

# KRE Pond Guide

## Already Bought/Sold

- Strictly people who bought or sold a home, **but not with us**.
- Set a task for Krueger Assistance for 2 years down the road.

## Bad Credit / Not Able To Buy Yet

- Need to save money or have bad credit.

## CLOSED

- People who closed a deal with us and the **agent isn't with us** or agent doesn't want to keep them with themselves. Typically this is just used when an agent leaves KRE.

## Digging

- Generic pond - this is really where 80% of your pond leads should end up.
  - Lost contact
  - NCL
  - Already has an agent and seems happy
  - Basically anything that doesn't fit in any other pond.

## Do Not Contact

- The **ONLY** people who should be in here are those who have LITERALLY told us they'd report us if we try to contact them or duplicates.
  - This pond is **NOT** for...
    - People who have an agent
    - Those you just lost touch with
    - Someone who said they are not interested or not buying/ selling right now
    - Someone you or an agent just doesn't like... unless they are like SUPER creepy and crazy. ie: If a female agent is working with a male client who is a little too flirty or weird, try getting them to another male agent. If that doesn't work, NOTE the situation and throw to DIGGING.

## Email Only

- Leads that would otherwise go into the digging pond, but they have no phone number.

## Investor Opportunities

- Digging leads that have specified that they are investors looking to buy or sell for investment purposes. This may be a professional investor or someone just looking for a second home to use as a rental.

## Low-End Leads

- Digging leads that are buyers or Sellers@ \$150k and below OR rentals under \$1500.

## Rentals

- Leads that would otherwise go into the digging pond, but are rentals
- Set task 6 months from lease end and 60 days from lease end - if you don't know when their lease ends, assume 12 months.

## Seller Opportunities

- Leads that would otherwise go into the digging pond, but are sellers

## Spam/ Marketers

- Self explanatory

## Spanish Speaking

- Any lead that needs to go to a pond that speaks only Spanish.