

Your job title: **Lead Coordinator**

Where you will work: [Team Office Location]

Who's the Boss: [Direct Manager's Name]

### Who are we?

Modify the following text to reflect your team's value proposition] *The mission of the [Team Name] team is to provide the premier customer service experience for each home seller and home buyer we work with. Knowledge we've gained through years of working in the local market empowers us to provide our home buyers and sellers with the advice they need to make informed decisions. Whether it's selling a home, searching for a home, or negotiating a contract, each member of the [Team Name] team is an experienced real estate professional who applies their expert skills to each step of the process to help each client achieve an outstanding result.*

### Who are we looking for?

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

This person should have training and/or extensive prior experience in real estate sales, preferably including communication through email and over the phone. Preferably, this person will have experience with contact management software, IDX and MLS software, and general business software.

A highly successful Lead Coordinator will take stewardship of leads and actively work to create systems to maximize their effectiveness at converting them. This individual will track their own success and offer suggestions for improvement in their follow-up techniques and tools.

The Lead Coordinator is disciplined about their time and work on projects while handling new leads and information requests from prospects. This person is highly focused in order to complete their work.

The Lead Coordinator is the first point of contact for your team; they also will have access to sensitive files and information about associates, customers, and finances, and must be highly trustworthy.

This person is responsible for converting massive amounts of leads into appointments through personalized follow-up. The Lead Coordinator must be a well-organized, service-minded individual with good interpersonal skills.

[Modify this narrative as necessary to meet your team's needs.]

### What will you do?

*These are the standards a well-above-average performer will maintain or exceed:*

- Record, source, assign, and track internet leads and optimize lead spend for conversion
- Manage cultivation of internet leads from acquisition to conversion
- Maintain contact database system and backoffice support. Ensure all systems and processes run efficiently, making revisions as needed
- Record, source, assign, and track all non-internet leads. First point of contact in handling customer inquiries
- Keep the Mega informed regarding any problems or issues that need to be handled
- Refer seller leads to Listing Coordinator

### Essential duties and responsibilities

- Follow up with leads
- Computer input
- Hand off leads for appointments to Buyer Specialists

### Communications/Interactions

- Buyers/Sellers – daily
- Buyer Agents – daily

- Administrative Assistants – daily
- Mega – daily

### **Management Responsibilities**

- None

### **Knowledge/Skills**

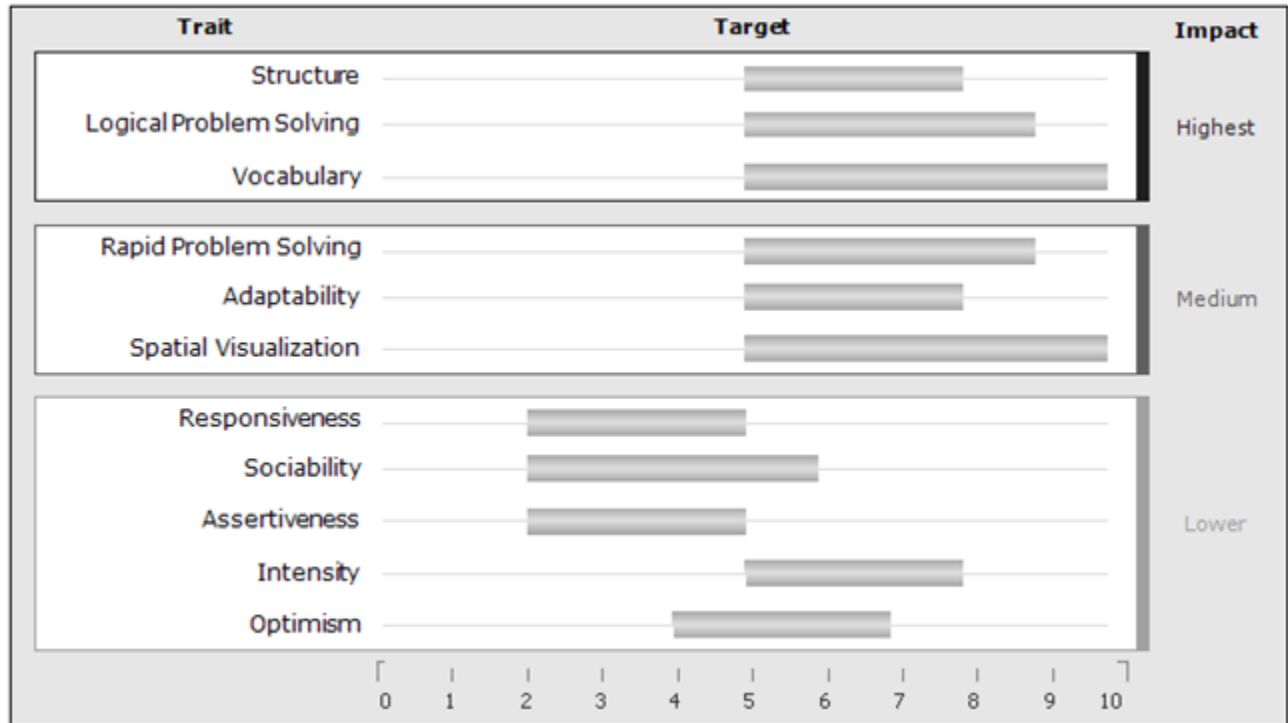
- Licensed real estate agent
- Strong written and verbal communication skills
- Proficient with contact management software
- Proficient with Microsoft Office, including PowerPoint and Excel
- Good organizational abilities
- Calm under pressure
- Data entry
- Research
- High school graduate
- Bachelor's degree preferred
- One to three years' service and management experience
- Three to five years administrative experience

