

Role Profile – The What, The Where, The How

POSITION	Sales Consultant		
TEAM	Sales team	LOCATION	Coastline House
VERSION	2	LAST UPDATED	September 2024

THE PURPOSE OF THIS ROLE IS TO

Be responsible for the marketing and sale of the company's growing programme of shared ownership homes, property disposals, Right to Buy/Right to Acquire sales, open market sales and other land and property transactions in compliance with company and best practice policies, whilst maintaining the company's high customer service standards. Responsibility for maximising the company's income from sales receipt.

Specific Accountabilities – The Brass Tacks

In the role, day to day, you'll be responsible for:

1. Provide information and advice to customers and assist in the administration of all applications relating to the Shared Ownership, Open market sales, Right to Buy, staircasing, disposals and other land transactions ensuring compliance with all relevant legislation and good practice, whilst assisting the team in meeting corporate performance improvement plan targets.
2. Instruct solicitors and provide full legal support in relation to initial Shared Ownership property sales, staircasing, re-mortgages and assignments of leasehold properties, and similar matters, ensuring full legal compliance. Respond to legal queries from staff, customers and third parties and act as a point of contact with Company and customer's solicitors in respect of land law based transactions.
3. Implement the sales and marketing strategy in relation to all shared ownership and open market homes, Land Transformation Programme plots, existing stock disposals and other company property assets. Organise and promote specific events such as open days and launches. Attend daytime, evening and weekend external events where required (time off in lieu will be offered). Occasional presentations will be required to internal colleagues and external partners.
4. Instruct valuations, concrete testing, EPC's and mining investigations as necessary.
5. Implement the Sales & Marketing Strategy in relation to all Shared Ownership Housing, Land Transformation plots, disposals of stock and other company property assets.

- 6.** Proactively manage sales opportunities and advise customers on the availability of properties, process of referral, income requirements, local connection restrictions and the rent and service charge liabilities on properties awaiting sale to ensure income is maximised in accordance with Homes England, Regulator for Social Housing and Coastline guidelines. Obtain any appropriate internal and external consents under the supervision of the Sales & Marketing Manager. Ensure an effective sales process including responsibility for ensuring that conveyancing plans for shared ownership properties match the completed builds.
- 7.** Generate, maintain and monitor referral lists in conjunction with the Local Authority and Share to Buy. Inform potential purchasers of properties becoming available for sale.
- 8.** Foster strong working relationships with Agents, Surveyors and other external parties.
- 9.** Assist in the selection of specification for properties such as carpets, kitchen units, etc. and attend appointments with external suppliers as required
- 10.** Advising existing customers of the staircasing/resales processes. Instructing valuations, handle sales applications in order to nominate buyers on resale properties. Assess applicants' ability to staircase and process staircasing applications through to legal completion.
- 11.** Respond to requests for disposals of land and assets (including covenants and easements) and ensure that these are made in accordance with the Company and Government disposals policy ensuring that the disposal of company property complies with the relevant sections of the Charities Act. Liaise with various internal departments with regard to disposal properties and prepare them for sale prior marketing. Prepare property protocol forms (TA6/TA10) and create conveyance plans for disposal properties, ensuring boundary information is accurate. Obtain and review draft Transfers. Ensure all disposal properties are marketed in compliance with CHL's Ethical Sales Statement whilst negotiating sales to achieve best value.
- 12.** Provide on-site presence at meetings, viewings, completions and sales events. Attend weekly meetings to review the cash flow of receipts from sales transactions and provide updates on progress when required.
- 13.** Manage the timely and accurate uploading of information to multiple internal systems/spreadsheets. Maintain accurate internal filing systems in line with requirements for audits.
- 14.** Produce regular reports for CHL's Executive Team and Board.
- 15.** Manage CRM Action Requests/Activities effectively and in a timely manner.

Person Specification – The Who

PERSONAL SKILLS AND QUALITIES

At Coastline we are more concerned with how you work and what you bring to the role over formal qualifications or criteria. Specifically, what we're looking for is someone who:

- Demonstrates behaviours in accordance with Coastline's values:
Put our customers first
Be open, honest and accountable
Value each other
Strive to be the best

- **At least 2 A levels or equivalent experience**

- Has a full driving licence and a satisfactory basic DBS check;
- Some experience in the following would be an advantage:

Experience of working in a property sales environment

Experience of working within budget parameters and confident with basic financial calculations

A working knowledge of property transactions

General Obligations – For All Of Us

1. Represent the company positively with all external agencies.
2. Service and support the company as requested.
3. Establish, develop and maintain effective working relationships with all work colleagues.
4. Ensure compliance with the company's health and safety policies and procedures.
5. Continually promote equal opportunities and customer care in full compliance with the company's policy and standards.

REPORTING

To the Sales & Marketing Manager

CONTACTS

Internal

- Directors
- Managers
- All other staff across the Company

External

- Customers, buyers, adjoining owners
- Solicitors
- Valuers
- External agencies

