JULIAN MERCER

NEW HOME SALES CONSULTANT

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PROFESSIONAL SUMMARY

New Home Sales Consultant with 9+ years selling single-family homes and townhomes for national builders in Northern California. Licensed salesperson who guides buyers through model tours, options, financing, and construction updates to closing. Sells 40 to 55 homes a year with high satisfaction scores.

PROFESSIONAL EXPERIENCE

New Home Sales Consultant Mar 2022 - Present
Toll Brothers, Folsom, CA

- Sell homes in a 120-lot community priced from $780,000 to $1.1M, closing 46 homes in the last 12 months.
- Convert about 22% of qualified appointments into contracts through discovery questions, model-home walks, and lot-by-lot comparisons.
- Guide buyers through $60,000 average design-studio selections, partnering with design consultants to schedule options before cutoff dates.
- Hold weekly construction update calls and walk-throughs, which helped maintain a customer satisfaction score of 94%.
- Work with in-house mortgage partners and outside lenders to keep 92% of contracts moving to closing on schedule.
- Recommend pricing and incentive adjustments to the division sales manager based on traffic and contract trends.

Sales Consultant Jan 2019 - Feb 2022
Lennar, Roseville, CA

- Sold townhomes and single-family homes in two communities, averaging 38 closings a year and meeting quota in every quarter.
- Followed up on every internet lead within an hour, which raised appointment-set rates by 15%.
- Presented buyers with side-by-side payment comparisons across plans and lots, shortening decision time on typical sales.
- Trained two new consultants on contract process, disclosures, and community-specific lot premiums.

Sales Associate Jun 2017 - Dec 2018
Taylor Morrison, Elk Grove, CA

- Staffed model homes, greeted walk-in traffic, and registered 600+ guests in the CRM within the first year.
- Wrote 21 contracts in the first full year while learning sales process under a senior consultant.
- Maintained model home presentation and sales center, ensuring updated brochures, pricing sheets, and community maps.

CORE SKILLS

New home sales | Model home tours | Discovery and needs analysis | Contract and disclosure process | Design studio coordination | Mortgage and lender coordination | CRM lead follow-up | Objection handling | Closing and negotiation | Construction timeline updates | Community and market knowledge | Customer satisfaction | Pipeline management

EDUCATION

Bachelor of Science in Business Administration, California State University, Sacramento, Sacramento, CA

CERTIFICATIONS

California Real Estate Salesperson License, DRE | Certified New Home Sales Professional (CSP), NAHB