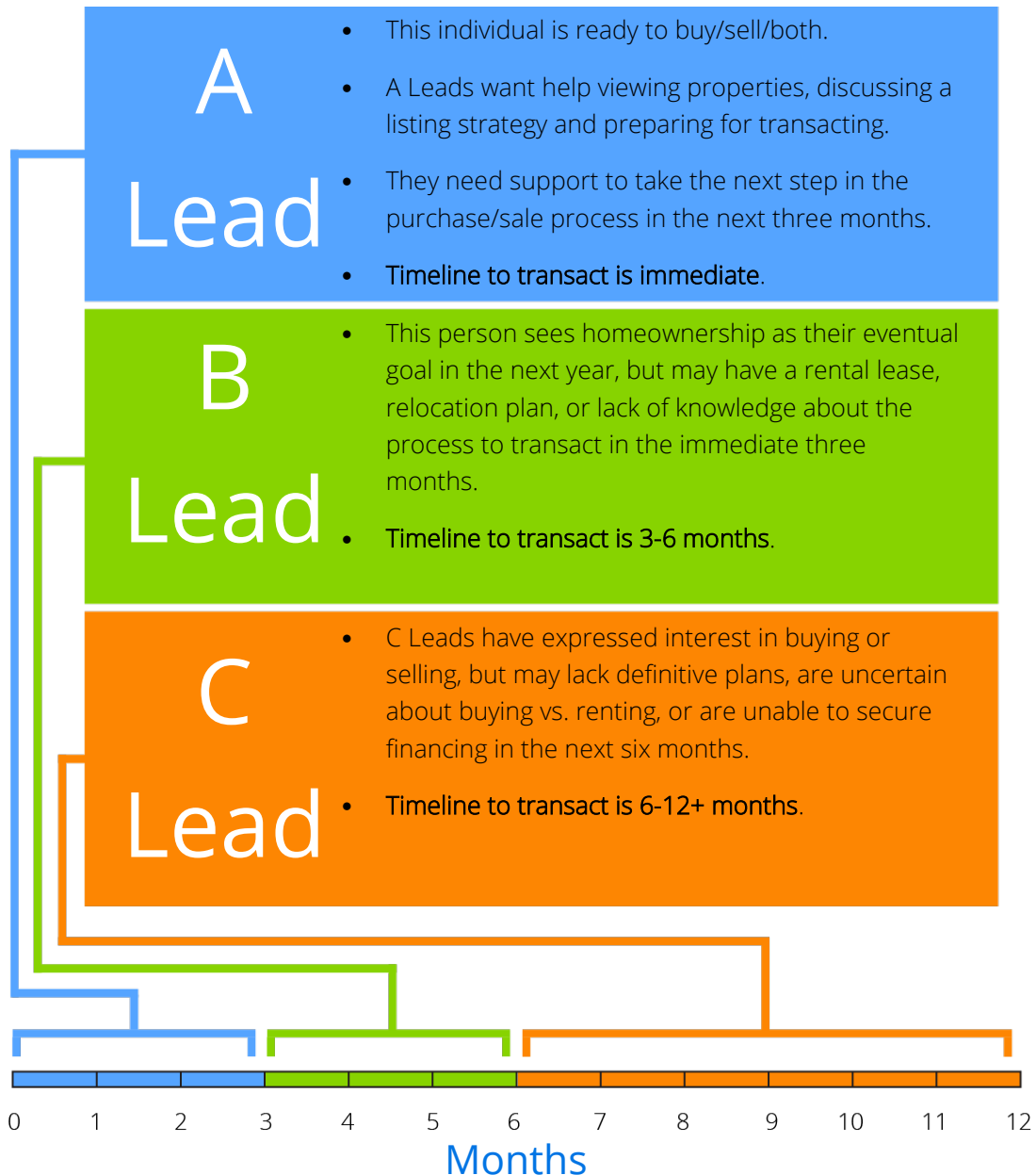


Lead segments

Using LP MAMA from Module Two is important because it guarantees you have the information you need to segment leads into the A, B or C Lead Categories.



Now that you understand how to segment your leads, turn the page to review recommended communication plans for each segment.

Communication plans

A Lead

- You should be connecting with these leads often.
- You should be speaking to them **at least once a week**, emailing them properties to view as necessary and scheduling appointments to tour or list homes.
- As a rule of thumb, contact your A Leads through any means whenever necessary (phone, text, email, social media).

B Lead

- You should be nurturing these leads with regular, automated messages or a drip campaign.
- Drip campaigns can include helpful insider knowledge for buyers and sellers about your market.
- Send new local listings to prospective buyers as often as they like.
- Prioritize a personal call **at least once a month** to build rapport, identify urgency to buy/sell and determine next steps to working together.

C Lead

- C Leads are primarily on drip campaigns.
- Share any information that might negatively impact their ability to secure a loan, like changing jobs or purchasing a new car.
- Give them options for lenders in the area.
- Reach out at least once per quarter to check in on their home search.
- Prioritize a personal call **at least once per quarter** to build rapport, identify urgency to buy/sell and determine if they should move to the A/B segments.

Leverage the script documents in Module Four to nurture your leads and follow up with precision.