

**New Leads**

Leads that need to be qualified and aren't online buyer/seller leads.

Tasks to Follow Up Triggered After 3 Days Inactive

**Hot Prospect**

These are leads that are conversing but are not actively looking at homes or writing offers.

Tasks to Follow Up Triggered After 14 Days Inactive

**Active Buyers**

These are leads that are actively looking at homes and writing offers

Tasks to Follow Up Triggered After 30 Days Inactive

**Active Sellers**

These are leads actively in the selling process.

Tasks to Follow Up Triggered After 30 Days Inactive

**Nurture**

These are leads that are on hold or have a 6+ month time frame to purchase.

Tasks to Follow Up Triggered After 60 Days Inactive

**Closed**

Past Clients & Buyers/Sellers that have Closed.

Tasks to Follow Up Triggered After 180 Days Inactive

**Sphere**

Leads that are family, friends, and referral resource (tag different agents sphere)

Tasks to Follow Up Triggered After 90 Days Inactive

**Dead Leads**

Lead that is no longer active

Tasks to Follow Up Triggered After 365 Days Inactive