

Sierra Lead Status Definitions:

New: New leads. Registered in the last 15 days. Automatically switched to Qualify (Cold) after 15 days

Qualify: Cold, unresponsive leads regardless of lead source

Active: Warm leads, hand-raisers that we had a positive communication via text, email, or phone call.

Prime: Hot leads, lead is ready to purchase and/or list their home in the near future. Scheduled an appointment, met in person, pre-approved, or sent to a lender.

Pending: Buyer under contract or you've listed their home (listing does not have to be under contract)

Closed: Past clients, anyone who has bought or sold a home with you. When lead is changed to a closed status, a Past Client tag is automatically added.

Archived: Sphere of influence, Vendors (Use tags to further sort)

Watch: Outbound referrals, linked leads, Leads that might be interested down the road.

Junk: Bad contact info, Already purchased or sold with another agent

Do not Contact: The Lead asked not to be contacted. Automatically opts lead out of receiving marketing emails & texts. This does not turn off e-alerts or access to the site.

Blocked: Blocks the ability to visit the site and stops all communication