

ERIC T. MORRIS

Community Sales Manager | New Home Sales Leader | Author | AI-Powered Sales & Marketing

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PROFESSIONAL SUMMARY

New home sales professional with 30+ years in sales, marketing, and technology, currently Community Sales Manager at Insight Homes in coastal Delaware. Sells energy-efficient new construction at Ingrams Point (Millsboro) and across Insight communities, and built CoastalHomesDE.com, a 90+ page lead-generation site, to market them. Published author of two books: *The Certainty Gap* (for sales professionals) and *The House Behind the Price* (for home buyers). Builds and runs AI-driven sales systems with Claude Code, Perplexity Computer, and HubSpot CRM. SBA Maryland Young Entrepreneur of the Year runner-up. Proven record of growing revenue: from 1,500 to 14,000 subscribers; a \$3M+ resort restaurant in under three years.

CORE SKILLS

New Home Sales: Community sales, build-on-your-lot (BOYL), spec homes, contract negotiation and closing, buyer discovery, Realtor and co-op outreach, CMA and market analysis, construction process knowledge

Marketing & Technology: Website design and SEO, lead generation, CRM (HubSpot, Salesforce, Build Pro, MarkSystems), email and social campaigns, analytics, Google Search Console

AI & Automation: Claude Code, Perplexity Computer, AI-drafted outreach and follow-up, automated lead response, AI-generated video and imagery, data-driven site generation, AI workflow design

Leadership & Training: Sales coaching and workshops, CLEAR sales framework, partner and team training (80+ trained), client relationship management

PROFESSIONAL EXPERIENCE

Community Sales Manager

Aug 2026 – Present

Insight Homes | Ingrams Point, Millsboro, and Insight communities across Delaware

- Sell energy-efficient new construction across 15 Delaware communities and build-on-your-lot programs, with homes from the \$310Ks (BOYL) and \$375K (community).
- Guide buyers from first inquiry to closing, using discovery, floor plan matching, HERS energy-score education, and clear financing and contract walk-throughs.
- Created CoastalHomesDE.com: 90+ pages, 20 floor plans with HERS scores, payment calculator, compare-and-map tool, 2-minute home-match quiz, buyer guides, and local guides, all built from a single data source with a weekly refresh.
- Drive lead generation through SEO, Realtor registration, tour booking, and new-home alerts; manage follow-up in CRM.
- Use AI (Claude Code, Perplexity Computer) to produce CMAs, brochures, buyer and Realtor materials, video, and automated follow-up.

New Home Sales Consultant

2026 – Aug 2026

Caruso Homes | Sussex County, DE

- Sold community and build-on-your-lot homes using the 4:2 Formula; ran proactive Realtor outreach and HubSpot email campaigns; produced Comparative Market Analyses.
- Managed contracts, buyer correspondence, and construction milestones in MarkSystems as the liaison between construction, mortgage, and customer care.
- Role ended when the company exited the Delaware market.

New Home Counselor

2025

Beazer Homes | Ocean View, DE

- Completed contracts on multiple new home sales within the first months, meeting and surpassing pipeline and revenue targets.
- Produced and distributed self-made video home tours that increased prospect engagement and shortened buyer decision cycles.
- Presented floor plans, design center personalization, and builder financing incentives; coordinated with Sales, Mortgage, Construction, and Customer Care. Position eliminated in a nationwide workforce reduction.

Owner / Technology, Marketing & Sales Consultant; Home Improvement Contractor**2020 – 2025***Eric T. Morris Home Improvements & Handyman Services | erictmorris.com | Ocean View, DE*

- Ran a residential and commercial remodeling business covering design, carpentry, plumbing, electrical, flooring, painting, and audio/visual installation.
- Built websites and marketed local businesses, including real estate, hospitality, and faith organizations (clients included Long & Foster Salisbury, Market Street Inn, and Hillel at Virginia Tech).
- Managed project delivery, scheduling, and client communication from estimate to final walkthrough.

Bartender / Front of House Operations**2015 – 2025***High Stakes Bar & Grille | Fenwick Island, DE*

- Delivered high-volume resort hospitality, built a loyal repeat clientele, and handled cash, POS, and nightly reconciliation.

General Manager**2011 – 2015***Crabcake Factory USA | Ocean City, MD*

- Ran daily operations of a multi-million-dollar resort restaurant: staffing, purchasing, vendor negotiation, and P&L across peak and off-season.
- Grew annual sales to over \$3 million in under three years through promotions and community partnerships.

Senior Sales Engineer**2001 – 2005***Navtrak, Inc. | Salisbury, MD*

- Sold GPS and wireless fleet-tracking solutions to 80+ business partners; led product demonstrations and ROI presentations.
- Trained partner sales teams, growing subscriptions from 1,500 to over 14,000. Met every assigned sales goal and earned all available incentives.

President / CEO, Marketing & Sales Director**2000 – 2001***BuyDelmarva.com | Delmarva Broadcasting Company | Salisbury, MD*

- Founded a web-based local business directory for the Delmarva Peninsula. Runner-up, SBA Maryland Young Entrepreneur of the Year (2000).

PUBLISHED BOOKS

- **The Certainty Gap** (Kindle and paperback, Amazon): sales guide built on the CLEAR framework (Connect, Listen, Examine, Align, Resolve) for moving buyers from hesitation to confident action.
- **The House Behind the Price** (Kindle and paperback, Amazon): buyer's guide to new construction versus resale, with a ten-part FOUNDATION Review for evaluating any home.

WEBSITES & DIGITAL PROJECTS

- **coastalhomesde.com**: new-home lead-generation and buyer education site for Southern Delaware (see Insight Homes above).
- **erictmorris.com**: consulting site covering web design, SEO, AI integration, CRM, and sales training; also hosts Daily Bread (faith.erictmorris.com), a faith site with daily verses, sermons, and church directory.

TRAINING, CERTIFICATIONS & EDUCATION

Delaware Real Estate Sales License | OSHA Certified | Sales Mastery: New Home Sales | Huthwaite SPIN Selling | Dale Carnegie Sales Training | 4:2 Formula (Shore Consulting) | HubSpot CRM, Build Pro, Salesforce, MarkSystems
Construction Management, Columbia University / Coursera | Civil Engineering coursework, University of Maryland