

We Celebrate Life With Everyone In Our Community of Care Providing Compassionate and Individualized Experiences

Position Title: Sales Counselor

Responsible to: Executive Director. Communicates with all necessary team members.

Safety

Qualifications:

- Related hospitality, real estate, senior housing market sale experience preferred but not required.
- Flexible hours to include evening and weekends
- Non-exempt hourly employee with commission
- Strong time management and problem solving skills
- Friendly and customer service oriented
- Ability to work independently and collaboratively
- Strong written and verbal communication skills
- Clear background check
- Two step TB test on file
- Strong technological skills including knowledge of computers, faxes, phones, etc.

Compassion

Dignity

Physical Requirements:

- Visual/hearing ability sufficient to comprehend written/verbal communication.
- Ability to perform tasks involving physical activity, which may include moderate lifting and extensive bending and standing.
- Ability to maintain professional behavior at all times.

Trust

Position Expectations:

- Every employee in the Lexington Network must adhere to and uphold the standards set forth in our culture contract. Our common purpose, quality standards and behavioral expectations are what set us apart from other organizations. Every interaction must be approached using the ICARE expected behaviors so that every employee and resident will be treated with respect.
- The responsibility of the Retirement Counselor is to represent Lexington Square Retirement Community in a professional and helpful manner. Process and facilitate the occupancy of new residents to the community.

Efficiency

Position Responsibilities:

Daily Duties:

- Handle phone inquiries, walk-ins, mail brochures or other requested information.
- Maintain lead sheets and new client information.
- Make follow up phone calls. Send notes and letters to stay in touch with prospective residents. Organize approach for each follow up.
- Maintain marketing database with complete client information.
- Make entries in marketing appointment book, keep current and accurate.

Position Title: Sales Counselor cont.

Client Procedures:

- Obtain the appropriate and necessary information regarding prospective residents
- Conduct tours of Lexington Square, presenting the facility, staff, resident services
in a positive manner to the prospective resident and family members.
- Explain community policies and expectations to prospective residents, including services, Life Care Program activities and lifestyle.
- Explain the approval procedure and all forms necessary to the application.
- Complete resident folder and paperwork check sheet.
- Accept the initial deposit and process receipts.
- Schedule evaluation for resident.
- Check paperwork for accuracy and present to Administrator for final review and approval.
- Follow through with any requests for additional information as needed.
- Process 10% deposit. Discuss move in procedure, including selection of carpet, preparation of work orders, respond to special decorating requests, and record any extra charges.
- Prepare information for promissory note if needed, obtain copy of contract, and select move in date.
- Process 90% payment. Give booklets, meal tickets and basic instructions about lifestyle.

Assisted Living:

- Handle inquiry phone calls and walk ins. Mail information as necessary.
- Maintain lead sheets and new client information in database.
- Make follow up phone calls, send notes and letters.
- Schedule tours.
- Complete resident folder and paperwork check sheet.
- Schedule required Evaluation with prospective resident and Merit in conjunction with Administrator.
- Submit all necessary paperwork to Merit, Doctor and Executive Director/Associate Executive Director for review and approval.
- Process necessary deposits and paperwork.
- Assist family to move resident into Lexington Square.

Miscellaneous:

- Help prepare marketing materials, monthly event and special invites
- Help prepare promotions, organize mailings and lists.
- Track, collate and report data per management requests. This includes tracking inquiries to determine how they heard about us and whether they are appropriate for independent living or Assisted Living.
- Schedule appointments, conduct tours and make presentations.
- Special projects as requested by management.

Position Title: Sales Counselor cont.

- Assisting other team members when necessary
- All other duties as assigned

I have received a copy of my job description and understand the responsibilities of my position

Employee Signature

Date