



Lifestyle Consultant

Position Outline

Lifestyle
COMMUNITIES



The Lifestyle Story...



2003

James Kelly, Dael Perlov and Bruce Carter developed a business plan



2004

Development of our first community at Brookfield –
Opened in June 2005



2007

Listed on the Australian Stock Exchange



2012

Major capital raising of \$36m

Since beginning Lifestyle Communities in 2003, our mission has always been to enable working, semi-retired and retired people over 50 to enjoy affordable luxury living in a secure community setting, while having the freedom to enjoy new possibilities with greater peace of mind.

Our first community was at Brookfield in Melton and over the years we have kept improving on what we do based on the feedback from our customers and homeowners. We have grown the business on two key adages;

“You never get a second chance at a first impression” and we ensure that whether it is the look of our communities or the service we deliver, our customers always get a fantastic first impression.

“A customer may forget what you told them, but they will never forget how you made them feel”. We want to make every customer touch point an amazing experience, one that they will remember and recall with friends and family also to ensure that their experience living in a Lifestyle community is an extremely positive one.

These two adages have been the key enabler of our growth and success over the years and as we develop and grow, these will become even more important over time.



Our Purpose

We're champions for facilitating a bigger, more enhanced life for our homeowners. A cohort of like-minded retired, semi-retired and working downsizers who belong to a generation that's seen more change than any before; and possibly any to come.

We build communities because our homeowners have worked hard for what they have and they deserve beautifully-designed and low maintenance homes in concert with best-in-class amenities. We create communities because our homeowners haven't given up on returning to a time when they built strong communities around their own homes. We nurture the homeowners within our communities because they seek a space that's truly their own, that strikes the perfect balance between connection and privacy; independence and activity.

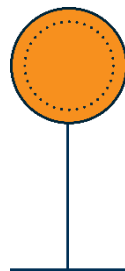
Like us, our homeowners rail against an earnestly bland existence or disappearing into a sea of sameness; the one-size-fits all approach that places limitations on what's possible. Which is why we actively listen to them; to their hopes for now and their dreams for the future, so the next time they ask, "what's next?" we've already been busy reimagining.

But, most of all, we champion bigger, more enhanced lives for our homeowners because we know that reducing their property footprint takes a giant leap of faith. This is why we believe it's a privilege to walk alongside them as they elevate the next phase of their lives.

Like us, we believe they're just getting started.
After all, they're the generation of change. **And they're not done yet.**



