

Job Specification: Estate Agent Sales Lister

Job Title: Estate Agent Sales Lister

Location: Colchester

Reports To: Sales Manager

Company Overview:

Boydens is a leading family owned and run estate agency dedicated to providing exceptional property services to our clients. We pride ourselves on our local expertise, customer-centric approach, and commitment to achieving the best outcomes for our clients.

Job Overview:

The Sales Lister plays a crucial role in generating new property listings and ensuring that our portfolio is constantly updated with high-quality, market-ready properties. The successful candidate will be responsible for valuing properties, securing new listings, and delivering exceptional customer service to clients looking to sell their homes.

Key Responsibilities:

- **Property Appraisals:** Conduct accurate and professional property appraisals to provide clients with realistic and competitive market prices.
- **Client Acquisition:** Identify and engage potential clients through various channels, including direct outreach, referrals, and marketing activities.
- **Listing Management:** Prepare and present property details for listings, ensuring that all information is accurate, comprehensive, and appealing to potential buyers.
- **Marketing Support:** Collaborate with the marketing department to develop and execute effective marketing strategies for new listings, including online and offline advertising.
- **Client Relationship Management:** Build and maintain strong relationships with clients, providing regular updates and feedback throughout the sales process.
- **Market Analysis:** Stay informed about local property market trends and developments to provide clients with up-to-date advice and insights.
- **Negotiation:** Assist in negotiating offers between buyers and sellers to achieve the best possible outcomes for all parties involved.
- **Compliance:** Ensure all activities are conducted in accordance with relevant legislation and company policies.

Requirements:

- **Experience:** Previous experience in estate agency listing, property sales, or a related field is preferred.



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- **Skills:** Strong sales, negotiation, and communication skills; ability to build rapport with clients quickly; excellent organisational skills; proficiency in using property management software and CRM systems.
- **Knowledge:** Good understanding of the local property market and relevant legislation.
- **Education:** GCSEs or equivalent; further education in property-related fields is advantageous.
- **Licenses:** Valid UK driving license.

Personal Attributes:

- Highly motivated and target-driven
- Excellent interpersonal skills
- Professional and presentable
- Ability to work independently and as part of a team
- Detail-oriented with a strong commitment to accuracy