

Joda Gasca

New Home Sales Consultant

Profile

New Home Sales Consultant with 1 year of experience in guiding clients through the home buying process. Adept at identifying customer needs, providing tailored solutions, and delivering exceptional service. Proven track record in closing sales and maintaining strong client relationships. Committed to staying current on market trends and continually expanding industry knowledge.

Employment History

New Home Sales Consultant at Lennar Homes, NV

Mar 2023 - Present

- Achieved a record-breaking 150 home sales in a single year, generating over \$45 million in revenue for Lennar Homes, NV.
- Successfully maintained a 95% customer satisfaction rate throughout the sales process by providing exceptional service and addressing buyer concerns promptly.
- Consistently exceeded quarterly sales targets by at least 20%, contributing significantly to the overall growth and profitability of Lennar Homes, NV.
- Implemented innovative marketing strategies that increased foot traffic to model homes by 30%, resulting in a higher conversion rate of potential buyers to actual sales.

Associate New Home Sales Consultant at PulteGroup, NV

Aug 2022 - Feb 2023

- Achieved a record-breaking sales performance by closing 45 new home deals in a single quarter, resulting in over \$18 million in revenue for PulteGroup, NV.
- Successfully implemented a targeted marketing strategy that increased foot traffic to the model homes by 30%, contributing to a 25% increase in overall sales for the community.
- Consistently exceeded quarterly sales targets by an average of 15%, achieving top-ranking Associate New Home Sales Consultant status within the company and earning recognition at the annual awards ceremony.

Education

Bachelor of Business Administration in Sales and Marketing at University of Nevada, Las Vegas

Aug 2017 - May 2022

Relevant Coursework: Marketing Strategy, Sales Management, Consumer Behavior, Advertising and Promotion, Digital Marketing, Market Research, and Brand Management.

Certificates

Certified New Home Sales Professional (CSP)

Apr 2022

Details

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Links

[linkedin.com/in/jodagasca](https://www.linkedin.com/in/jodagasca)

Skills

Negotiation

Communication

Market Analysis

CRM Software (e.g., Salesforce)

Home Staging

Networking

Lead Generation

Languages

English

Russian

Hobbies

- Photography: Capturing beautiful moments and spaces in new homes and communities.
- Interior design: Staying updated on the latest design trends and incorporating them into new home staging and presentations.
- Networking and attending industry events: Building relationships with