



Job Description: Residential Sales & Service Associate

Job Location: The Blairs District -Silver Spring, MD

Position Type: Full Time

The Tower Companies is seeking an experienced Residential Sales and Service Associate to join our Sales team at our high rise community, Blairs District, located near downtown, Silver Spring, Maryland. As a Residential Sales & Service Associate, you serve as the front line Tower ambassador to our new residents. You are helping to build a community, one new resident at time! You take a genuine interest in those around you and representing Tower to the best of your abilities. You take pride in the community, in your sales office, in your coworkers, and most importantly, YOU!

Key Responsibilities:

As a Residential Sales and Service Associate your duties will include but are not limited to the following:

- It's key to open your Sales office on time to be prepared for your day, and to put the best foot forward for any potential residents who are "early birds"! Be on time, if not early, to get prepared for the day.
- We all help to set up the office with water, coffee, balloons, flags, materials and anything else is essential so that you and the team will be ready to be responsive to our clients.
- Know your community and the available inventory each day. Be aware of any special deals!
- Create a daily goal of outreach calls to spur interest in your community and track your progress. (your manager will help you set goals) Don't stop until you have met your goal each day. Challenge yourself to do more!
- Email or SMS follow up is also important! Strive to follow up with clients each day (your manager will help you set goals).
- Take incoming calls as serious inquiries; have available apartments top of mind and help your clients "view" the options on our website. Invite that future resident into the office to tour with you and remind them to bring their documentation to complete the lease for their new home!
- Document your calls, emails, tours, follow up and anything else in Yardi and CRM to account for your work each day. This will keep your valuable leads organized and properly flagged as yours.

- Don't forget to document any resident referrals! These are an important part of our program and assist with resident retention. If a referral has taken place, ensure the needed paperwork has been completed.
- Take the initiative and make plans to attend outreach events such as community events and career fairs to interact with people about our incredible offerings. Be creative!
- Remember to stay up to date on your assigned e-learning to stay fresh and engaged in the business!
- Review your calendar each morning for appointments you have made, and make sure that you have names and details fresh in your mind for any set tours for the day.
- Walk available or targeted apartments to ensure they are rent-ready. Use your sparkle kits to give those units the extra polish they need to close your sales! If the units you walked need any work, promptly put in a service ticket and notify your supervisor of that unit's status.
Greet your scheduled (and unscheduled guests) with a smile, firm handshake, and your knowledge of the property; demonstrate all the features and benefits available to our new residents. They want to find their new home; be ready to change their world! We are loaded with differentiating qualities and programs!
- Direct your future residents to the leasing portal to complete an application.
- Welcome them into the family! Give them your card, and invite them to call with questions.
- Reach out to the future resident to keep your connection "warm" and to encourage the completion of the documentation process.
- Complete your Move-In Checklist. Ensure you, have all that is needed for your resident to arrive and pick up the keys to their new home!
- Before the new resident's arrival, do a final walk through. If you spot a problem, promptly put in a service ticket to ensure the matter is resolved before the new resident arrives.
- If possible (may not be possible during high leasing/peak season), have your Move-In Inspection list ready to walk the unit one final time with the new resident. Have the keys ready for your new residents to make sure they work, and make sure they know where all the amenities are so they feel right at home.
- Upload your lease documents into CRM; using your Lease File Checklist as a guide for completion. You have earned it!
- You may be asked to work on a special project or initiative and we expect everyone to embrace these opportunities!

Education and Experience we seek:

- College Degree preferred, with summer work experience in a sales and customer service OR

- A minimum of 3 years of full time successful work experience in a sales and customer service role (preferably commissioned sales environment)
- Multifamily residential leasing experience highly preferred
- Ability to maintain an annual leasing closing ratio of 30%
- Strong command of the English language; verbal and in writing
- Persuasive communication skills; a natural ability to "paint a picture" with words
- Outstanding work ethic; reliable, on time, trusted to work independently
- Maturity and grace in all situations; discernment to know when to escalate an issue to management.
- Coachable and teachable with a strong desire to learn and stay current in techniques and industry trends
- Team oriented; thoughtful, respectful and considerate of others. Never putting self ahead of the team.
- Social media and computer savvy; able to pick up on software programs easily. Microsoft Office Suite skills and experience required.
- Strong organizational skills and an orientation and eye for managing details.
- Capable of effectively managing multiple initiatives simultaneously.

Candidate must be fully vaccinated against COVID-19 (including Booster vaccine) and willing to work in-office. Candidate must submit to pre-employment screening including background check and drug test.

The Tower Companies and its affiliates are equal opportunity employers and offer a collaborative and exciting work environment, competitive salary and excellent benefits, which include medical, dental and vision coverage, as well as a 401(k) plan.

If you're interested in this position and working for The Tower Companies, please apply via our candidate portal found on our careers page.

About the Tower Companies

For three generations, the family-owned Tower Companies has maintained a commitment to responsible development and envisions a world where buildings inspire and enrich the lives of their occupants, and create positive social change. The green building leader owns, develops, and manages over 5 million square feet in the Washington, D.C. metropolitan area consisting of office buildings, office parks, lifestyle centers, regional malls, eco-progressive live-work-play communities and hotels with over 8,000,000 SF in the development pipeline. The Tower Companies built Blair Towns, the first LEED certified residential community in country. The Tower Companies is recognized as an international authority in the industry, and has been recognized for its commitment to sustainability and energy

independence by numerous national organizations and federal agencies, including US Green Building Council, US Department of Energy and the US Environmental Protection Agency.