



JOB DESCRIPTION

POSITION TITLE: Leasing and Sales Agent

DEPARTMENT: Marketing/Sales

POSITION REPORTS TO: Marketing Manager, Broker

I. STATEMENT OF PURPOSE:

To Market homes listed by Crown for Lease, Lease Purchase &/or Sale.

II. JOB RESPONSIBILITIES:

- Initiate marketing of Crown listings or re-rents within 7 days of assignment
- Obtain written approval from Owner to set asking rent prior to Marketing
- Send Owner Marketing reports via email every 2 weeks while home is on market
- Act as Crown's eyes in the field and visit homes on the market at least once every 14 days
- Perform Move-In Inspection and Lease interview
- Collect funds due at move-in from tenant
- Present Lease Purchase and sale offers to owners as required by GREC
- Negotiate Lease Purchase terms (Subject to Broker approval)
- Prepare Seller's net report and review it with Seller (for sales transactions)
- Attend closings (for sales transactions)

III. ESSENTIAL JOB FUNCTIONS:

- Visit home listed by Crown Management to initiate Marketing
- Photograph home for marketing purposes
- Insure home is rent-ready condition.
- If it is not, communicate what needs to be completed to owner and Property Manager as soon as possible
- Place sign in yard and lockbox on front door
- Complete detailed status report for the home
- Write property description that will appear in website ads
- Place ads on Multiple Listing Services
- Monitor ads on all sites frequently
- Communicate activity and ad response to Owners via phone
- Field prospect calls
- Perform personal showing of homes on the market
- Show homes via lockbox by following proper Crown procedure

- Encourage prospects to apply for homes
- Work with Outside Agents on co-op applications to lease
- Draft all Lease Purchase Move-in paperwork
- Make recommendations to owners to help increase home's marketability

IV. SECONDARY JOB FUNCTIONS:

- Run comparative market analysis for Rentals, Lease Purchases, and Sales as required/requested
- Attend Staff meetings every other Tuesday
- Attend Marketing meetings every other Tuesday
- Complete CE classes as required for licensure
- Assist Property Managers and Assistant Property Managers as needed
- Request to terminate uncooperative owners or properties in poor condition

V. JOB QUALIFICATIONS

Minimum 2 years outside sales experience

Must be licensed Real Estate Agent in Georgia

College education preferred, but not required