

Lead Follow Up Expectations



A

Intent to buy or sell within 30 days or less

1

Must be called every week - leave VM

2

All leads should be treated as an "A" lead until confirmed its "B" or "C" or returned to Pond

3

Lead Manager does a search for "A" leads **every Monday**

B

Buying or selling 1 - 6 months

1

Must be called TWICE a month. The week of the 8th and the 22nd (whatever week the 8th falls on and whatever week the 22nd falls on) - Leave VM

2

Lead Manager does a search for "B" leads on the Monday of the week of the 1st and 15th

- Move those leads to "Ocean" if not called the previous week
no additional warning given

C

Buying or selling in 6+ months

1

Must be called ONCE a month. The week of the 15th - Leave VM

2

Lead Manager does a search for "C" leads and "1 year" leads on the **Monday of the week of the 22nd**

Past Clients

(Company Generated)

1

Must be called the week of the 15th

2

Lead Manager will re-assign company generated Past Clients if not called in the previous month.