



Inside Sales Agent (ISA)

FLSA Status: Exempt

Department: Haig Point Sales and Marketing / Premier Properties by Haig Point

Reports to: Sales Manager / Director of Sales and Marketing

General Purpose:

To field real estate inquiries from web portals, convert to a Premier Properties by Haig Point client and schedule Property Tours and weekend Discovery Visits. In addition, the Inside Sales Agent will assist in day-to-day sales and marketing operations of the real estate company.

Essential Duties:

- Provide immediate follow up to real estate inquiries from Zillow/Trulia, Realtor.com and various other web portals
- Manage prospect communications and follow up using TopProducer Real Estate CRM.
- Follow a lead action plan to convert inquiries to clients
- Reserve clients an agent for a customized real estate tour or full community Discovery Experience
- Communicate with Realtors® to assist in the handoff and conversion of clients to become purchasers.
- Assist with real estate related marketing responsibilities as needed, such as; mass email communications, flyer creation and distribution, listing photography and videography, listing input and updates

Education/Experience:

- Bachelor's Degree preferred
- 5+ years of sales experience in real estate or resort environment

Certificates/Licenses

- Real Estate License a plus, but not required.

Job Knowledge, skills and ability preferences

- Microsoft Office proficiency
- Experience with sales CRM (Customer Relationship Management), real estate CRM experience preferred
- Experience with mass email communications (MailChimp, Constant Contact, etc.)