

Highmark Builders Project Development

Job Description

Identify and secure new business opportunities for custom home construction projects. Responsible for developing and implementing strategies to generate leads and build relationships with potential clients. Your role involves market research, lead generation, client engagement, and sales negotiation. **You are ultimately responsible for driving Highmark Builders custom home building and remodeling sales and participation in the overall growth of the company.**

Key Responsibilities:

- Market Research and Analysis:
 - Conduct market research to identify potential target markets, trends, and competitive landscape.
 - Analyze market data and customer preferences to identify opportunities for custom home construction.
 - Stay updated on industry trends, building codes, regulations, and emerging technologies.
- Lead Generation and Prospecting:
 - Develop and implement lead generation strategies to identify potential clients and opportunities.
 - Build a network of industry contacts, real estate agents, architects, and other referral sources.
 - Attend industry events, trade shows, and networking opportunities to connect with potential clients.
 - Utilize online platforms, social media, and digital marketing to generate and manage leads.
- Client Engagement and Relationship Building:
 - Engage with potential clients to understand their custom home needs, preferences, and budget.
 - Showcase the company's expertise, portfolio, and value proposition to prospective clients.
 - Provide personalized consultations and presentations to demonstrate the company's capabilities.
 - Build and maintain relationships with potential clients, architects, and real estate professionals, and other industry professionals.
- Proposal Development and Sales Negotiation:
 - Prepare compelling proposals, including project scope, pricing, and contract terms, resulting in closed sales.
 - Collaborate with the project development team to develop customized proposals for clients.
 - Negotiate contracts, pricing, and terms with potential clients.
 - Address client inquiries, concerns, and objections throughout the sales process.

- Collaboration and Reporting:
 - Collaborate with the project development team to ensure alignment between sales and project objectives.
 - Provide regular sales reports, including lead generation, conversion rates, and revenue forecasts.
 - Participate in project development meetings to contribute insights from a sales perspective.
 - Share market feedback and insights to inform business strategies and improve customer experience.
- Cross Selling of Highmark Family Brands:
 - Exteriors by Highmark
 - Restorations by Highmark
 - Highmark Home Services
 - Ruby+Suede
 - Christian Brothers Cabinets

Qualifications and Skills:

- Marketing, Construction Management, or a related field (advanced degree preferred).
- Proven experience in sales or business development within the custom home building or construction industry.
- Strong understanding of the custom home building process, construction techniques, and industry dynamics.
- Excellent communication, interpersonal, and negotiation skills.
- Ability to build and maintain relationships with clients and key stakeholders.
- Self-motivated with a results-oriented mindset.
- Proficiency in CRM software, sales tools, and digital marketing platforms.
- Analytical skills to track and report sales performance.
- Familiarity with local building codes, regulations, and construction processes is desirable.