

# Lifestyle Consultant position outline

May 2026



*Lifestyle*  
Communities®



## The Lifestyle story

Since beginning Lifestyle Communities® in 2003, our mission has always been to enable working, semi-retired and retired people over 50 to downsize in a secure community with resort-style amenities, 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 core principles;

1. **"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.
2. **"A customer may forget what you told them, but they will never forget how you made them feel"**. We want to make every customer touchpoint an amazing experience, one that they will remember and recall with friends and family. We want to ensure that their experience living in Lifestyle Communities is an extremely positive one.

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

# Our purpose

We reimagine a Way to Live for independent downsizers.

We develop and manage architecturally designed low maintenance homes, together with resort-style communities, that allow downsizers to free up equity from their previous home, and live the life they want.

Our approach revives the spirit of strong, neighbourly connections while providing spaces that balance safety and privacy with community engagement.

We nurture these environments, with dedicated Lifestyle Managers that live onsite allowing homeowners to enjoy independence alongside an active lifestyle.

Now that's a ...**Way to live**



# 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.



# 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 values

Our values 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.



**Do it from  
the heart**



**Constantly  
curious**



**Own it.  
Sort it.**



**Strive for  
excellence**

<b>Position title</b>	Lifestyle Consultant
<b>Reports to</b>	Area Sales Manager
<b>Direct reports</b>	NA
<b>Location</b>	Applicable Lifestyle Community
<b>Employment type</b>	Full Time Normal working hours may fall within Monday to Saturday, dependent on business needs.
<b>Department</b>	Sales
<b>Key relationships</b>	<b>Internal</b> <ol style="list-style-type: none"><li>1. Executive General Manager, Sales</li><li>2. Area Sales Manager</li><li>3. Sales Manager</li><li>4. Experience Team</li><li>5. Marketing Team</li><li>6. Contact Centre</li><li>7. LIC Consultants</li><li>8. Sales and Settlement Support</li></ol> <b>External</b> <ol style="list-style-type: none"><li>1. Our Homeowners</li><li>2. Potential Homeowners</li><li>3. Local Area Clubs and Groups</li><li>4. Local Real Estate Agents</li><li>5. Local Trades</li></ol>



# Lifestyle Consultant

	Key tasks/deliverables	What will success look like?
<b>Sales</b>	<ul style="list-style-type: none"> <li>• First and foremost, this is an outcomes-based sales role. Achieving sales in a timely manner is crucial.</li> <li>• Nurture customers through the home purchasing process from initial enquiry to settlement.</li> </ul>	<ul style="list-style-type: none"> <li>• Achievement of annual Settlement goal</li> </ul>
<b>Adaptive Sales</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• Measured through live observations from your team leader.</li> <li>• Building a pipeline of future purchasers' that is reflected in your CRM database management.</li> </ul>
<b>Database Management</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• Greater than 90% of customers have a timely follow-up scheduled and all new leads have received follow-up calls within the appropriate timeframe identified by your team leader.</li> </ul>
<b>New Lead Generation</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Maintain a strong social media presence through content creation and complete immersion in your community inclusive of homeowner events to generate referral.</li> <li>• A minimum of 12 'Consultant Approach New Leads' generated each quarter per community.</li> </ul>	<ul style="list-style-type: none"> <li>• A quarterly contribution to lead generation target</li> </ul>
<b>Real Estate Agent Relations</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• You will have good local area networks of Agents that understand our model and maintain a 'panel' of 5 real estate</li> </ul>

## Teamwork

This is to include quarterly seminars/presentations for local Real Estate Agents.

agents to call on if listing numbers increase beyond certain levels.

- 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, and your learning curve will be steep. 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
- Work seamlessly with Marketing, 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 support your region appointment and sales targets.
- Working in a fast-paced environment with high expectations of quality customer service within both brand new and vendor owned home sales.

## 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 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 **Lifestyle Consultant** to reflect this position outline.

---

**Signature**

---

**Date**