



Company Description

McCaffrey Homes is a family-owned business that has been building quality homes in California's Central San Joaquin Valley for over 50 years. We pride ourselves on exceeding homeowners' expectations with our award-winning designs, craftsmanship, and exceptional service. The company's mission is to build not just homes, but places where families can create lasting memories. As a company, we are committed to excellence, customer satisfaction, and empowering our employees to grow and succeed.

Role Description

This is a full-time, on-site New Home Sales Associate position located in Madera, CA. The New Home Sales Associate will be responsible for managing the new home sales process from initial customer visit through closing, providing excellent customer service to prospective and current homebuyers, demonstrating model homes, explaining floor plans, pricing, incentives, lot availability, options, and community features, preparing and managing sales documentation, coordinating with lenders, escrow, Design Center, Construction, Customer Service, Marketing, and trade partners, and helping ensure a smooth and professional homebuying experience. The successful candidate will be a self-starter who is energetic, sales-driven, detail-oriented, professional, dependable, and able to communicate effectively with customers, team members, brokers, and business partners.

Qualifications

- A minimum of a high school diploma or equivalent
- A valid California real estate salesperson license, in good standing
- Excellent communication, interpersonal, sales, and customer service skills, with the ability to build strong relationships with prospective and current homebuyers
- Strong attention to detail, organization, reliability, professionalism, follow-through, and ability to manage multiple priorities
- Ability to work independently as well as part of a team in a fast-paced sales environment
- Proficiency in Microsoft Office Suite and CRM software, with experience in Lasso a plus
- Ability to learn and confidently communicate floor plans, pricing, incentives, lot availability, options, community amenities, preferred lenders, escrow processes, purchase agreements, and company procedures
- Professional demeanor and presentation

Responsibilities include:

- Greet and welcome visitors to the sales office and model home center, creating a positive first impression for every guest.
- Capture, enter, and maintain accurate prospect registration cards, customer information, traffic reports, and CRM follow-up tasks.
- Demonstrate model homes during customer tours, explaining included features, optional selections, floor plans, homesite availability, pricing, incentives, and community amenities.
- Manage prospect follow-up, appointment scheduling, email and phone communication, and customer service support throughout the sales process.

- Work with preferred lender teams to support buyer prequalification and help customers understand financing milestones and timelines.
- Prepare purchase agreements, sales documents, buyer files, contract addenda, disclosures, and related paperwork accurately and timely.
- Set Design Center appointments and coordinate key buyer milestones with Design Center, Construction, Customer Service, escrow, and preferred lenders.
- Answer incoming phone calls, provide driving directions, answer community and homebuyer questions, take messages, and return voicemail promptly.
- Oversee day-to-day operation and presentation of the sales office and model homes, including music, signage, brochures, model maintenance, bathroom care, back room supplies, price sheets, reports, copies, faxes, and office supplies.
- Maintain current knowledge of available homes, floor plans, pricing, incentives, options, community features, lot availability, preferred lenders, escrow timelines, and company procedures.
- Work as a team player with Sales, Marketing, Construction, Customer Service, Design Center, escrow, preferred lenders, brokers, and trade partners to support a smooth homebuying experience.
- Manage pipeline, buyer expectations, and sales activity reporting in a timely and professional manner.
- Develop and maintain broker relationships, including broker communication and presentations as requested.
- Protect confidential customer and company information and follow company policies, Fair Housing guidelines, and applicable real estate requirements.

Schedule and Physical Requirements:

- Must be available to work model home/sales office hours, including weekends, holidays, and occasional evenings as business needs require.
- Typical schedule is five days per week, with days off generally Tuesday/Wednesday or Thursday/Friday, and weekends required.
- Ability to walk model homes and communities, stand for periods of time, and lift light office, marketing, or sales materials as needed.