

**BOOMTOWN Definitions and Laws**

**Boomtown Definitions**

Nurture- Lead we have spoken with, has detailed notes.

New- Lead that is untouched, just came in.

Qualify- Lead we have tried to reach but have not gotten ahold of yet.

Hot- appointment set with lead

Pending- Client Taken (listing agreement or Buyer rep)

Closed- Client has bought or sold their home

Watch- Bad number, only have an email.

Archive- Have tried a number of times to reach but have not connected with recently or at all. Either have spoken to them and were originally a Nurture or was a qualify lead we have never reached.

Trash- Confirmed they are no longer transacting. Detailed notes on whey they are not.

**Laws of the pipeline**

1) **NEW** leads must be changed to **NURTURE** or **HOT** within 12 hours of receipt.

2) May Keep up to a total of 100 **NURTURES** in your pipeline at a given time.

3) No leads in **QUALIFY**

4) Any lead moved to **NURTURE** must have sufficient notes why it was changed to **NURTURE**

5) Any lead moved to **TRASH** must have a detailed note that explains why it was moved to **TRASH**

6)All **HOT** and **NURTURE** leads must have a to-do set at all times.

7) NO past dues in TO-Do’s