

Ponds | Automatically assigning leads to a Pond

New Leads

To have new leads go directly to a pond instead of to a specific agent, choose the pond on your Lead Flow rules. See [Lead Flow Directly to a Pond](#).

To import leads to a pond, use this guide: [How to Import Contacts to a Pond](#)

Existing Leads

To have existing leads automatically moved to a pond, you can [create an Automation](#) using the "Reassign lead" action. Leads will be reassigned to the pond based on the trigger and conditions you choose in your automation.