



**Job Title:** New Home Consultant  
**FLSA Status:** Exempt

**Department:** Sales & Marketing

**General Summary:**

Under the direction of the Director of Sales and the Sales Manager, the New Home Consultant interacts with current and prospective customers to sell Bielinski Homes' products while achieving and/or exceeding minimum expectations for monthly sales. Completes all paperwork as expected, and positively participates as part of Bielinski Home's team.

**Principal Duties and Responsibilities:**

**Organizational Commitment:** *Acting consistently with Bielinski Homes core values*

Informs manager and peers about ineffective processes quickly.  
Represents Bielinski Homes consistently with its target image.  
Takes corrective action when others violate basic organizational values.  
Actively supports and implements company decisions.

**Values:** *Demonstrating honesty and integrity*

Tells the truth even under trying circumstances.  
Works within company guidelines.  
Accurately represents company products and services.  
Is accurate and complete in sharing information with others.

**Communications:** *Interacting and communicating respectfully and professionally*

Listens attentively to others when they speak; doesn't interrupt, or allow interruptions; doesn't multi-task.  
Explains complex concepts or procedures clearly to groups or one-to-one.  
Obtains and passes on relevant information to others who should know.  
Asks clarifying questions to understand more completely.

**Customer Service:** *Understanding the needs of the customer*

Quickly acknowledges customers' presence and responds to all customer inquiries on a timely basis (i.e. email, phone, referral or visits).  
Carefully clarifies needs of customers.  
Is agreeable and cooperative while staying within boundaries.  
Follows through on promises.

**Proactivity:** *Taking the initiative to improve processes and solve problems*

Offers suggestions for improvement.  
Seeks and takes advantage of opportunities for development.  
Confronts and challenges the status quo when appropriate.  
Sets and reviews specific, challenging personal goals.  
Goes beyond what is expected frequently.

**Character:** *Creating mutual trust and confidence*

Projects a polished and dynamic professional image.  
Puts personal interests aside to interact professionally with internal and external customers.  
Demeanor is steady and consistent.  
Presents Bielinski Homes in best possible light.

**First Impressions:** *Portraying a confident, professional image*

Posture and body language conveys sincere interest.  
Conveys confidence and warmth through voice.  
Uses a person's name.  
Attire is appropriate to the situation (i.e. clean look, pressed clothes).

***Influencing and Persuading:*** *Persuades others to commit to action*

Listens carefully, clarifies for understanding, and checks for agreement when addressing customer's concerns and objections.

Targets benefits of products/services effectively to identified needs.

Offers suggestions and/or ideas in a persuasive and convincing manner.

Matches persuasive approach to situation.

***Technical Knowledge and Skills:*** *Displaying broad technical knowledge*

Stays current with all aspects of the new home construction industry including construction techniques, verbiage, knowledge of competitors and WI Real Estate Law, principles and forms.

Researches, collects, and maintains neighborhood information and conveys it to customers.

Carries a great volume of technical information in memory or easily accessible files.

Is able to articulate all aspects of the neighborhood Plat Map.

Presents basic financing information to complete a successful contract.

Describes the contract and construction time table clearly and accurately.

***Determination:*** *Persistently & creatively achieves goals in spite of obstacles*

Sets quality goals and monitors goal achievement by persisting until successful task or assignment completion.

Overcomes obstacles while working within company guidelines.

***Negotiation:*** *Proactively collaborates with others*

Actively looks for and is open to alternatives.

Listens with empathy; fully understands other positions.

Thinks carefully before speaking.

***Professional Presentations:*** *Delivers persuasive and professional presentations*

Listens carefully to questions and objections; responds directly and honestly.

Vocabulary, pace, and examples match knowledge level of the audience.

Sets the stage; establishes purpose and need, reviews benefits for audience.

Solicits audience involvement.

***Interpersonal Relationships:*** *Promotes positive working relationships*

Constructively handles anger, resolves conflicts with customers or coworkers.

Maintains positive working relationships by effectively communicating with internal and external customers to build trust and loyalty.

Consistently shows respect and concern for people as individuals.

Shows empathy through words and actions.

**Basic Qualifications:**

At least 18 years old; High school education or equivalent.

Three to five years sales experience, preferably in new home or existing real estate sales.

Holds Wisconsin Real Estate License and participates in Continuing Education to maintain license.

Requires the use of personal mobile phone.

**Essential Job Functions:**

Must have the ability to work in a team environment and successfully and positively communicate with supervisor, members of other departments, peers, customers and vendors.

Arrive at model 30 minutes prior to advertised hours to perform opening procedures.

Meet and greet every customer, demonstrate model.

Schedule customer meetings and other business appointments.

Build relationships with co-brokers, chamber of commerce, other local businesses and organizations.

Attend weekly sales meetings and all other mandatory company meetings.

Perform competitive shopping; be knowledgeable about the company's competition.

Follow up with customers by using the Bielinski online letter program.

Take ownership of community by ensuring that RediHomes and models are up to standard.

Broad knowledge of Bielinski Homes and neighborhoods while keeping abreast of construction industry/technology trends and developments.

Demonstrated understanding of company structure, roles and responsibilities, and the process of effective communication within the organization.

Strong verbal and written communication skills.

Portrays sincerity and positive outlook.

Adheres to Sales & Marketing and Company policies.  
Proactively connects with people to make them feel comfortable with, and follows up to reinforce, buying decision.  
Accurate completion of clear and concise documentation.  
Organization and time management skills.  
Solid proficiency with Microsoft Office Products and Bielinski online database.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to stand; walk; reach with hands and arms; and stoop, kneel, crouch, or crawl.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to risk of electrical shock.

The noise level in the work environment is usually moderate.

MANAGEMENT APPROVAL \_\_\_\_\_ DATE: \_\_\_\_\_

EMPLOYEE ACKNOWLEDGMENT \_\_\_\_\_ DATE: \_\_\_\_\_

The above statements reflect the general details necessary to describe the principle functions of the occupation described and shall not be construed as a detailed description of all the work requirements that may be inherent in the occupation.