



DIRECTOR OF SALES

Full-Time | On-Site | Port Saint Lucie

SUMMARY

Akel Homes is a privately-owned, South Florida-based homebuilder with over 35 years of experience designing and building award-winning residential communities. From Palm Beach to Port St. Lucie, we specialize in creating premium, lifestyle-driven homes with innovative designs, high-quality construction, and a personal touch. Guided by our values of trust, integrity, and customer-first service, we are committed to delivering not just homes, but lasting communities where families can build a life they love.

Akel Homes is seeking a Director of Sales to lead our flagship Sundance master-planned community in Port St. Lucie. With a development pipeline of more than 8,000 homes to be delivered over the next 20+ years, this is a career-defining opportunity to shape and direct sales for one of Florida's largest and most dynamic residential communities. The Director of Sales will drive sales performance, coach and develop a team of new home sales professionals, and partner closely with leadership across Marketing, Operations, and Land to ensure a world-class homebuying experience while achieving long-term growth targets.

DUTIES AND RESPONSIBILITIES

- **Sales Leadership** – Lead the sales team to achieve and exceed established goals for the Sundance master-planned community.
- **Sales Strategy** – Develop and execute an annual plan to maximize market share and capture rate in Port St. Lucie and the Treasure Coast.
- **Culture** – Foster a high-performance sales culture that reflects Akel Homes' core values of quality, integrity, and customer-first service.
- **Talent Acquisition & Retention** – Recruit, hire, and retain top-performing sales counselors with new home sales experience.

- **Talent Management** – Define and communicate clear goals, metrics, and behaviors for the sales team, reviewing performance monthly.
 - **Talent Development** – Provide consistent coaching, training, and mentorship to sales counselors and managers, including B2B strategies targeting Realtors.
 - **Realtor Relations** – Build and expand relationships with Realtors, brokers, and influencers to drive traffic and sales.
 - **Territory Management** – Establish Defined Sales Areas (DSAs) and assign community-specific quotas to ensure coverage and accountability.
 - **Model & Sales Center Standards** – Inspect model homes and sales centers regularly to ensure they are presentation-ready and aligned with Akel’s brand standards.
 - **Team Development** – Lead sales meetings, workshops, and training sessions to energize and upskill the team.
 - **Marketing Collaboration** – Collaborate on campaigns, events, and Realtor outreach to maximize community exposure.
 - **Cross-Functional Alignment** – Partner with Operations, Finance, and Land to align pricing, incentives, and strategies with business objectives.
 - **Data & Market Analysis** – Monitor sales data, backlog, inventory, and market conditions to adapt strategy and maintain competitive advantage.
 - **CRM Utilization** – Ensure accurate and consistent use of CRM systems (HubSpot or equivalent) for pipeline management and reporting.
 - **Process Improvement** – Continuously evaluate sales processes, streamline workflows, and eliminate inefficiencies.
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EXPERIENCE AND SKILLS

Required Qualifications

- Florida Real Estate License.
- Minimum 5 years of new home sales experience in the homebuilding industry.
- Minimum 2 years in a sales management role, preferably with a production builder, with proven success coaching and leading teams.

- Strong track record of Realtor engagement and partnership in the Florida market.
- Deep understanding of the new home sales process and buying cycle.
- Proficiency with CRM platforms (HubSpot or equivalent) and Microsoft Office Suite.
- Strong leadership, communication, and interpersonal skills; ability to inspire and motivate teams.
- High degree of professionalism, integrity, and customer focus.
- Data-driven decision maker with the ability to analyze market trends, sales metrics, and performance reports.
- Team player with the ability to collaborate across departments.

Preferred Qualifications

- Bachelor's degree in Business, Marketing, or related field.
- Experience launching or scaling sales operations in large master-planned communities.

WORK ENVIRONMENT

- On-site at the Sundance master-planned community in Port St. Lucie.
- Fast-paced, dynamic environment requiring adaptability, proactive problem-solving, and multi-priority management.
- Frequent collaboration with internal teams (Marketing, Operations, Finance, Land) and external partners (Realtors, brokers, vendors).
- Regular presence at model homes, sales centers, and community events to ensure a world-class homebuying experience.
- Full-time position; may require working evenings or weekends depending on sales events, appointments, or business needs.
- Use of standard office equipment, including computers, phones, presentation tools, and mobile devices for on-site communication and reporting.

WHY AKEL HOMES?

- **Pipeline Security** – Lead sales for 8,000+ homes in Sundance over 20+ years, providing long-term stability and career-defining scale.
 - **Private Builder Advantage** – Work directly with ownership and executive leadership for fast decision-making and entrepreneurial flexibility.
 - **Premium Communities** – Akel Homes is known for high-quality homes with premium features, modern designs, and lifestyle-driven amenities.
 - **Culture of Excellence** – Join a family-owned builder with over 35 years of experience and a reputation for integrity, innovation, and customer-first service.
 - **Growth & Impact** – Shape one of Florida’s largest master-planned communities and make a lasting impact on thousands of families.
 - **People-First Environment** – Be part of a collaborative, inclusive culture that values creativity, accountability, and professional growth.
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BENEFITS & PERKS

- Competitive salary based on experience and qualifications.
- Comprehensive health benefits, including medical, dental, vision, and supplemental insurance for individuals and families.
- 401(k) retirement savings plan.
- Paid time off, including vacation, sick days, and major holidays.
- Frequent team-building activities, including company-hosted happy hours, team enrichment events, and industry networking opportunities.
- Opportunities to attend industry events and represent the company as a valued member of the brand team.
- Inclusive, people-first culture that values creativity, collaboration, and diverse perspectives.