

**Job Title: Senior Sales Lister**

**Location:** Colchester Head Office

**Reports To:** Branch Manager

**Job Purpose:**

The Senior Sales Lister is responsible for securing new property listings, providing expert advice to sellers, and overseeing the sales process from appraisal to listing all the way through to securing a buyer and overseeing the progression of the sale. The role requires exceptional communication and negotiation skills, a deep understanding of the property market in England, and the ability to deliver excellent customer service.

**Key Responsibilities:**

- 1. Property Appraisals and Listings:**
  - Conduct accurate property valuations to attract new listings.
  - Prepare and present professional property appraisals for potential sellers.
  - Advise clients on realistic pricing strategies based on current market trends.
  - Work closely with marketing and business development department securing and managing off market leads.
- 2. Client Relationship Management:**
  - Build and maintain strong relationships with homeowners and vendors.
  - Provide expert advice on preparing properties for sale, including market presentation and staging.
  - Communicate regularly with clients to update them on the progress of their sale, feedback from viewings, and market changes.
  - Source and attend local networking events to further push the company brand and your position within the company.
- 3. Negotiation and Sales Progression:**
  - Negotiate offers between buyers and sellers to secure successful sales.
  - Liaise with solicitors, surveyors, and mortgage brokers to ensure a smooth sales progression.
  - Handle any objections or issues that arise during the sales process with professionalism and expertise.
- 4. Mentorship and Team Leadership:**
  - Support and mentor junior sales staff, providing guidance on best practices in listing, sales, and customer service.
  - Contribute to the development and training of staff to ensure the team's high performance.
  - Assist the Sales Manager with performance reviews and setting team objectives.
- 5. Market Knowledge and Reporting:**
  - Stay informed about local and national property market trends, legislation, and competitor activity.
  - Provide feedback to senior management on market conditions and opportunities.
  - Contribute to weekly sales meetings with insights on new listings, sales pipelines, and local market activity.

**6. Achieving Sales Targets:**

- Work towards branch and personal sales targets and key performance indicators (KPIs).
- Actively generate new business through networking, referrals, and follow-ups with potential clients.
- Participate in marketing and promotional activities to increase property listings and sales.

**Key Skills and Experience:**

- Proven experience as a Sales Lister or in a similar senior sales role within the property industry.
- In-depth knowledge of the property market in England, including legislation affecting property sales.
- Excellent valuation and negotiation skills with a proven track record of securing property listings and closing sales.
- Strong communication and interpersonal skills, with the ability to build rapport and trust with clients.
- Ability to work under pressure and manage multiple listings and client relationships simultaneously.
- Leadership and mentoring skills, with experience guiding junior staff to achieve high performance.
- A proactive and driven attitude towards meeting sales targets and generating new business.

**Qualifications:**

- A full UK driving license is required.
- Propertymark Level 3 or higher qualification is preferred.
- Experience with property software systems and CRM tools is desirable.

**Salary:**

- Competitive base salary with an attractive commission structure.
- Additional benefits including car allowance, pension, and performance-based bonuses.

**Working Hours:**

- Full-time role with flexibility to work evenings and weekends as required to meet client needs and sales targets.