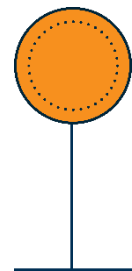
2014
1,000th homeowner
moved in



2016
2,000th homeowner
moved in &
10th Community
Clubhouse opened



2018
Acquired 17th
Community Site &
3,000th homeowner
moved in



2022
Land purchased for
our 26th Community
4200 homeowners
1100 pets
Joined the ASX 200

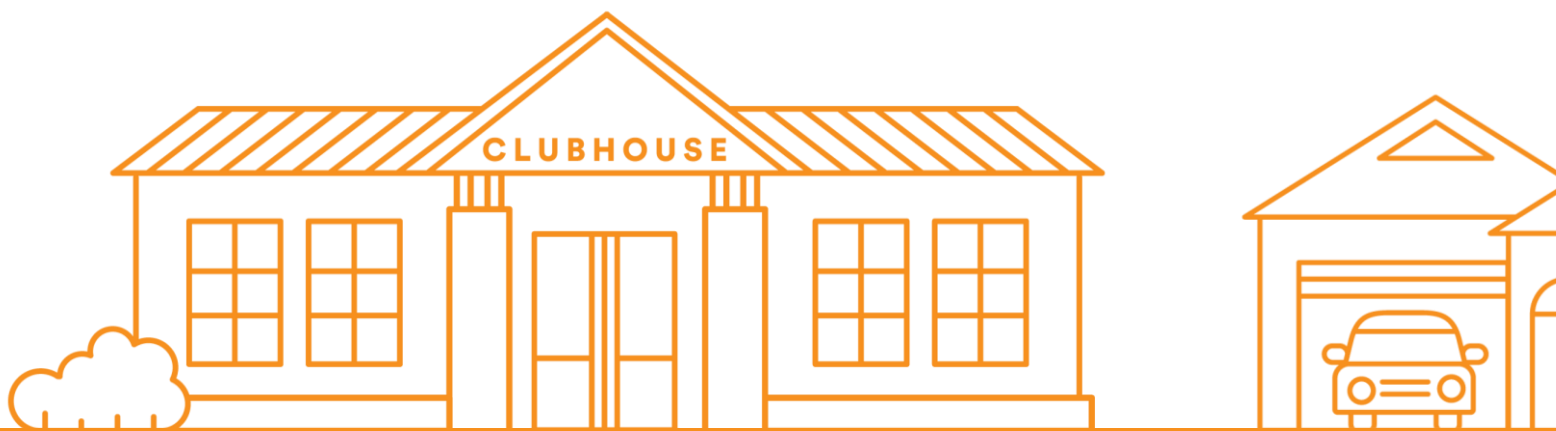
Role Summary

As a **Lifestyle Consultant** you will be the first port of call to homeowners looking to live in one of our communities.

You will put them at ease, invest time in getting to know them, their future plans and generally what is most important to them.

You will engage with them throughout the selling process right up to settlement and aim to exceed their expectations at every opportunity.

You are absolutely driven and committed to getting the best possible outcome for your Vendors and your absolute outcome is to sell their home in the shortest possible timeframe at the best possible price.



Who Am I?

I am a **passionate** person that really enjoys working in a highly engaged and supportive environment to deliver **amazing** service to our team and customers. I have an absolute **passion** about customer service and believe that delivering amazing customer service should be in every business' ethos.

I have **high empathy** and can put myself in the shoes of team members and our homeowners to understand their needs and how to provide an experience that exceeds their expectations.

I have **high EQ** and my working style is one of **collaboration** and **consultation**. I see this role as both **challenging** and **rewarding**.

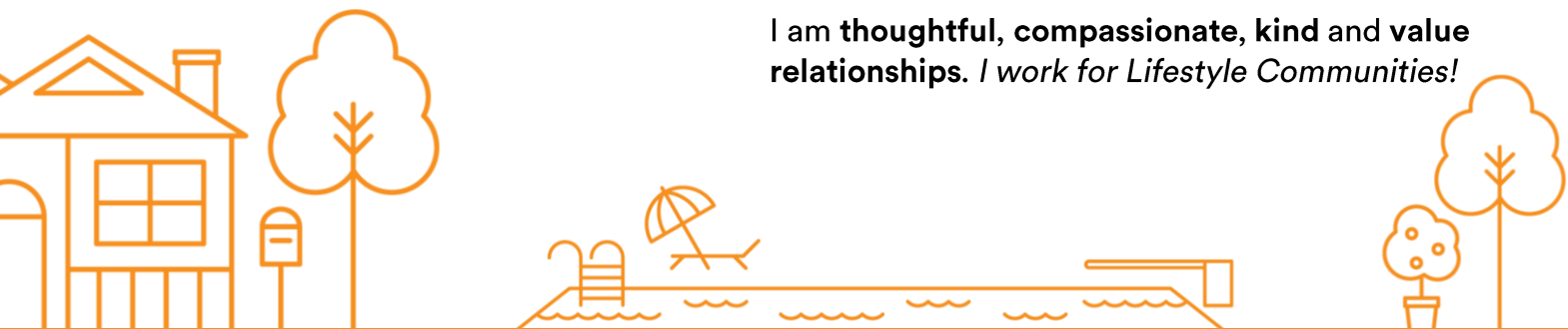
I am eager to grow my skill set whilst at the same time using my experience to achieve and drive results and **make a real difference**.

