

## **Lead Listing Agent – The Santa Sells Houses Real Estate Team**

### **Role**

The Lead Listing Agent is an individual who thrives on taking risks and facing challenges while maintaining a win-win, positive attitude. He/She is attracted to leadership roles, believes in achieving results through empowering others, and is well-liked for his/her optimistic, dynamic personality.

The Lead Listing Agent leads the seller side of the team by hiring, training, consulting, and holding accountable all members of the listing team. In addition, he/she demonstrates on a daily basis the knowledge, attitudes, skills, and habits of a high-achieving listing agent who is committed to putting clients first, to doing the right thing, and to seeking win-win agreements. The Lead Listing Agent prospects for seller leads daily (includes identifying and calling for sale by owner), closes those leads to appointments, closes appointments to agreements, and then provides high-level fiduciary advice on pricing strategy and staging the home for sale. He/She will market the home or work in tandem with a Listing Assistant to launch a marketing campaign. He/She will evaluate showing feedback and reevaluate pricing as needed. Upon receiving an offer, the Lead Listing Agent will negotiate the offer, write the contract, and oversee the deal through its close.

The Lead Listing Agent also demonstrates a commitment to learning and strives for growth by regularly attending courses, teaching when appropriate, and regularly practicing scripts and dialogues. He/She is committed to investing in team members and regularly provides them with learning and growth opportunities as well.

### **What will you do?**

*These are the standards a well-above-average performer will maintain or exceed:*

- Hire, train, consult, and hold accountable all Listing Agents and Listing Assistants
- Prospect for seller leads, convert leads to appointments, and close appointments to agreements
- Provide high-level fiduciary advice on pricing strategies and staging homes for sale
- Market the home as appropriate
- Responsible for identifying, contacting, and obtaining appointments with for sale by owners as well as maintaining consistent lead follow-up until the prospect lists or decides not to sell
- Evaluate showing feedback and reevaluate pricing as needed
- Effectively negotiate, or oversee negotiations for sellers
- Consult with clients to ensure fiduciary service of the real estate transaction from initial contact through contract to close

### **Essential duties and responsibilities**

- Oversee all aspects of sellers' transactions from initial contact to contract to close
- Hire, train, and consult all Listing Agents and Listing Assistants
- Negotiate for sellers

### **Communications/Interactions**

- Listing Agents – daily
- Listing Manager – daily
- Sellers – daily
- Transaction Coordinator – daily

### **Management Responsibilities**

- Listing Agents
- Listing Assistants

**Knowledge/Skills**

- Strong written and verbal communication skills
- Excellent organizational and time-management abilities
- Calm under pressure
- Computer skills
- High school graduate
- Licensed in the Province of Ontario
- 1–3 years of industry and sales experience