

Lead Buyer Specialist

A working job description template. Fill in the blanks and adjust the details to fit your team.

Name: _____ **Job Title:** _____ **Date:** _____

1. PRIMARY RESPONSIBILITIES

The top 20% of the job. If these get done, the role is working.

- Hire, train, coach, and hold accountable all Buyer Specialists and Showing Assistants
- Prospect for buyer leads, convert leads to appointments, and close for agreements
- Oversee Buyer Agents and Showing Assistants in selecting homes that meet clients' needs, refining those needs, and closing to contract offers
- Consult with clients to deliver high-level service from initial contact through contract to close
- Negotiate effectively for all buyers
- Develop expert knowledge of mortgage financing, neighborhoods, schools, and relevant area information

2. DAY-TO-DAY ACTIVITIES

- Oversee all aspects of buyers' transactions from initial contact to contract to close
- Hire, train, and coach Buyer Specialists and Showing Assistants
- Negotiate for buyers

3. MANAGEMENT DUTIES

- Buyer Specialists
- Showing Assistants

4. KEY SKILL SETS & STRENGTHS

- Excellent at building rapport; people oriented
- Strong written and verbal communication and presentation skills
- Good organizational skills; learning based
- Able to build and lead a team
- Willing to master scripts and objection handlers

5. TEAM INTERACTIONS

- Team Lead: daily
- Buyer Agent / Showing Assistant team: daily
- Buyers, sellers, and vendors: daily

6. COMPENSATION

Fill in for your team. Components to consider: commission splits, health insurance, performance-based bonuses, and any other benefits. For a real-world example of splits by lead source and production level, see the Mission Realty Team Agreement & Compensation Structure in this kit.

7. EXPERIENCE & EDUCATION

- High school graduate; real estate license
- 1–3 years of industry sales experience preferred
- 12+ homes sold per year minimum preferred
- 1–3 years of leadership experience preferred

8. BEHAVIORAL PROFILE

Preferred DISC: **IS, ISC, ISD**

Factor	What you're looking for
Lo-Mid D	Prefers parameters of authority set before making decisions; operates well as part of a team; indirect leader
High I	Energized by people and opportunities to motivate and persuade; confident, outgoing, excellent communicator
Mid S	Cautious at times; caring, helpful, and understanding; prefers predictable situations; mildly patient
Lo-Mid C	Conscientious about quality of work; more people-oriented than task-oriented; works hard for recognition of a job well done

9. THE NARRATIVE

The Lead Buyer Specialist is highly sociable, draws energy from working with people, and is optimistic and outgoing. They are an excellent leader, able to build a cohesive team of Buyer Specialists and Showing Assistants united in their commitment to the team's standards and goals. They have a strong sense of urgency, but not at the expense of quality.

They lead the buyer side of the team by hiring, training, coaching, and holding accountable all Buyer Specialists and Showing Assistants. Daily, they demonstrate the knowledge, attitudes, skills, and habits of a high-achieving buyer agent committed to putting clients first and seeking win-win agreements. They

prospect for leads daily, close those leads to appointments, close for agreements, and conduct a high-level needs analysis before handing criteria to the Showing Assistant. When an offer comes together, the Lead Buyer Specialist negotiates it, writes the contract, and oversees the deal through close.

They are committed to learning: attending courses, teaching when appropriate, practicing scripts and objection handlers, and investing in the growth of the people on their team.

Modify this narrative as needed to fit your team.