Boomtown Lead Overview

All contact attempts must be logged in Boomtown. If not logged, it never happened.

Leads should be moved from NEW to QUALIFY ASAP!

You should never have more than 1-2 leads in NEW category

All new leads will come into system and be broadcasted through Shark Tank - i.e. first person to call the lead will be assigned that lead.

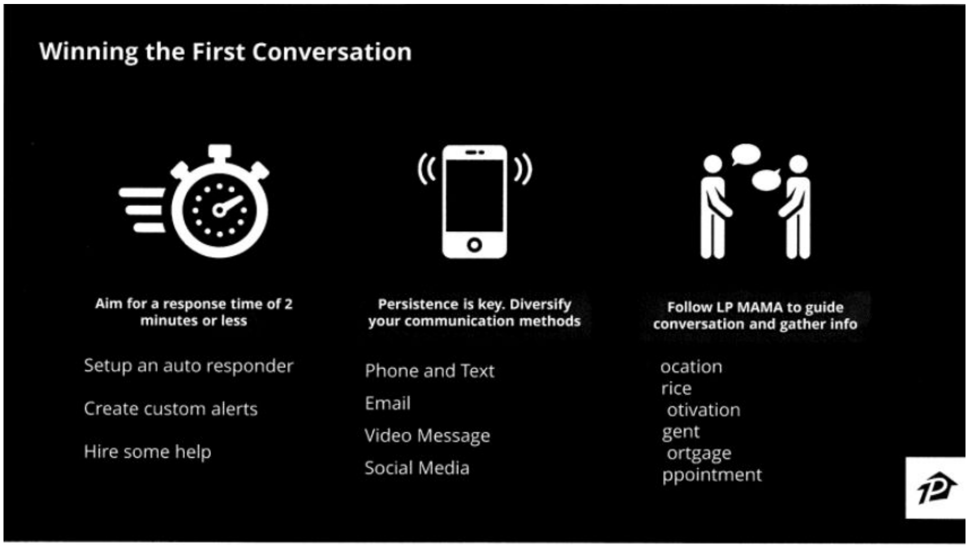
There shouldn't ever be too many leads in QUALIFY category

After QUALIFY process, lead should either be moved to different lead category.

HINT: This is a system based off proven models and tactics for internet-based lead generation. Most failures result from not working the system long enough or incorrectly. Remember, lead generation is about filling your pipeline with buyers that will be buying today, OR, in 2 years.

Top Tip: After you connect with internet lead for the first time, get their mailing address and send them a note with your business card and the team's business card in it.

When speaking to an internet lead on the phone, stand up and smile. They can sense your energy and attitude on the phone so be sure to be in right mindset when making calls. It makes a difference!


Winning the First Conversation
Aim for a response time of 2 minutes or less
Setup an auto responder
Create custom alerts
Hire some help
Persistence is key. Diversify your communication methods
Phone and Text
Email
Video Message
Social Media
Follow LP MAMA to guide conversation and gather info
ocation
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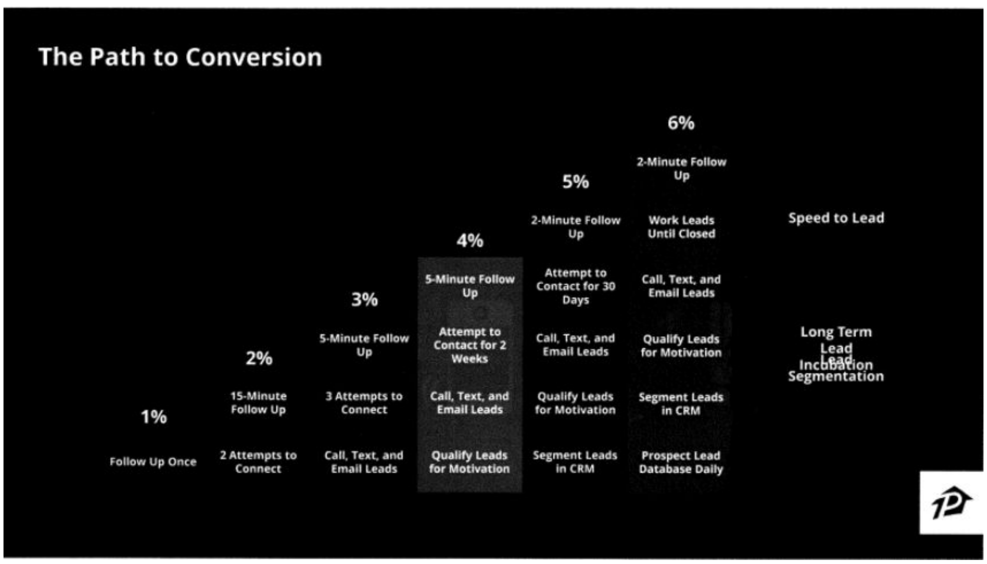
The Path to Conversion
6%
2-Minute Follow Up
5%
2-Minute Follow Up
Work Leads Until Closed
Speed to Lead
4%
5-Minute Follow Up
Attempt to Contact for 30 Days
Call, Text, and Email Leads
3%
5-Minute Follow Up
Attempt to Contact for 2 Weeks
Call, Text, and Email Leads
Qualify Leads for Motivation
Long Term Lead Incubation
Lead Segmentation
2%
15-Minute Follow Up
3 Attempts to Connect
Call, Text, and Email Leads
Qualify Leads for Motivation
Segment Leads in CRM
1%
Follow Up Once
2 Attempts to Connect
Call, Text, and Email Leads
Qualify Leads for Motivation
Segment Leads in CRM
Prospect Lead Database Daily

