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Retail Store Lead

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

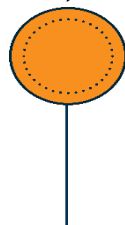
We're champions for facilitating a bigger, more enhanced life for our homeowners. A cohort of like-minded retired, semi-retired and working downsizers who belong to a generation that's seen more change than any before; and possibly any to come.

We **build** communities because our homeowners have worked hard for what they have and they deserve affordable, 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.

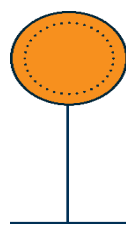
Like us, our homeowners rail against an earnestly bland existence or disappearing into a sea of sameness; the one-size-fits all approach that places limitations on what's possible. Which is why we actively listen to them; to their hopes for now and their dreams for the future, so the next time they ask,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



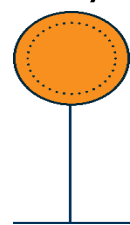
**2014**  
1,000th homeowner  
moved in



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



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



**2023**  
Land purchased for  
our 31<sup>st</sup> Community  
5,198 homeowners  
1340 pets  
An ASX top 200  
business

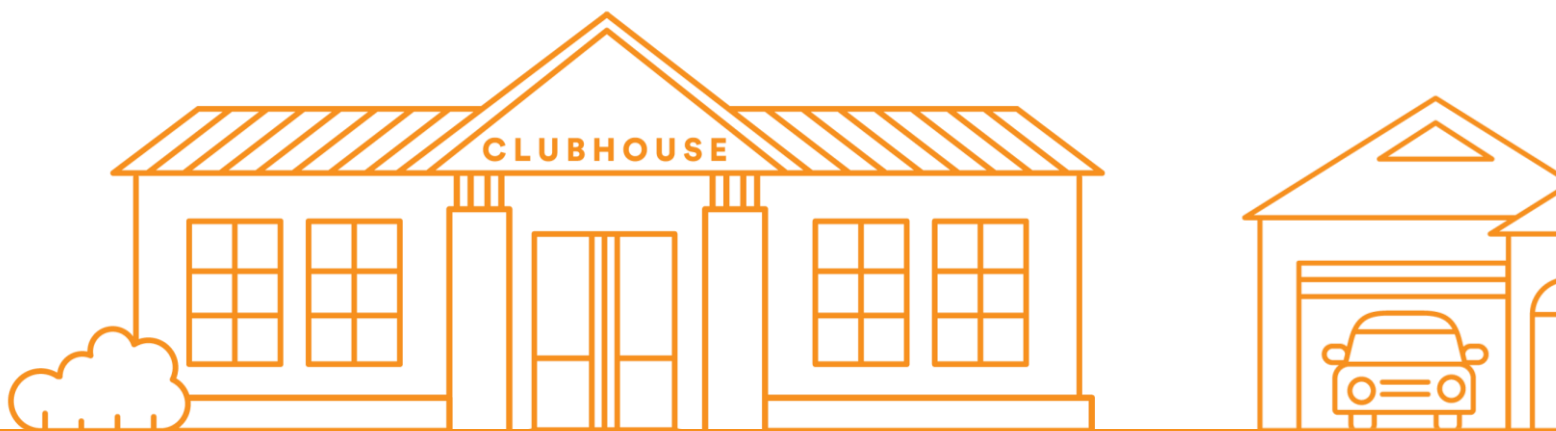
# Role Summary

As the Retail Store Lead for our brand-new Fountain Gate store, you will provide exceptional guest experience to drive acquisition and conversion of customers to buy a home within one of our amazing Lifestyle Communities.

You will work closely with Shopping Centre management, our internal marketing and digital teams, and the wider sales team to support launch communities in the South East.

You will support your team and ensure you greet all customers that enter the store to deliver amazing service and advice.

Your approach will be warm, kind energetic and adaptable to the individual needs and circumstances of the customer.



# 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 am self-aware, emotionally intelligent and believe in living with a 'growth-mindset'. I often put myself in the shoes of team members and our customers to understand their needs and provide service that exceeds their expectations. I am experienced in guest experience and inspire those around me to challenge themselves and achieve exceptional results. I'm a strong communicator, always ask questions, seek out opportunities and have an appetite for problem solving.

I strive to improve my performance and love both the scope and accountability that comes from working within an entrepreneurial environment. I love being in the business and working alongside my team to achieve results, "we are all in this together." I am driven by seeing results and take full accountability for my work. I think creatively about customer engagement, but I'm also structured in my thinking and enjoy 'the process' with very strong attention to detail.



I have the ability to identify areas for improvements and have the confidence to make suggestions openly. I am excited to think outside of the box and challenge the status quo to be exceptional in all that we do. I treat everyone with respect and show humility. 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 drive all our interactions with our customers.

