© Market Leader, Inc. All Rights Reserved | Quick Guide to Engage Your Prospects

MY DAILY ACTION STEPS

1. Respond to my new prospects
2. Reply to new email from my prospects
   *File emails I answer by phone
3. Reply to my new webmail
4. Take action on today's reminders
5. Check "Recent Activity" for newly engaged prospects

NEW PROSPECT ENGAGEMENT STRATEGY

Before a prospect responds, use this strategy:

Day 1: Respond using the Initial Contact Wizard

Day 3: **If prospect is not on listing alerts:**
- Set up Listing Alerts
- Send email #1: Listing Alert companion email

If prospect is on listing alerts:
- Skip to email #2 (Day 6's activity)

Day 6: Send email #2 (e.g., Checking In)

Day 9: Send listings (e.g., Recommended Listings)

Day 12: Send email #3 (e.g., Below Market Homes)

Day 15: Send listings (e.g., MLS Search)
Change the prospect's status
Create my next reminder for follow-up
- Active: 2-4 weeks
- Hot: Weekly
- Inactive: 4-8 weeks

After a prospect responds, modify your approach. Change their status and create relevant reminders.

Remember: Reply fast to all of your prospects!

STATUS

New → Prospects who just registered that you have not responded to yet

Retry → Prospects you're trying to engage

Active → Prospects who are "just looking" but are interactive

Inactive → Prospects who are not responsive or not interested

Hot → Prospects who are ready to buy/sell now

Sold → Prospects you have just closed

Trash → Prospects who wish to be unsubscribed

MY NOTES:

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