Job description

Job title	Sales Progressor		
Job number		**Grade**	6DS
Directorate	Development and Regeneration	**Department**	Sales and Marketing
Reports to	Sales Progression Manager	**Date effective**	May 2026

Purpose

The Sales Progressor is responsible for managing the end-to-end sales progression process for property transactions across the entire portfolio including progressing newbuild shared ownership sales, resales and buy backs — from reservation through to legal completion — ensuring a seamless customer journey and timely exchange of contracts. The role also manages all administrative processes associated with lease extensions, management pack requests, consent to remortgage, landlord certificates and related conveyancing documentation.

This role requires strong organisational skills, attention to detail, and proactive communication with purchasers, solicitors, internal teams, and external stakeholders to minimise delays and maximise completions.

Key responsibilities/ deliverables

Sales Progression

- Manage the full sales progression process from reservation to legal completion, maintaining accurate records and milestones.
- Liaise proactively with purchasers, solicitors, mortgage brokers, valuers, and internal teams to ensure timely exchange and completion.
- Track and monitor progress of each sale, identifying potential risks or delays and taking early action to resolve them.
- Provide regular progress updates to the Sales Progression Manager and wider team, maintaining up-to-date sales reports and completion forecasts.
- Coordinate handovers between Sales, Completions, and Aftercare teams to ensure a smooth customer experience.
- Maintain CRM systems and databases with accurate and compliant sales information.
- Support the Sales Progression Manager is raising Signing & Sealing forms when required**.**

Anti Money Laundering

- At the point of sale work with the sales teams to complete the AML & SOF process with every customer.
- Be the first point of contact for the Sales Teams on this and spend time on site with each team to ensure all plots are moving forward through the process in a timely manner.
- Anticipate and highlight any complex or difficult sign offs, raise with the Sales Progression Manager to plan a way forward and not delay exchange.
- Send AML Sign off requests to the Sales Progression Manager for sign off.
- Manage the AML Sign off Tracker and folders to ensure they're always up to date and available for those that need them.

Lease Extensions and Management Packs

- Manage incoming requests for lease extensions and issue required documentation to solicitors and lessees.
- Liaise with managing agents, solicitors, and valuers to obtain quotations, instruct works, and progress extensions through to completion.
- Prepare and issue management packs for property resales and remortgages in line with internal policies and statutory requirements.
- Maintain accurate records of lease extension and management pack requests, ensuring compliance with legal and organisational standards.

Customer Service and Compliance

- Deliver excellent customer service throughout the sales and legal process, ensuring clear and timely communication with all parties.
- Ensure all processes comply with the New Homes Quality Code, Consumer Code, GDPR, anti-money laundering (AML), and other relevant legislation.
- Support the Sales Team with administrative tasks including issuing reservation documentation, updating price lists, and maintaining sales files.
- Contribute to continuous process improvement across sales progression and lease management activities.

Line management
Direct reports*: None* Indirect reports: *None*

Key internal contacts

Key external contacts

Operating environment/dimensions	
Customer base:	
Job persona:	Site based/Hybrid/Mobile
Delegated authority limit:	£
Budget:	
DBS level:	Basic/ Standard/ Enhanced
Contract management:	
KPIs:	
Mandatory training:	

Qualifications and training	Essential (Y)	Desirable (Y)
Educated to GCSE level or equivalent in Maths and English (Grades A*- C)	Y	
Knowledge and skills		
Essential: • *Proven experience in sales progression, property conveyancing, or residential sales administration.* • *Strong understanding of the property sales process, including shared ownership or leasehold transactions.* • *Excellent organisational and time management skills with the ability to manage multiple transactions concurrently.* • *Clear and confident communicator with strong relationship management skills.* • *High attention to detail and accuracy in document preparation and record-keeping.* • *Proficient in CRM systems and Microsoft Office (Word, Excel, Outlook).* *Desirable:* • *Experience within a housing association, developer, or estate agency environment.* • *Knowledge of leasehold legislation, lease extensions, and management packs.* • *Familiarity with shared ownership, staircasing, or right to buy/right to acquire processes.* •		
Behaviours for success		
Influential •		
Engaging •		
Performance focused •		

This job description outlines the main responsibilities and requirements of the job. Colleagues are expected to comply with reasonable management requests to carry out additional or alternative duties.