

**New Home Sales Counselor – Gulf Coast East Division****Employer Information**

Organization Name: Truland Homes  
Job Department: Sales  
Reports to: Chase Gruber, Director of Sales  
Job Location: Panama City  
State: Florida

**Purpose:**

Truland Homes is looking for a New Home Sales Counselor to join our family. The main responsibilities of the right candidate are to procure new customers and manage the sales process from start to finish while delivering an exceptional customer experience.

**Education:**

Required: Bachelor's Degree or two (2) years of related experience  
Licensing: Must hold Florida Real Estate License

**Skills:**

- Ability to establish and maintain effective working relationships.
- Ability to plan and organize many and varied work assignments.
- Ability to communicate professionally and effectively using tact, patience and courtesy.
- Basic computer and technology skills. Proficient use of Microsoft Word, Excel, and Outlook required.
- Excellent customer service skills accompanied by high energy, enthusiasm and genuine concern for our customers and friends of Truland Homes.
- Previous CRM experience desired.
- Ability to perform various tasks while subject to interruption and to perform work per schedules and timelines.

**Tasks:**

- Create market interest in Truland communities via realtor outreach/partnerships and other avenues.
- Confidently and passionately demonstrate Truland Homes offerings to potential customers.
- Achieve sales goals as set forth by the management team.
- Walk buyers through the entire sales process effectively by setting the correct expectations and "doing what we say we will do."
- Help buyers personalize their new home and accurately document all contracts, change orders and selections.
- Consistently monitor and analyze data and market trends, especially with regards to immediate competition.
- Weekly audit of MLS and website offerings and relay changes need to marketing team.
- Manage the backlog of customers regarding closings and lenders.
- Lead weekly builder meetings.
- Attend weekly sales meetings.
- Other duties as assigned.

Truland Homes, LLC shall abide by the requirements of 41 CFR §§ 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, sexual orientation, gender identity, or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status or disability. Truland Homes, LLC's commitment to equal employment opportunity applies at all levels of employment, in all job titles, including the executive level, and to all employment actions, including but not limited to decisions concerning recruitment, hiring, training, and promotion.

Please send cover letters and resumes to  
Chase Gruber  
Director of Sales, Gulf Coast East Division  
[cgruber@trulandhomes.com](mailto:cgruber@trulandhomes.com)