### **Compensation**

*Fill in as appropriate for your team /organizational structure. Consider base salary, health insurance, performance-based bonuses, Profit Share, and other employee benefits.*

## Team: Lead Coordinator

The chart below describes the key talents and personality traits of a person matching the Team: Lead Coordinator job at Keller Williams.



*Traits appear in order of importance to the job. Gray bars indicate each trait's target range. Traits without a gray bar are not predictive.*

### Highest Impact Traits

**Structure:** The target for this trait is medium high. People in this range naturally focus on maintaining a structured environment and processing work in an organized manner. They are receptive to rules and regulations and to specific criteria for measuring success. While they prefer to avoid routine work and delays, they see the importance of carefully attending to crucial details.

**Logical Problem Solving:** The target for this trait is medium high. People in this range have a good ability to solve complex problems logically. They are able to pull difficult issues apart to deal with the components one by one. They like being able to think through a problem or solution in order to present it carefully and logically to others.

**Vocabulary:** The target for this trait is high. People in this range learn easily and quickly from their environments. They pick up new information readily and learn rapidly when circumstances change. They typically make use of a wide range of acquired experience and knowledge in making decisions, deciding on a course of action, or adjusting to a changed environment.

## Medium Impact Traits

**Rapid Problem Solving:** The target for this trait is medium high. People in this range can solve problems in rapid succession using a quick, intuitive approach. They like to have new issues to deal with every day. They can typically handle smaller issues quickly and move on to the next one without pausing.

**Adaptability:** The target for this trait is medium high. People in this range are adaptable and are typically agreeable and pleasant when working with others. They find it easy to be sympathetic and supportive to others, and they work hard to avoid misunderstandings.

**Spatial Visualization:** The target for this trait is high. People in this range have a very strong ability to think in three or more dimensions. This helps them deal easily with structural or spatial tasks. This ability is strongly related to solving scientific, mathematical, design, and engineering problems. It also helps them deal with some kinds of abstractions, such as systems and complicated environments with many variables in constant flux.

## Lowest Impact Traits

**Responsiveness:** The target for this trait is low medium. People in this range maintain a useful degree of responsiveness and time sensitivity while avoiding impulsive or rash reactions. They are motivated to meet deadlines and organizational standards while keeping activities running smoothly and projects under control.

**Sociability:** The target for this trait is low medium. People in this range are reserved and conservative on a social basis. They tend to be low-key rather than outgoing or spontaneous, but they can enjoy friendly exchanges with others. They are willing to approach new people for a specific purpose or to accomplish a concrete goal.

**Assertiveness:** The target for this trait is low medium. People in this range are naturally conservative in their actions. They prefer to think things through and to gauge potential outcomes before taking action. They are not typically demanding nor do they have the need to dominate other people or situations.

**Intensity:** The target for this trait is medium high. People in this range like to deal directly and energetically with obstacles at work. They feel a strong emotional drive to overcome difficulties and develop solutions when problems arise.

**Optimism:** The target for this trait is medium. People in this range are generally friendly and have a positive attitude toward others. They tend to take people and situations at face value unless there is some reason to be skeptical.