

## SALES/LETTINGS MANAGER JOB DESCRIPTION

Reporting to:	Area Manager/Regional Director
Responsible for:	Designated Residential Sales/Lettings Staff
Purpose:	To create the largest active market share of any agent in the area To maximise revenues and activity levels within the branch Develop long term client relationships to ensure client retention

### Key Responsibilities:

- Actively ensure you grow market share in your coverage area regardless of market conditions whilst meeting all financial targets, personal targets and keeping branch expenditure within budget
- Ensure all your staff achieve their targets and negotiator budgets. Monitor progress of all staff, coaching and motivating to improve performance
- Ensure branch staff adhere to the company business priorities and constantly deliver exceptional client standards
- Maximise centrally controlled canvassing campaigns and develop local canvassing initiatives on a weekly basis in line with canvassing targets
- Ensure all branch marketing material is fully compliant with the company brand guidelines
- Ensure a quality property register is maintained and appropriate marketing reviews undertaken
- Maintain client relations through weekly client calls regardless of viewing activity to re-enforce quality feedback to Vendors/Landlords and where appropriate, plan for a full re-appraisal
- Structure and organise the office diary to ensure adequate time is given to key activities (e.g. applicant management, client feedback, canvassing etc). Give protected time to staff and monitor performance to ensure staff are creating business across all key areas.
- Ensure files/applicant notes are utilised for effective client communication and allow for informed negotiations
- Monitor withdrawn/abandons rate and take corrective action when this falls below agreed levels
- Adhere to all company procedures and pass regular branch audits
- Manage and authorise staff holiday requests ensuring there is always adequate branch cover.
- Adhere to all HR policies and procedures including taking responsibility for health, safety and security of all staff
- Read and implement the guidelines/actions contained with the Company Newsletter and ad-hoc e-mails from Head Office
- Refer to Operations Director/Regional Director prior to any actions taking place relating to but not exclusive to recruitment, dismissals, disciplinary measures, staff remuneration, branch expenditure over pre-agreed budget, marketing initiatives that are not detailed within the branch guidelines or have not been pre-approved by a Director.