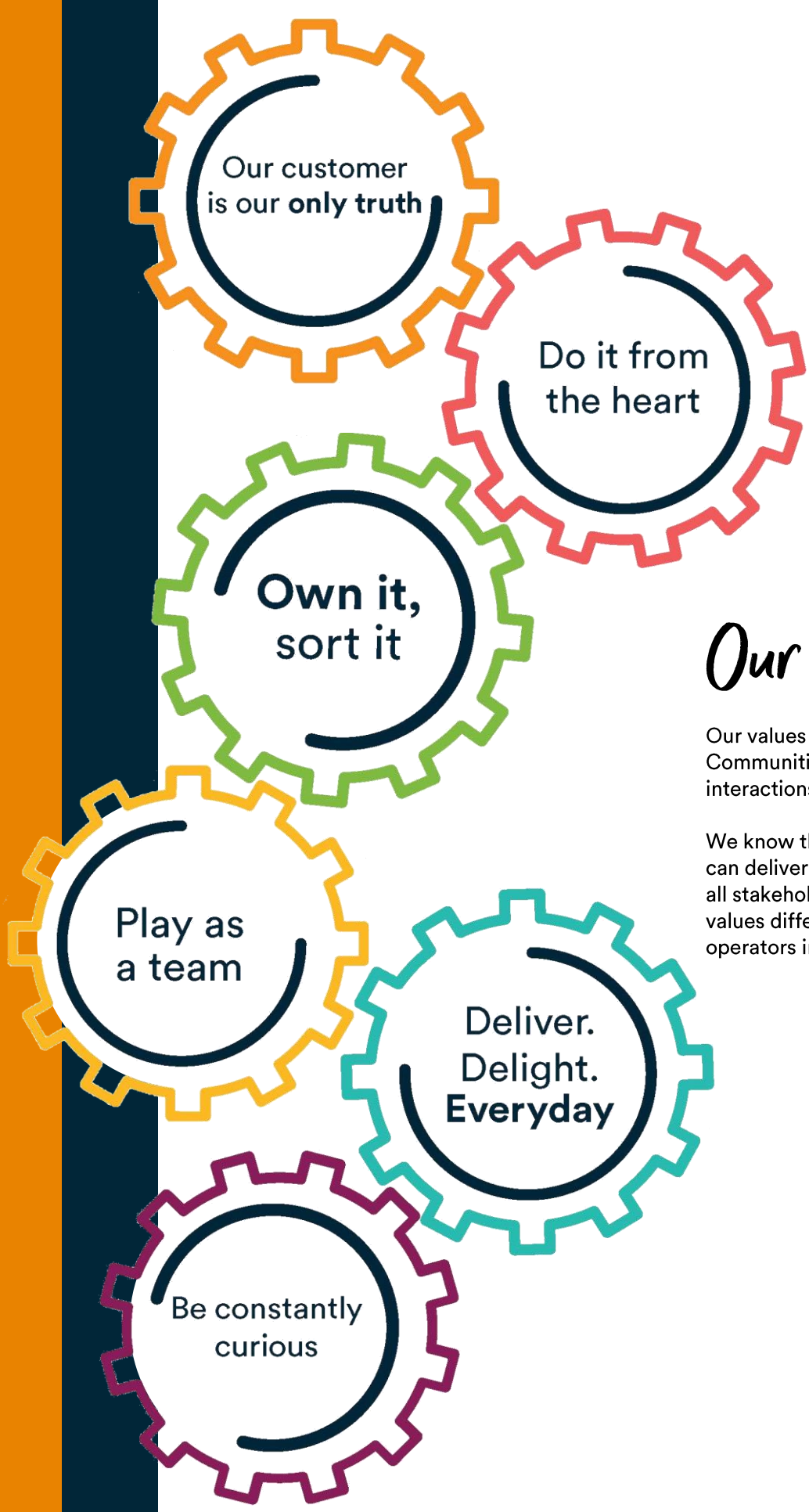



I continually seek to improve the overall experience for our team members and homeowners. I am excited to **think outside of the box** and constructively challenge the business to be exceptional in all that we do.

I treat everyone with **respect** and show humility in all interactions. I believe that Lifestyle Communities makes a real difference to our customers lives and I work to ensure that I can also make a difference to what we do and the service and product we deliver.

I am **thoughtful, compassionate, kind** and **value relationships**. *I work for Lifestyle Communities!*





Our customer
is our **only truth**

Do it from
the heart

**Own it,
sort it**

Play as
a team

Deliver.
Delight.
Everyday

Be constantly
curious

Our Values

Our values that we live by at Lifestyle Communities and that drive all our interactions with our customer.

We know that by living these values we can deliver excellent customer service to all stakeholders and believe that these values differentiate us from other operators in this sector.

POSITION TITLE	Lifestyle Consultant
REPORTS TO	Area Sales Manager
DIRECT REPORTS	None
LOCATION	Applicable Lifestyle Community
EMPLOYMENT TYPE	Full Time Normal working hours may fall within Monday to Saturday, dependent on business needs.
TEAM	Sales
KEY RELATIONSHIPS	
INTERNAL	<ul style="list-style-type: none">✓ Head of Sales✓ Area Sales Manager✓ Community Management Team✓ Marketing Team✓ Sales and Settlement Lead✓ Contact Centre✓ LIC Consultants
EXTERNAL	<ul style="list-style-type: none">✓ Our Homeowners✓ Potential Homeowners✓ Local Area Clubs and Groups✓ Local Real Estate Agents✓ Local Trades

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KEY TASKS / DELIVERABLES

WHAT WILL SUCCESS WILL LOOK LIKE?

