

Job Description – Online Sales Counselor

Company: StoneManor Homes

Location: Houston, TX

Reports To: Sales Manager

Position Summary

The Online Sales Counselor is responsible for engaging and converting prospective homebuyers through digital channels, including the company website, social media, email, and online chat platforms. This role requires strong communication and sales skills, the ability to build relationships virtually, and a customer-focused approach to guide buyers through the home selection and purchase process.

Key Responsibilities

Online Lead Management

- Respond promptly to online inquiries from prospective homebuyers via website, email, chat, and social media platforms.
- Qualify leads and follow up to schedule appointments, tours, or virtual consultations.
- Maintain accurate and up-to-date lead and contact information in the CRM system.

Sales & Customer Engagement

- Present the company's homes, floor plans, and communities effectively through online channels.
- Educate prospects on pricing, promotions, financing options, and home features.
- Guide buyers through the purchase process, from initial inquiry to contract execution.
- Collaborate with the sales team to ensure seamless handoff and follow-up for in-person interactions.

Marketing & Reporting Support

- Provide feedback to marketing on lead quality, digital campaign performance, and customer trends.
- Track and report on online sales metrics, lead conversion rates, and customer engagement.
- Assist with digital marketing initiatives, including social media outreach and email campaigns.

Customer Experience

- Deliver exceptional customer service and build long-term relationships with prospective buyers.
 - Address questions, concerns, and objections professionally and timely.
 - Ensure a positive and consistent brand experience across all digital channels.
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Qualifications

- High school diploma or equivalent required; Bachelor's degree in Business, Marketing, or related field preferred.
 - 1–3 years of sales experience, preferably in real estate, homebuilding, or customer service.
 - Excellent verbal and written communication skills.
 - Strong interpersonal skills and the ability to engage customers virtually.
 - Proficiency with CRM systems (e.g., Salesforce, HubSpot, or BuilderTREND) and online communication platforms.
 - Self-motivated, goal-oriented, and comfortable working in a fast-paced, digital sales environment.
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Key Competencies

- **Customer-Focused:** Committed to providing an exceptional online buying experience.
 - **Tech-Savvy:** Comfortable using digital platforms, CRM systems, and online communication tools.
 - **Communicative:** Clear and persuasive in written and verbal communication.
 - **Organized:** Able to manage multiple leads and follow-ups efficiently.
 - **Team Player:** Works collaboratively with the sales and marketing teams.
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Compensation & Benefits

- Competitive base salary + commission or performance incentives.
- Health, dental, and vision insurance.
- Paid time off and holidays.
- Career growth opportunities within a dynamic homebuilding company.