



Job *Description*

JOB TITLE	<i>Property Recruiter</i>
REPORTING TO	Head of Property Recruitment
WORKING HOURS	22.5 hours a week with 30 minutes unpaid lunch. The usual working week is Monday, Wednesday and Friday and some "out of hours" working and flexibility to meet demand may also be required.
PLACE OF WORK	Home based with regular travel to properties for recruitment visits and to our offices as required. Other travel further afield may be required e.g. for training or to cover other parts of the region.

Role *summary*

This position will be essential in building a quality portfolio of properties for the Original Cottages family of brands, and one that will shape the homeowner's journey as they navigate the exciting world of holiday letting.

The position demands

- a driven sales person to bring new homeowners into our family of brands whilst delivering a fantastic customer experience.
 - a proven business closer, fast thinking and able to handle, and overcome objections
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Key responsibilities

Business performance

- Contribute to delivering and beating the regional property recruitment target
- Work to agreed key performance indicators (KPI)

Operational delivery

Lead generation & qualification

- Identify new properties listed with local Estate Agents that would be ideal for holiday letting and complete and provide appraisals for Estate Agents
- Gather information from homeowner enquiries and add relevant details to our company system.
- Qualify leads
 - Identify and attract potential homeowners through local and regional relationships, networks, events and activities
 - Follow up new enquiries from potential homeowners
 - Follow up older enquiries from potential homeowners

Property visits, follow up, and closing deals

- Organise meetings with potential homeowners
- Visit and appraise properties to determine their suitability and how to optimise letting potential
- Provide advice and information to potential owners (eg H&S, Original Cottages Quality Assessment Scheme, property management services)
- Understand and maximise additional selling opportunities such as property management services and 3D property imagery
- Research, propose and agree optimal property pricing with potential homeowners
- Close deals with homeowners, handling any objections
- Negotiate and agree contracts with potential homeowners and record any necessary information in our company system
- Maintain stocks of marketing materials to take on property visits
- Take photographs of newly recruited properties for use on our websites, booking system and in other marketing materials.

Property and homeowner handover

- Build and maintain close relationships with our Property Management Services and Homeowner Services teams
- Handover owner relationship to Homeowner Account Management team
- Handover property details to PMS team
- Write property descriptions
- Provide supporting information to the Homeowner Services team to facilitate smooth onboarding process

Administration

- Conduct monthly competitor analysis, including pricing strategies and sales tactics, sharing results with colleagues

Training

- Undertake required training and development (e.g. sales, photography)

Responsibilities for everyone in the *Original Cottages* family

- Support and promote the company's purpose, vision and values, using them to underpin your working practice
- Work collaboratively, constructively and courteously with your immediate team and colleagues across the business
- Use IT systems and equipment effectively, in line with company policy and agreed best practice



- Adhere to all relevant workplace regulations, policies and procedures, including those relating to equality and diversity, health and safety and data protection
- Undertake any other tasks that may reasonably be requested, including contributing to business projects

Person specification – *our perfect candidate...*

Experience & knowledge

Essential	Desirable
<ul style="list-style-type: none"> • Proven track record of exceeding sales targets • Experience working in a sales environment 	<ul style="list-style-type: none"> • Experience within the holiday letting industry

Skills

Essential	Desirable
<ul style="list-style-type: none"> • Strong selling skills • Strong interpersonal skills • Customer centered approach • Strong time management • Great networking skills • Fabulous objection handling skills • Natural closer • Excellent oral and written English 	<ul style="list-style-type: none"> • WALES only – Fluency in Welsh (spoken and written)

Qualifications

Essential	Desirable
<ul style="list-style-type: none"> • A good general standard of education, including GCSE English and maths 	<ul style="list-style-type: none"> • A good general standard of education, to at least A level or equivalent

Personal attributes

Essential	Desirable
<ul style="list-style-type: none"> • Focussed on, and motivated by, targets, results and performance 	

Key Performance Indicators – how we *measure success*...

- Total property recruitment against target
- New leads/ opportunity management and generation
- Conversion rate
- Average conversion time
- Portfolio growth and quality
- Profit per property recruited

