



## ALLOY HOMES - SALES COUNSELOR JOB DESCRIPTION

### Company Summary:

We're innovative. We're customer centric. We're experience focused. We embrace the changing ideal of what and where people call home. We also believe in our formula for success – talented team collaborating with integrity, always executing, always innovating, while transforming neighborhoods and enhancing peoples' lives.

Onyx+East is a full-service home builder including development, construction, marketing, design, and sales – focused on serving clients seeking walkable neighborhoods and homes that make their life more connected and convenient. Headquartered in Indianapolis, Onyx+East is comprised of inspired and industrious individuals who are passionate about active lifestyles, exceptional customer experiences and creating solutions for neighborhoods that positively impact communities.

### Job Summary

The Sales Counselor position is responsible for driving the sales process while maintaining the brand and values of Onyx+East. Fundamentally, this position involves developing new prospects, managing Realtor relationships, and leading clients through their home-buying journey. The Sales Counselor must have excellent communication skills, the ability to listen and ask questions, provide solutions, implement timely follow up and ultimately close the sale. In addition, the Sales Counselor must be willing to work weekends and maintain some flexibility to accommodate client meetings, as necessary. The ideal candidate will be energetic, a self-starter and detail oriented with successful experience in new home sales.

### Key Job Duties and Responsibilities:

- Engage and create rapport with prospective clients and assist them through the home buying process.
- Demonstrate persuasiveness and the ability to discover and overcome customer objections. Must be able to close the sale.
- Set clear expectations about the next steps in the building process and effectively communicate what can or cannot be done in the home while maintaining buyer satisfaction and engagement.
- Ability to read and interpret floor plans, elevations, contracts, and other construction documents and then educate the client so that they can visualize what is planned for a community or home.
- Build and grow Realtor relationships through 1 on 1 meetings, office presentations, open houses, and other events.
- Provide on-going feedback of buyer and traffic preferences to architecture, design, and marketing departments.
- Maintain competitive analysis of nearby projects and their pricing and absorption.
- Record all client information and follow up in Lasso (CRM).
- Follow-up with all buyer questions in a timely manner.

# ONYX+EAST®

- Ensure that models and meeting locations are clean and show-ready daily and communicate any issues with the models, spec homes, and communities to management.
- Manage purchase agreements, weekly sales reports, and other documents as needed.
- Possess a positive attitude and strong work ethic while also having the ability to receive coaching and continually improve performance.
- Assist other members of the sales team as needed and maintain positive relationships with co-workers.
- Achieve budgeted sales targets.
- Ability to work weekends.

## **Experience and Skill Requirements:**

- A minimum of four successful years of sales experience.
- Licensed Real Estate Broker (Preferred)
- Knowledge of residential construction, new home sales, and mortgages.
- On-your-lot sales experience (Preferred)
- Strong people and communication skills.
- Impeccable Integrity.
- Computer proficiency and attention to detail.

**Position Reports to:** Director of Sales