

LAWS OF THE PIPELINE

01. **new** leads must be changed to **hot** **qual** **nurt** **watch** **arch** or **trash** within 12 hours of receipt.
02. Leads in **qual** must be put through 10-30 day qualification plan. (Must be no more than 2 days behind)
03. Leads in **qual** that have been through the qualification plan, but have not responded will be put in **arch**.
04. Any lead that tells you they have no interest in buying/selling will be moved to **arch** immediately.
05. Any lead moved to **trash** must have a note that explains why it was moved to **trash**.
06. All leads with a valid email address should be placed on an e-Alert.
07. All **hot** **watch** **nurt** leads must have to-do's set at all times.
08. To-do's must be completed on the day they were assigned.
09. All **watch** leads will be started on a drip plan.
10. Lead will be changed to **hot** when an appointment has been set.
11. Lead will be changed to **close** once the client closes on the house.
12. All calls/ text/ emails must be logged in BoomTown. Email through BoomTown as much as possible.
13. Look at Archive leads on a daily basis and sort by last visit to see if outreach is needed.
14. Check the Opportunity Wall daily!