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	Retail Store Lead
REPORTS TO	Area Sales Manager
DIRECT REPORTS	NA
LOCATION	Fountain Gate Retail Store
EMPLOYMENT TYPE	Full Time
TEAM	Sales Team
KEY RELATIONSHIPS	
INTERNAL	<ul style="list-style-type: none"><li>✓ Executive General Manager, Sales</li><li>✓ Lifestyle Consultants</li><li>✓ Area Sales Managers</li><li>✓ Sales and Settlement Support</li><li>✓ Contact Centre</li><li>✓ Marketing Team</li><li>✓</li></ul>
EXTERNAL	<ul style="list-style-type: none"><li>✓ Our Homeowners</li><li>✓ Potential Homeowners</li><li>✓ Other retailers</li><li>✓ Shopping Centre Management</li></ul>

# Retail Store Lead

## SALES AND LEAD GENERATION SUPPORT

### KEY TASKS / DELIVERABLES

- ✓ Follow through on customer inquiries, requests or complaints and keep customers updated about progress of projects or services.
- ✓ Takes responsibility for problem solving striving to find solutions for our customers.
- ✓ Event Management assistance.
- ✓ Support consultant in retail sales environments, qualifying, hospitality & follow-up.
- ✓ You will support lead generation to drive sales outcomes through partnerships, shopping centre activations, events, local area prospecting, marketing, content creation, you will help generate new enquiry in your local catchment to drive sales outcomes.

### WHAT WILL SUCCESS LOOK LIKE?

- ✓ All homeowners and prospective homeowners are given the highest level of customer service.
- ✓ Timely attention to customer complaints and queries.
- ✓ Take ownership of finding the solution for our customers and homeowners.
- ✓ Assist all consultants in the sales process to achieve company objectives.
- ✓ Contribution to lead generation target.

## GUEST EXPERIENCE AND STORE ACTIVATION

- ✓ Every outcome must result in a positive customer experience, and you will hold the customer at the heart of everything you do.
- ✓ You will be motivated to tailor our outstanding customer service platform to a retail store environment.
- ✓ You will execute all aspects of your role with the key focus of delivering an amazing customer service experience that delights.
- ✓ In a very timely manner, you will follow through on customer enquiries, requests or complaints and keep customers updated about the progress of their enquiries; we seek to provide a response to all customers within 24hrs of being raised.  
You will continuously work with our marketing team to create unique in store activations that attract customers in to browse and then have creative ways to capture data

- ✓ All efforts are made to achieve exceptional results for our customers.
- ✓ You will continually look for new and creative initiatives to improve outcomes for customers.
- ✓ All concerns or enquires are resolved in a timely manner.
- ✓ New lead targets are met.
- ✓ Store engagement is high.

## BRAND AND RELATIONSHIP AMBASSADOR

- ✓ Positively represent the Lifestyle Communities brand through your communication, behaviour and disposition at all times.
- ✓ Is aware of and strives to proactively carry out Lifestyle Communities' values.

- ✓ Positively represents the Lifestyle Communities brand at all times.
- ✓ Upholds Lifestyle Communities values.
- ✓ Embraces change and champions change in the business.



# Retail Store Lead

- ✓ Build rapport quickly with others both internally and externally.
- ✓ Can develop and foster sound working relationship with Homeowners and other LIC staff.
- ✓ Embraces changes and nurtures new opportunities.
- ✓ Thrives in an environment which is constantly changing, highly competitive and fast paced.
- ✓ Translates ideas and innovative approaches into exciting initiatives.
- ✓ Gains the respect of the team by the excellence of their work.
- ✓ Not easily deflected – willing to try other approaches and ideas.
- ✓ Deal effectively with the unexpected – thinks on their feet.
- ✓ Responds positively to unexpected changes and keeps problems in perspective.
- ✓ Maintains energy and motivation even when faced with setbacks or persistent problems.
- ✓ Can look at existing situations and problems and come up with creative solutions.
- ✓ Takes responsibility and is willing to be held accountable.
- ✓ Positively represents the team and Company to third parties.

- ✓ Looks to find appropriate solutions to problems or escalates to manager for assistance.
- ✓ Proactively and consistently contributes towards a positive team environment.



## 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:

- ✓ Always display behaviours as a brand ambassador.
- ✓ Create amazing experiences for our Homeowners and Potential Homeowners.
- ✓ Accurate and timely administrative support.
- ✓ Creating and maintaining positive working relationships.

# OUR ASK OF YOU



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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 our values, take some risk and make a difference.  
That is all we ask.

I understand the key deliverables and values of Lifestyle Communities, and will execute my role as **RETAIL STORE LEAD** to reflect this position outline.

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Signature