

## **Residential Living Advisor**

**DEPARTMENT:** Sales

### **POSITION SUMMARY**

The Residential Living Advisor's primary responsibility will be to communicate sales and contractual information, as well as close sales to increase occupancy in accordance with the business and marketing plans. This position will spend a significant amount of time doing outreach in the community; Maintain positive and understanding relationships with all prospective clients and their families; Assist in identifying innovative events and methods to increase visitation of targeted groups; Obtain and maintain knowledge of competitors; Schedule and conduct tours, price structure, screening process, and financial options; Make public presentations and use public speaking skills to sell community.

### **POSITION RESPONSIBILITIES INCLUDE:**

- Effectively nurture potential residents, their family members and other influencers and decision makers as they explore their new amenity rich living options to close sales cycles.
- Conduct community tours, host various prospect and professional events and to increase occupancy and retention in the community.
- Set, track and achieve monthly sales goals.
- Develop and maintain strong outreach relationships with medical providers for referral sources.
- Optimize daily schedules and prioritize tasks to make sure residents are cared for and the key prospects are contacted on time.
- Advances the sales process by assisting prospective residents, their family members, and/or advisors by making the decision-making process easier through understanding their needs and educating them about how our care services and programs can meet those needs.
- Responds promptly to every lead source, incoming telephone call or in-person inquiry from all referral sources, prospective residents, and families. Ownership of CRM accuracy and maintenance, and daily outbound calling is required with this position.

- Coordinates and completes all activities needed for the sales cycle and converting deposits to move-ins, including, but not limited to, visiting the prospect's home, healthcare providers, or other locations and ensuring that the required forms are completed by the prospect's physician, the prospect, and family prior to move-in.
- Drive traffic to the community through referral development, networking and events. Join networking groups and seek opportunities to present and host events throughout the greater geographic area to create a strong presence and enhance community awareness.
- Implements the marketing plan created by the Residential Living Sales Manager which includes: participation (as needed) through all phases of the Life Plan/CCRC membership, Lodge sales and move-in process, special events, promotional strategies, community relations, presentations, etc.

## **QUALIFICATIONS**

### **Education:**

Minimum two years of college study in sales, health or human services required (or equivalent professional experience). Bachelor's degree in related field preferred.

### **Training and Experience:**

At least three years' experience in sales with a proven sales or promotion track record. Ability to build effective relationships and close sales. Designing presentations, public speaking and marketing retirement housing concepts to community groups preferred. Computer literacy required with specific software familiarity with Microsoft Office and CRM databases.

### **Knowledge and Abilities:**

Knowledge of healthcare of older adults and delivery of services to that population. Demonstrated knowledge of sales techniques and strategies.

*The final candidate must successfully pass The Reutlinger's post offer, pre-employment testing which includes a criminal background check, drug test, TB screen test and health screen. All staff, except wait staff and dishwasher positions, must be at least 18 years of age.*

*The Reutlinger is an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, gender identity, sexual orientation or protected veteran status.*