



JOB TITLE: Sales and Marketing Representative

JOB SUMMARY

Our sales and marketing representative will have a solid understanding of the real estate market in his/her territory. This individual will be confident with a strong focus on generating results and relationship development and management. In this role you will be responsible for developing business, creating brand/company awareness to increase market share throughout North Carolina.

DUTIES & RESPONSIBILITIES

- Makes required in-person calls and contacts per day
- Develop and implement a business development plan
- Maintain awareness of market area including competitors, national underwriters, active residential and commercial real estate attorneys, mortgage lenders, builders and realtors
- Updates territory and customer list, including customer birthday list, quarterly
- Maintain existing relationships with residential and commercial attorneys, mortgage lenders, builders and realtors
- Develop new business relationships which generate new title orders
- Conducts one (1) planned seminar/presentation per quarter in a real estate office as time permits and broker approves
- Attends appropriate real estate boards, building and mortgage banker meetings
- Joins and actively participates in organizations that will produce leads for new business
- Develop continuing education programs for all target market and sub-market customers
- Maintain awareness and thorough knowledge of state and federal legislative changes which affect the title insurance industry
- Submits expense account according to schedule
- Meets company standards established by sales manager for open orders, closed orders, income, and market share
- Report market share each quarter
- Adheres to company policies and guidelines

QUALIFICATIONS

EXPERIENCE

- A proven sales and marketing track record is required
- 3-5 years sales and marketing experience with a special focus on relationship building
- Ability to travel assigned territory

EDUCATION

- Four-year undergraduate degree from an accredited college or university, or equivalent experience



KNOWLEDGE

- Title insurance, real estate paralegal background preferred and/or mortgage lending experience
- Proficient understanding of how to promote the company through social media

SKILLS

- Adaptable: adapts to new, different, or changing requirements
- Aggressive in maintaining existing customers while acquiring new customers
- Critical thinking: uses logical thought processes to analyze and draw conclusions
- Customer focused: is pleasant, courteous, and professional when dealing with internal and external customers
- Technology: uses information technology and related applications to convey and retrieve information; demonstrates strong computer skills and social media applications
- Dependable and reliable: displays responsible behaviors at work
- Initiative: demonstrates a willingness to work and seeks out new work challenges
- Integrity: treats others with honesty, fairness, and respect
- Ability to communicate effectively both orally and in writing, in a professional, courteous, pleasant and personable manner
- Motivated to advance in his/her career

Personal appearance: professional. neat, clean, and well-groomed

A Southern Land Title Agency, LLC is an equal opportunity employer and a member of the Better Business Bureau of NC.

Please email your resume, references, and salary request to dottie@aslandtitle.com

No phone calls please.