



Title: Sales Representative (New Homes)

Location: Edmonton and surrounding communities. Regional Office is located at 3203 93rd Street NW.

At StreetSide, our people make the difference. We offer an exciting place to build your career with competitive compensation and benefit packages, company matching RRSP/DPSP program, employee home purchase program and employee discounts.

Job Overview

Reporting to the Sales and Marketing Manager, as the **Sales Representative** you will handle the direct sale of new homes. You will also provide sales expertise and ensure existing and potential customers are provided with exceptional customer experience throughout all stages of their home buying process.

Your day-to-day responsibilities will include:

- Acting as primary point of contact for customers. Consulting with prospective customers to assess their needs and requirements, and recommending appropriate products.
- Maintaining relationships with customers throughout the home buying process and ensuring their expectations are accurately relayed and priced.
- Meeting or exceeding sales targets by promoting sales to existing customers and by identifying/soliciting potential customers.
- Finding new and creative ways to market yourself and our homes to drive traffic while maintaining Qualico reputation.
- Remaining up-to-date with the specifications and ongoing promotions of market competitors, customer needs and market trends.
- Liaising with the project management team throughout the building process to ensure customer's requirements are met and clearly communicated.

As our ideal candidate, you are...

- A strong communicator; you clearly express your thoughts in conversation as well as write and present in a persuasive and influencing manner.
- An active listener; you seek to understand and listen to others in a non-judgmental way.
- Mindful; you respect diversity and deal with sensitive situations using a high degree of integrity.
- Excellent service oriented; you handle relations with customers, internal and external parties with tact and diplomacy.
- A creative problem solver; you think outside the box for solutions without fear of failure.

Essential Requirements

- High School Diploma, or equivalent.
- Minimum 1 year of sales experience.
- Valid driver's licence and access to a reliable vehicle.
- Satisfactory verification of criminal record check.
- Comfortable using office equipment, Microsoft Office Programs (Outlook, Word, Excel, Teams, SharePoint and PowerPoint), CRM and accounting software (Hubspot, NewStar or similar).

Preferred Requirements

- Prior experience working in Residential Home Sales is an asset.

What We Value

- Creating trusting and successful working relationships.
- Setting clear, measurable and achievable goals.
- Cooperating with team members in an open, positive and respectful manner.
- Staying current with technical job skills.
- Consistently meeting customer expectation.
- Taking responsibility for the outcomes of decisions and actions.

Work Conditions

You primarily work in a showhome or sales centre with regular travel to off-site meetings and construction sites.

About Us

StreetSide is the multi-family division of Qualico and has developed apartment style, town home style, detached houses and luxury condominiums throughout Western Canada with projects ranging from innovative urban development to historic retrofits. StreetSide operates in Winnipeg, Edmonton, Calgary and Vancouver. To learn more, click [here](#).

Qualico welcomes applications from people with disabilities. Accommodations are available upon request during the assessment and selection process.

Candidates being considered will be contacted. We thank you for your interest. Join our [Talent Community](#) to stay up to date on job opportunities and to find out why we have the best reasons to come to work every day.

Closing Date: August 28, 2026

[Apply Here](#)

#StreetSideEdmonton