer suggestions for improvement in their follow-up techniques and tools. This person is responsible for generating massive amounts of leads through the systems and tools employed by the team, as well as research and implement new ones.

The Listing and Lead Coordinator will also direct all seller listings through our proven listing to contract system, and will be a point of contact for our seller clients during their time on the market. They will also research and implement new ways to optimize leads generated as a result of these systems.

Responsibilities

- Record, source, assign, and track internet leads and optimize lead spend for conversion
- Guide seller clients through our listing to contract system
- Manage cultivation of internet leads from acquisition to conversion
- Maintain contact database system and back office support
- Ensure all systems and processes run efficiently, making revisions as needed
- Record, source, assign, and track all non-internet leads
- First point of contact in handling customer inquiries
- Keep the team informed regarding any problems or issues that need to be handled
- Refer seller leads to Listing Manager
- Computer input
- Successfully transfer leads for appointments to Buyer's Agents
- Responsible for ordering/maintaining inventory for all approved print marketing materials (Listing/Buyer Consultation Packets, etc)
- Team photos must include all team members
- Weekly lead measure reports tracked on team dashboards A) lead count and sources B) money spent C) success/conversion rates D) ROI (working with operations) submitted

Lead Generation

- All approved geographic farms mailed every 3 weeks (either internally or through approved vendor)
- All SOI mailers sent out by the 15th of every month
- All team member's SOI into CRM and appropriately staged
- 25+ new SOI additions per week (ask team members)
- Ensure all SOI are on appropriate drip campaigns (40 Contact Plan) and all contacts are being executed.

Listing Marketing and Listing Maintenance

- Pre-Listing & Listing Checklists checked daily, adhered to, and completed with Listing Manager
- Ensure yard sign is ordered within 24 hours of listing turned in
- Ensure photos are ordered within 24 hours of listing turned in
- Ensure listing timelines and all steps of the listing marketing system are adhered to (in coordination with Marketing Manager)
- All client notes updated in CRM
- All current and past clients on appropriate action plans (past client or SOI) in CRM
- All listings (unless otherwise agreed upon by agent and seller) will have an open house the first weekend on the market
- Ensure seller has feedback by end of business the following Monday
- All pre-listing packets to seller appointments 24 hrs before scheduled appointment
- SOLD riders on yard signs within 48 hrs of executed contract

Communications/Interactions

Sellers – daily
Agents – daily
Administrative Assistants – daily
Director of Operations – daily