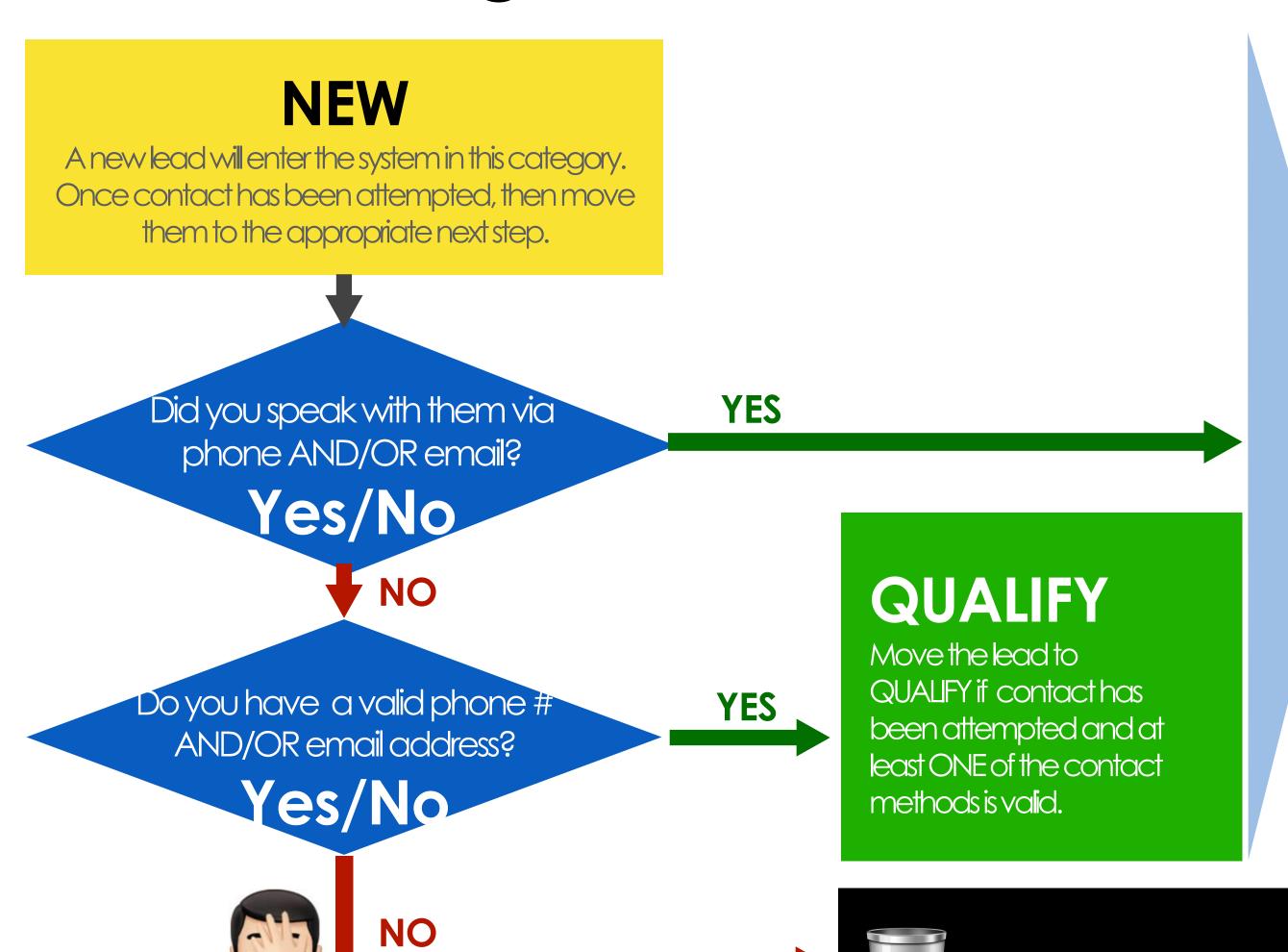
# Lead Management in Boomtown



#### HOT

Any lead looking to buy/sell a home in the next 90-days.

Drip: No, send personally.
e-Alert: Yes, instant/daily delivery.
To-Do Scheduled: Yes.
Contact: 2-3 times weekly.

## **NURTURE**

Any lead looking to buy/sell a home in the next 3-6 months.

Drip: Yes.
e-Alert: Yes, daily/weekly delivery.
To-Do Scheduled: Yes.
Contact: Min. 1-time a month.

## WATCH

Any lead looking to buy/sell a home in the next 6-12 months.

e-Alert: Yes, weekly/monthly delivery.
To-Do: Yes.
Contact: Min 1 times monthly.

Drip: Yes.

#### ARCHIVE

Any lead with valid contact info but already bought, no longer in market, or told us to not contact them, etc.

Drip: Not Required
e-Alert: Depends.
To-Do: Not Required
Contact: Based on Activity on
Site

### TRASH

Any lead who has unsubscribed or does not have a valid contact telephone number and email address. BOTH MUST be invalid to be moved to the trash category.



