Database Management

A, B, C, D Smart Lists

#A-0-3

Context- Anyone who is in the HOT or ACTIVE stage looking to buy or sell in 0-3 months

Communication- at least once a week

Action Plan- At your discretion

#B-3-6

Context- Anyone who is in the WARM/ NURTURE stage looking to buy or sell 3-6 months out

Communication- Twice a month

Action Plan- Nurture 3-6 Months

#C-6-12

Context- Anyone in the WARM or NURTURE stage looking to buy or sell in 6-12 months

Communication- once a month

Action Plan- Nurture 6-12

#D-12++

Context-Anyone in the NUTURE, WARM or COLD stage looking to buy in 12 months plus

Communication- Once every other month for the first 4 months months & then once a month from there on out

Action Plan- Nurture 12-24 months