

Stage

Best Practices

Aware | Know | Like | Trust | (None)

Contacts go through four stages of a relationship with you. Each stages has a direct impact on the **Contact Status**.

- **None**: The contact is someone that you will not do business with. This could be a vendor or other real estate agent which you would not normally consider marketing to. The **Contact Status** should also be set to **None**. This setting prevents any automation to the contact dealing with the Contact Cross Section.
- **Aware**: The contact is aware that you exist and that you potentially have the ability to assist them with some kind of real estate related activity. Usually, they were made aware of your services through a mutual friend, colleague or through a website or other marketing process that is setup to generate leads.
 - You have **very basic** information about the contact such as **Name, phone** or **email**.
 - You **MAY NOT** know if they are interested in **buying** or **selling** a home or any details of their needs.
 - You **MAY NOT** know if you can help them at all, they are simply a name in your database at this point.
 - **Stage** can be affected by the **Contact Status** and will be reassigned if to the following if Stage is currently set to **Aware**.
 - By default the **Contact Status** is assigned as **Suspect**.
 - If the **Contact Status** is **Prospect** or **Lead** then Stage should be reassigned to the next stage of **Know**.
 - If the **Contact Status** is **Client** then **Stage** should be reassigned to the next stage of **Like** if there has been **NO** Referrals.
 - If the **Contact Status** is **Client** then **Stage** should be reassigned to the next stage of **Trust** if there **HAS** been Referrals.
 - If the **Contact Status** is **Past Client** then **Stage** should be reassigned in the following ways:
 - Assign **Stage** to **Like** if contact has only 1 completed transaction but no Referrals.
 - Assign **Stage** to **Trust** if contact has more than 1 completed transaction.
 - Assign **Stage** to **Trust** if contact has 1 or more referrals.
 - If the **Contact Status** is **Suspect** then you **SHOULD** communicate almost daily by email, phone or SMS text to qualify the contact and determine if you can assist them - This process will allow you to move the contact to a **Contact Status** of **Prospect** quickly.
- **Know**: Two-Way communication between you and the contact is happening. A relationship is being formed but they have not decided to sign a listing agreement or buyer's agreement.

- **Stage** can be affected by the **Contact Status** and will be reassigned if to the following if Stage is currently set to **Know**.
 - If the **Contact Status** is **Suspect** then reassign the **Contact Status** to **Prospect**. We know that if a person is in the **Know** stage they are beyond **Suspect** and should advance to the **Prospect** stage.
 - If the **Stage** is **Know**
 - If **Contact Status** is **Suspect** then change **Contact Status** to **Prospect**.
 - If **Contact Status** is **Client** then change **Stage** to **Like** if Referrals = 0
 - If **Contact Status** is **Client** then change **Stage** to **Trust** if Referrals > 0
 - If **Contact Status** is **Past Client**
 - Assign **Stage** to **Like** if Referrals = 0
 - Assign **Stage** to **Trust** if # completed transactions > 0
 - Assign **Stage** to **Trust** if Referrals > 0
- If the **Contact Status** is **Prospect** then you **SHOULD** communicate at least weekly by email, phone or SMS text if not multiple times a week to get more information on what they need to determine if you can assist them - This will allow you to move the contact to a **Contact Status** of **Lead** soon.
- **Like:** *People do business with you because they Like you.*
 - When the contact signs a listing or buyer's agreement then **Stage** should be assigned to **Like** unless it is currently assigned to **Trust** and the **Contact Status** should be set to **Client**.
 - If the **Stage** is currently **Like** and **Contact Status** is currently **Past Client** then the purpose of any communication is to ask if they need any Real Estate services or ask for referrals.
- **Trust:** *People do REPEAT business with you or REFER business to you because they Trust you. This is the ultimate Stage that you want to reach and conveys a large amount of trust in you and your services. Anyone in this Stage needs to be continually nurtured and connected with because they are likely to give you more referrals.*
 - When the contact signs a listing or buyer's agreement more than once then **Stage** should be assigned to **Trust** and the **Contact Status** should be set to **Client**.
 - When the contact refers you more than once then **Stage** should be assigned to **Trust**.
 - If the **Stage** is currently **Trust** and **Contact Status** is currently **Past Client** then the purpose of any communication is to ask if they need any Real Estate services or ask for other referrals.

If you have any questions, please contact us at: support@realvolve.com

Questions?

Please direct questions and comments to support@realvolve.com.

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