



Join us! We have a simple purpose...

Enriching lives by creating  
great places to live, work  
and play!

We are seeking a dynamic leader to be our new

## SALES MANAGER

### Attributes:

- An experienced industry-leading new home sales manager with condo, town and single-family experience!
- Driven, high-energy, and a team builder with in-depth knowledge of the Capital Region real estate market and its home buyers.
- The horsepower to successfully lead teams on multiple sites!

### eQ Homes:

- Is committed to the best customer experience in Canada!
- Is growing rapidly and our current Sales Manager will soon retire and pass the baton!
- Has fantastic lifestyle communities and great sales people that want a manager who will lead them to the next level!

*To apply in strictest confidence  
please email your cover letter and resume to*

[jointheteam@eqhomes.ca](mailto:jointheteam@eqhomes.ca)



## Job Description – Sales Manager

<b>Position Title:</b>	Sales Manager
<b>Department:</b>	Sales
<b>Reports to:</b>	President
<b>Status:</b>	Managerial

### Key Overall Objective of the Position

The key overall objective of the Sales Manager is to achieve the company's revenue and customer satisfaction goals by creating, managing and implementing sales strategy and operations.

### Key Accountabilities

- Achieving sales team goals and objectives.
- Sales team staffing, training, morale, and motivation.
- Maximizing referral sales from existing customers by creating a stellar customer experience.
- Maximizing referral sales from a comprehensive Realtor referral program.
- Timely sales and traffic reporting.
- Providing market intelligence and ongoing competitive market analysis.
- Ensuring high levels of customer satisfaction as measured by AVID Ratings and Tarion.

### Key Duties

- Provide dynamic and creative leadership: recruit, mentor and inspire the sales team!
- Develop and maintain the annual strategic sales and marketing plan for EQ's communities in conjunction with the Marketing Manager and President.
- Prepare and manage the sales department budget including sales team compensation, training, sales incentive programs, sales centre and show home costs.
- Prepare and present sales and traffic reports at staff meetings.
- Manage the Purchase and Sale Agreement process with all Sales Agents.
- Develop, implement and monitor the Realtor referral program in order to maximize referral sales.



## Job Description – Sales Manager

- Prepare buyer profiles, product and market information to enable product design during the predevelopment process.
- Coordinate preparation of purchase and sale agreements, disclosure statements and condo budgets with the development and legal teams.
- Manage the maintenance, training and use of the company's CRM software (Lasso).
- Conduct regular competitive market analysis to ensure that the company is well-positioned against competitors.
- Develop and maintain strategic partnerships and key networks within the industry.
- Oversee sales team coordination with construction and the Décor Centre.
- Coordinate with the Marketing Manager to regularly obtain feedback from buyers and prospects via surveys, focus groups, and social events.
- Ensure that the EQ brand and staff are known and recognized for providing a stellar customer experience!

### Key Attributes and Desired Competencies

- Strong leadership skills, tenacity, creativity and positivity.
- Ability to work collaboratively with colleagues and staff to create a results driven, team oriented environment.
- Professional real estate sales training.
- Bilingual skills are desirable (French/English).
- Experience with real estate CRM software (Lasso).

### Minimum Qualifications

- 10 years of new home sales leadership experience.
- Strong written and verbal communication skills.
- MS Office suite skills including Word, Excel, and Outlook.
- Suitable professional business attire at all times.
- Post-secondary education or suitable professional sales training and experience as an alternative.