

Job Description**Job Title:**

Lettings Negotiator

Department / Function:

Lettings

Reports To:

Branch Manager

Direct Reports:

None

Location: London**Job Grade / Level:**

Grade D

Job Purpose:

To manage the letting of residential properties from initial enquiry through to move-in, delivering an exceptional service to landlords and tenants. The role supports branch performance through effective negotiation, compliance, and customer relationship management.

Key Accountabilities:

Proactively use IT, data and insights to fulfil the role of a Lettings Negotiator.

Demonstrate IT Literacy inc. Microsoft Office

Locate and understand Company documentation & procedures

Navigate Brand 'Dashboards'

Navigate and fully utilise Reapit CRM

Data mine and understand business reports

Identify market position

Understand branch/office and personal targets, measures and services offered to the client

Apply Industry Codes of Practice in relation to conflicts of interest

Liaise with Landlords and Tenants (clients), to understand their property needs and follow the client journey.

Fully qualify and register new applicants to GDPR standards

Requalify an applicant

Match properties to client needs and broaden searches where needed

Use Marketing Portals to market the property

Register Landlords/Tenants on database

Maintain up to date and accurate records on all relevant data bases

Attend Market Appraisals/Valuations to support Listers/Managers where needed

Manage diary to conduct property viewings and provide expert advice to existing and potential clients.

Prepare self and client for a viewing using applicant data

Ensure all properties adhere to proper health and safety standards

Conduct a viewing using correct descriptions for building construction

Explain the Terms of Business to Landlords and the Terms of Offer to Tenants then outline and confirm the 'Offer Agreed'

Obtain and maximise an offer through effective negotiation

Action Compliance/Safety Certificates and AML checks

Describe HMO Licensing, applying country variations (if applicable)

Understand Tenancy Agreements and 'special clauses'

Assist clients throughout the lettings process, ensuring a seamless experience.

Understand legislation regarding Landlord's Rights and Code of Conduct

Explain where fees can be charged and how income is brought into the business

Maintain an Instruction/Tenancy Agreement

Collect holding deposits from Tenants

Collaborate and work with relevant Lettings Operations teams

Gain Tenant references

Maintain relationships (internally & with Tenant/Landlord

Handle customer enquiries and negotiations and overcome objections to ensure client satisfaction

Gain customer reviews and feedback and take appropriate action

Deal with 'viewing' feedback – liaise with Landlords

Remove properties from the market when a let is agreed

Professional/Technical & Regulatory Requirements

Complete all training and development activities as required by the company

Successful completion of all 'Workplace Essentials' online courses

Key Performance Indicators (KPIs):

- Uplift in Revenue (%)
- Revenue to Target (%)
- Contribution to branch/office increase in Market Share
- No. of properties shown to Tenants Offer Made
- Quality of Rightmove Calls
- No. of Viewings Attended vs No. of Offers Received
- No. of Deals Agreed vs No. of Withdrawals
- No. of Calls made vs No. of Viewings Booked
- Department referrals
- Avg. % Fee Earned
- No. Of Withdrawals (reduced)
- Trust Pilot/Google Reviews
- Ad hoc emails
- % Retention and/or Churn rates
- No. of Complaints
- No. of Completed deals
- No. of Move Ins

Knowledge, Skills & Experience:**Essential:**

- Strong customer service and sales skills.
- Excellent communication and negotiation abilities.
- Strong attention to detail and organisational skills.
- Ability to work effectively in a target-driven environment.

Desirable:

- Previous experience in a lettings or property-related role.
- Good knowledge of the local property market.
- ARLA/Propertymark qualification or willingness to work towards it.
- Experience using property management/CRM systems.
- Full UK driving licence.

Behavioural Competencies:

- **Customer Focus:** Puts the customer at the heart of all decisions.
- **Integrity:** Acts ethically and in line with company and industry standards.
- **Collaboration:** Works effectively with colleagues across branches and functions.
- **Resilience:** Maintains a positive attitude in a fast-paced and competitive environment.
- **Accountability:** Takes ownership for meeting targets and delivering results.

Other Information:

- Required to work Saturdays on a rota basis.
- Occasional travel between branch locations may be required.