

Job Title: Online Sales Consultant

Company: Front Light Building Co.

Location: Greenwood, SC (onsite)

Position Type: Full Time, Exempt

Reports To: Vice President, Sales & Marketing



About Us: Front Light Building Co. is a premier construction and development firm dedicated to creating innovative and sustainable real estate solutions. We pride ourselves on our commitment to excellence, community engagement, and forward-thinking development strategies. Our projects span residential, commercial, and mixed-use developments, aimed at enhancing the communities we serve.

Role Overview: Front Light Building Co. is seeking an Online Sales Consultant. The Online Sales Consultant is a critical front-line representative, responsible for managing and nurturing all initial online inquiries and leads. This role requires a highly organized, customer-centric individual with excellent communication skills and a strong understanding of the home-building process. The Online Sales Consultant will guide prospective buyers through the initial stages of their home search, provide comprehensive information, qualify their needs, and seamlessly transition them to the appropriate team member.

KEY RESPONSIBILITIES

Lead Management & Nurturing

- Respond promptly and professionally to all online inquiries (website forms, live chat, email, social media DMs, etc.) within established service level agreements.
- Qualify leads based on interest level, timeline, budget, and desired home features.
- Maintain detailed and accurate records of all lead interactions in the CRM system (e.g., Monday, HubSpot).
- Implement and manage lead nurturing campaigns, including email sequences and personalized follow-ups.

Information Provision

- Provide information on floor plans, communities, pricing, promotions, and the overall building process.
- Utilize and maintain an in-depth knowledge base of all company offerings.
- Create and send personalized digital brochures, videos, and other marketing materials.

Customer Engagement

- Conduct engaging virtual tours, video calls, and online presentations to showcase homes and communities.
- Answer questions and address concerns in a knowledgeable and reassuring manner.
- Schedule appointments for prospective buyers with Sales Consultants for in-person visits or detailed consultations.
- Build rapport and establish trust with potential clients through a warm and professional demeanor.

Collaboration & Reporting

- Collaborate closely with the sales, marketing, and construction teams to ensure a seamless customer journey.
- Provide regular reports on lead conversion rates, online traffic, and customer feedback.
- Identify trends and suggest improvements for online sales strategies and lead generation.

Technical Proficiency

- Become proficient in using our CRM system, website CMS, virtual tour platforms, and other sales enablement tools.
- Troubleshoot basic technical issues related to online platforms for customers.

QUALIFICATIONS AND SKILLS

- Bachelor's degree in Marketing, Communications, Business Administration, or a related field preferred.
- 2+ years of experience in online sales, customer service, or a call center environment, preferably in real estate, home building, or luxury goods. Real estate experience and/or real estate license preferred.
- Exceptional written and verbal communication skills with a professional and engaging phone presence.
- Strong active listening skills and the ability to ask probing questions to understand customer needs.
- Proficiency with CRM software (e.g., Monday, HubSpot), ability to multitask and manage a high volume of inquiries.
- Comfortable with technology and able to quickly learn new software and online platforms.
- Self-motivated, results-oriented with excellent organizational skills and attention to detail.
- Flexibility to work some evenings and weekends as needed to accommodate customer inquiries.
- Strong documentation and process development skills to establish scalable and repeatable workflows.
- Proactive, self-motivated individual who takes initiative and adapt to changing priorities in a fast-paced environment.

WHAT WE OFFER

- Competitive salary and performance-based incentives.
- Comprehensive benefits package including access to Medical, Dental, Vision, 401K, and PTO.
- Opportunity to work for a reputable and growing building company.

- Supportive and collaborative team environment.
- Ongoing training and professional development opportunities.
- The chance to make a significant impact on our online sales success.