SALES

- ✓ First and foremost, this is an outcomes-based sales role. Achieving sales in a timely manner is crucial.
- ✓ Nurture customers through the home purchasing process from initial enquiry to settlement.

- ✓ Time on Market less than 110 days
- ✓ Achievement 20 sales per financial year

ADAPTIVE SALES

- ✓ Proactively get to know your customers and ensure that you are providing an exceptional experience. Build a pipeline of future purchasers by really taking the time to get to know each person and making sure they understand how they can live a bigger life at Lifestyle Communities.

- ✓ Measured through live observations from your team leader.
- ✓ Building a pipeline of future purchasers' that is reflected in your CRM database management.

DATABASE MANAGEMENT

- ✓ Proactively use Salesforce, ensure all customers receive timely follow up calls and have set reminders – be disciplined and diligent. Ensure every customer interaction is noted in Salesforce, with a minimum of 25 outbound new sales calls per week.

- ✓ Greater than 90% of customers have a timely follow up scheduled and all new leads have received follow up calls within appropriate timeframe identified by your team leader.

NEW LEAD GENERATION

- ✓ Through partnerships, shopping centre activations, events, local area prospecting, marketing, content creation, letter box drops, door knocking etc., you will help generate new enquiry in your local catchment to drive sales outcomes.
- ✓ Maintain a strong social media presence through content creation and complete immersion in your community inclusive of homeowner events to generate referral.
- ✓ A minimum of 20 'Consultant Approach New Leads' generated each quarter per community.

- ✓ This will be reflected by Time on Market and you will be proactive in lead generation and be completely dialled in to your local area over 50's communities.

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REAL ESTATE AGENT RELATIONS

- ✓ Engage Local Area Real Estate Specialists to work with the community and Vendors for successful sale outcomes within required timeframes and continue to maintain relationships. This is to include quarterly seminars/presentations for local Real Estate Agents.

- ✓ You will have good local area networks of Agents that understand our model and maintain a 'panel' of 5 real estate agents to call on if listing numbers increase beyond certain levels.

TEAMWORK

- ✓ Our Homeowners come first and we strive to get them the best possible outcomes at all times. Flexibility is key as at times you will be required to take on listings not in your catchment, where reasonable, to generate the right result for the team. You embrace this kind of challenge knowing that teamwork is what it is all about at Lifestyle.

- ✓ You will proactively take on listings at communities other than your key communities when workflows allow. This will be guided by your team leader.

BE CONNECTED

- ✓ Our referral is our lifeblood – Through Homeowner engagement and social media you will be at the forefront of our customers minds and the go to person for all things sales. You will actively spend time in your communities and work with community managers to create and push out content to showcase our homeowner experience and drive referral.

- ✓ 50% referral is our company wide objective.



What will *success* feel like for you?

In addition to fulfilling the requirements listed in this position outline you will be **inspired** and **challenged**, your learning curve will be steep, and you will genuinely believe in the purpose of the business and you will wake up eager to start the working day where your contributions are valued and rewarded.

THE KEY CHALLENGES OF THIS ROLE:

- ✓ Provide an exceptional customer experience for each and every customer
- ✓ Ensuring that all vendor listings you are entrusted with sell in a timely manner
- ✓ Work seamlessly with Marketing, Homeowner Experience team and projects to create a smooth customer experience
- ✓ Lead generation – Putting yourself out of your comfort zone to generate the required enquiry to sell vendors homes quickly
- ✓ Working in a fast-paced environment with high expectations on behalf of vendors who deserve our outmost efforts

OUR ASK OF YOU



We have a strong history up to today and we need passionate, motivated and entrepreneurial team members to challenge the status quo.

By joining the Lifestyle Communities team you are committing to give it your all, live the values, take some risk and make a difference.
That is all we ask.

I, _____,
acknowledge understanding of the key deliverables and values of the Lifestyle Communities and will execute my role as **Lifestyle Consultant** to reflect this position outline.

Signature

Date