Boomtown Lead Qualification Process

Qualification Campaign Overview (14 days):

- 5 calls
- 5 texts
- 5 emails
- 2 to do's

New lead registers

- FIRST DAY
    - 1. Call lead twice (double dial)
        - If they answer, talk to them and qualify them to hot, watch, or nurture.
        - Set up on e-alert.
    - Leave a VM on the second call
        - If no answer, put them in qualify category. Automatic text
        - Set up on e-alert (should already have been done)
- SECOND DAY
    - Call, leave a VM (to-do in the system)
    - Automatic text and email
- THIRD DAY
    - Automatic text
- FOURTH DAY
    - Automatic email
- FIFTH DAY
    - Nothing
- SIXTH DAY
    - Call, leave VM (to-do in the system)
- SEVENTH DAY
    - Automatic email
    - Check e-alerts and monitor activity (to do in the system)
- EIGHTH DAY
    - Call
    - Automatic text
- TENTH DAY
    - Automatic email

- TWELFTH DAY
    - Automatic text
- FOURTEENTH DAY
    - Automatic email

Day 1

1 - Call ASAP: The first person to call the lead will be assigned the lead. If no answer, hang up the phone and call again (Double Dial). This time leave a voicemail per the below:

First voicemail: “Hi [Contact Name], this is [Your Name] from Andersen Group Realty. Thanks so much for your request. I just got it and wanted to call you right away. I’d be happy to answer any questions you have about the property and schedule a private showing or help you find other properties if that’s what you want as well. I also have a number of off market properties I’d like to share with you. So just give me a call back on my cell at [Your Cell Number]. I look forward to hearing from you soon!”

> NOTE: If you get a hold of the lead during first attempts, follow LPMAMA script. Goal is to set appointment but also find out what they are looking for. Take notes so you can set them up on an e-alert in the system and change them to appropriate category.

2 - Change lead category to ‘Qualify’. This will start them on Drip Campaign and send out a text message.

NOTE: If the lead responds at any point to you during a drip campaign, it will pause the drip campaign.

3 - **Setup E-Alert**

- Based of property they have inquired about or viewed
- Name search in professional manner; ex: “Home Search - Winchester Condos with 2+ BR, Under $500k”
- Be sure to click the “Active” box toward bottom of page so only active listings are sent

Day 2

1 - Auto email
2 - Call and leave voicemail
3 - Text - Auto sent

Check to see if E-Alert was opened.

****NOTE: Make sure that at end of Day 2 activities, all to-do's have been marked as completed****

Days 3 - 14

Combination of to do reminders, calls, text and emails are sent. Auto text sent

****NOTE: Make sure that activities and to do's are cleared out/completed on a daily basis.****

If after Day 14, if still no response, lead will be auto moved to ARCHIVE. From here you will need to be able to monitor for return visits on sites and other activity.

1. If lead is contacted within the first 14 days (QUALIFY PERIOD):
    a. If lead is a genuine prospect but still 3 - 6 months away from being HOT, move them into Nurture
    b. If you made contact and they are interested in looking at properties but not in a rush or just starting their search then put them into a Watch category and on the "Watch" drip plan.
    c. If you spoke with contact and they don't seem interested at the time, put them into the Archive category on a low touch plan.
2. If lead is moved into 'qualify' category:
    a. Set lead up on "Qualify" plan which should be set to auto-start and then at end of plan auto-moved into Archive.
    b. Goal of qualify plan is to open up communication and determine where in the process the lead is.

c. Nobody that you have spoken with should be in the ‘qualify’ category

d. FOLLOW LEAD QUALIFICATION PROCESS CHART IN GOOGLE DRIVE BOOMTOWN FOLDER

3. If lead is moved into ‘nurture’ category:
    a. This plan runs from 3 - 6 months with an email every few weeks. At end of this plan, auto-move the lead into a Watch or Archive category.
4. If lead is moved into ‘watch’ category:
    a. These are your long term leads. Plan runs from 9 - 12 months. At end of this plan, auto-move leads into Archive.
5. If lead is moved into ‘archive’ category:
    a. Put lead on the low-touch archive plan
    b. Be sure to keep an eye on the NOW feature which will let you know if any of your archived leads have been recently active on the website
        i. If lead has been recently active, be sure to follow up with them and move them into appropriate category based off conversation