

## Lead Coordinator Job Profile

Team \_\_\_\_\_

Approved By \_\_\_\_\_ Date \_\_\_\_\_

### Job Standards

1. **Primary Objectives** – *What are the major objectives or outcomes to be accomplished by the person in this job?*
  - Records, sources, assigns, and tracks Internet leads
  - Manages cultivation of Internet leads from acquisition to conversion
  - Maintains contact database system and back-office support. Ensures that all systems and processes run efficiently, making revisions as needed
  - Records, sources, assigns, and tracks all non-Internet leads. First point of contact in handling customer inquiries
  - Keeps the Mega Team Leader informed regarding any problems or issues that need to be handled
  - Refers seller leads to Listing Coordinator.
2. **Regular Work Activities** – *What are the most frequent and most essential work activities in this job?*
  - Follow up with leads
  - Computer input
  - Hand off leads for appointments to Buyer Specialists
3. **Management Responsibilities** – *How many people and which roles will be directly managed by this person?*
  - None
4. **Key Skills** - *What behavioral traits, attitudes, and skills are required?*
  - Licensed real estate agent
  - Strong written and verbal communication skills
  - Proficient with contact management software
  - Proficient with Microsoft Office, including PowerPoint and Excel
  - Good organizational abilities
  - Calm under pressure
  - Data entry
  - Research
5. **People Contacts and Interactions** – *What are the primary people contacts in this job (who, why, and how often)?*
  - Buyers/Sellers – daily
  - Buyers Agents – daily
  - Administrative assistants – daily
  - Mega Team Leader – daily
6. **Compensation** – *Fill in as appropriate for your team and organizational structure. Components to consider include: base salary, health insurance, performance-based bonuses, Profit Share, and other employee benefits.*

### Job Requirements

- Experience, Training, and Education** – *What prior work and life experience will help the person in this role succeed? (Education, industry-specific, sales, administrative, management, customer-service)*
- High school graduate
  - Bachelor's degree preferred
  - Real estate license

- One to three years service and management experience
- Three to five years administrative experience

## Behavioral Requirements

### 1. Lead Coordinator—JAR = 3494 “Consistent & Composed”

*Most dominant traits are persistence, stability, and a commitment to quality.*

Low V1 Takes a process-oriented approach to risks and unfamiliar situations; prefers cautious, deliberate decision-making; comfortable in a supporting leadership role

Mid V2 Mildly sociable; comfortable interacting with others and working with teams, yet also seeks solitude, reflection, and quiet analysis

High V3 Methodical and predictable; seen as patient and accommodating; demonstrates calm and maintains performance under pressure and duress

Mid V4 Mildly structured; appreciates the details within the context of the “big picture”; considers other perspectives and opinions before delivering decisions

Behavioral Tendencies		Low			High					
Aggressiveness	V1	1	2	●	4	5	6	7	8	9
Sociability	V2	1	2	3	●	5	6	7	8	9
Calmness	V3	1	2	3	4	5	6	7	8	●
Conformity	V4	1	2	3	●	5	6	7	8	9

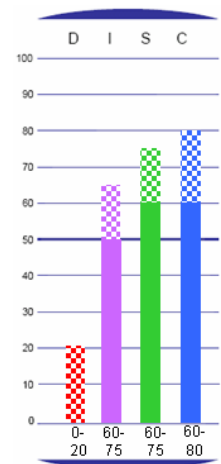
### 2. Preferred DISC = CS or CSI

Low D Prefers parameters of authority to be set before making decisions; indirect approach to management challenges or issues

Lo-Mid I Moderately outgoing and people oriented; uses facts and information to persuade others

Mid-Hi S Cautious; caring, helpful, and dependable; prefers predictable situations and tasks; strives for harmonious relationships

High C Analytical; competent practitioner with high standards of quality and detail orientation



## Narrative

Lead coordination will require not only an administrative mind, but also a sales orientation.

They should have training and/or extensive prior experience in real estate sales, preferably including communication through email and over the phone. You would also prefer that they have experience with contact management software, IDX and MLS software, and general business software.

A good Lead Coordinator will take stewardship of your leads and actively work to create systems to maximize their effectiveness at converting them. They should be able to track their own success and offer suggestions for improvement in their follow-up techniques and tools.

The Lead Coordinator will have to be disciplined about their time. They will most likely be working on projects while handling new leads and information requests from prospects. They will need to be task focused in order to complete their work.

In addition to being the first point of contact for your team, they also will have access to sensitive files and information about associates, customers, and finances. You will need to be able to trust them with that information.

They will be actively working to convert massive amounts of your leads into appointments through personalized follow-up. They must be a well-organized, service-minded individual with good interpersonal skills.